

2025



Growing Together. Raising Value



Placemaking

NORTHWEST CLAYTON LIVABLE CENTER INITIATIVE STUDY

Transportation

Economic
Development



ARC

Atlanta Regional Commission

MAY, 2025

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List of Acronyms and Abbreviations

AACIDs	ATL Airport Community Improvement District
AADT	Average Annual Daily Traffic
AASHTO	American Association of State Highway and Transportation Officials
ACS	American Community Survey
ADA	Americans with Disabilities Act
ARC	Atlanta Regional Commission
ASCID	Airport South Community Improvement District
ATL	Atlanta
AWCID	Airport West Community Improvement District
BMP	Best Management Practices
BP	Business Park
BRT	Bus Rapid Transit
C1	Neighborhood Business
C2	Community Business
CID	Community Improvement District
DCA	Department of Community Affairs
ED	Economic Development
FHWA	Federal Highway Administration
FLU	Future Land Uses
FTA	Federal Transit Administration
GB	General Business
GDOT	Georgia Department of Transportation
GICC	Georgia International Convention Center
GIS	Geographic Information System
HI	Heavy Industrial
HJAIA	Hartsfield-Jackson Atlanta International Airport
HUD	Housing and Urban Development
ID	Identification
LCI	Livable Centers Initiative
MARTA	Metropolitan Atlanta Rapid Transit Authority
MSA	Metropolitan Statistical Area
MXI	Mixed Use Commercial Industrial
NW	Northwest

OI	Office Institutional
OP	Office Professional
PAC	Project Advisory Committee
PD-C	Planned Development Commercial
PM	Placemaking
PPS	Project for Public Spaces
PUD	Planned Unit Development
R3	High Density Residential
RM	Multiple Family Residential
RRFB	Rectangular Rapid Flashing Beacons
SF	Square Feet
SR	State Route
T	Transportation
TAD	Tax Allocation District
TADA	Traffic Analysis and Data Application
TOD	Transit-Oriented Development
TSP	Transit Signal Priority



Placemaking

1 Executive Summary

Transportation

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1 Executive Summary

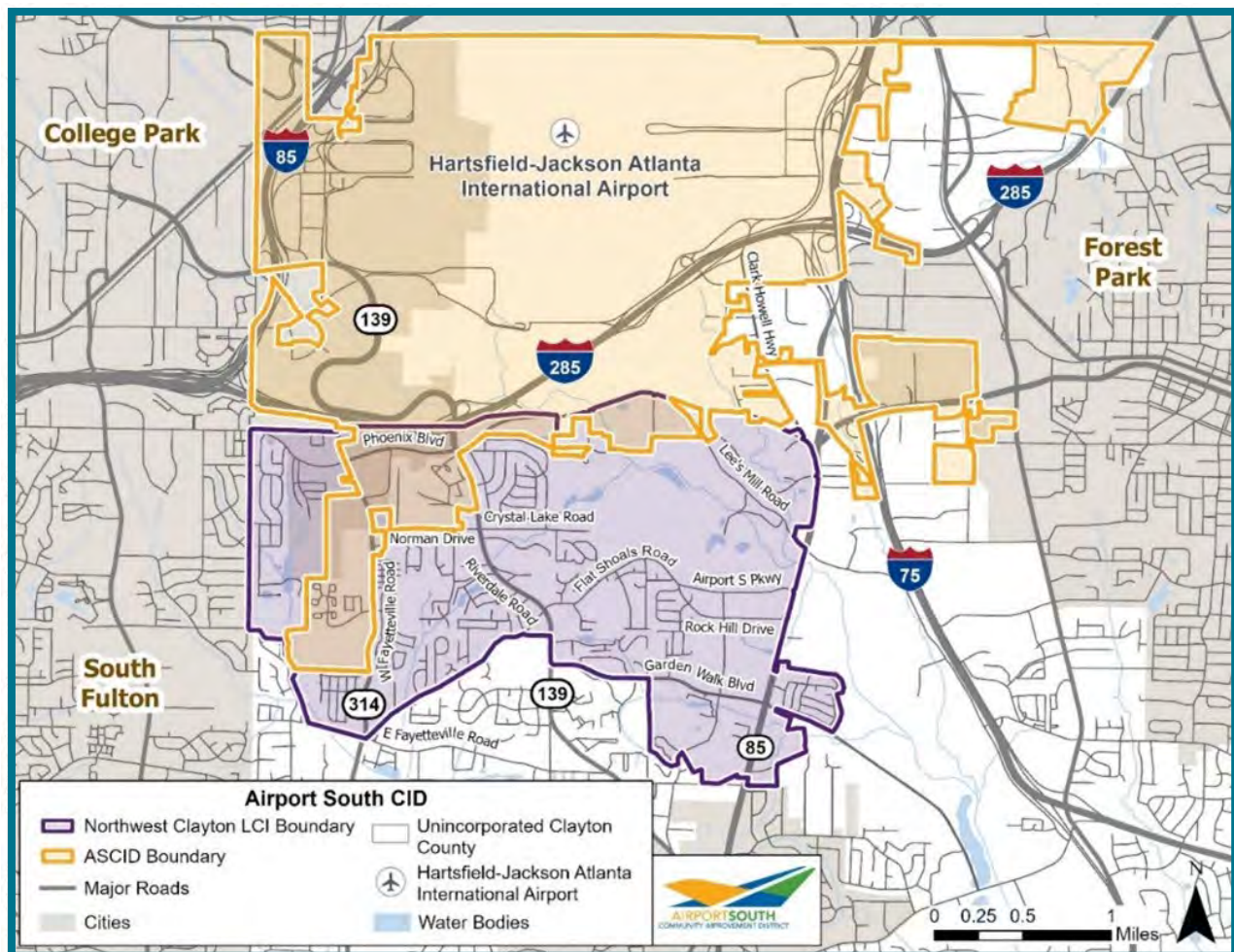
1.1 Northwest Clayton Livable Centers Initiative Study

The 2025 Northwest (NW) Clayton Livable Centers Initiative (LCI) Study, henceforth referred to as the “Study,” is a refresh of the 2004 Northwest Clayton LCI Plan and the Northwest Clayton LCI Five-Year Update. The purpose of the initial study was to build a set of recommendations for northwest Clayton County aimed at increasing transportation options in conjunction with targeted efforts to build out non-motorized infrastructure, increase available affordable housing stock, and amend the zoning code to allow for the mixing of land uses where appropriate. The 2025 NW Clayton LCI Study will enhance and rejuvenate these previous studies, reflecting changes that have occurred since 2004 and 2011. The Study is sponsored by the Airport South Community Improvement District (ASCID). **Figure 1-1** shows the NW Clayton LCI Study area.

The purpose of the Study is to build a set of recommendations that:

- Enhance multimodal access, safety, and infrastructure,
- Promote workforce housing and transit-oriented development,
- Expand multimodal and transit connections to the area’s largest employers, and
- Establish a regional identity and sense of place and community through art and placemaking.

Figure 1-1: ASCID and Northwest Clayton LCI (Study Area) Boundaries



Source: ASCID

1.2 Study Area Overview

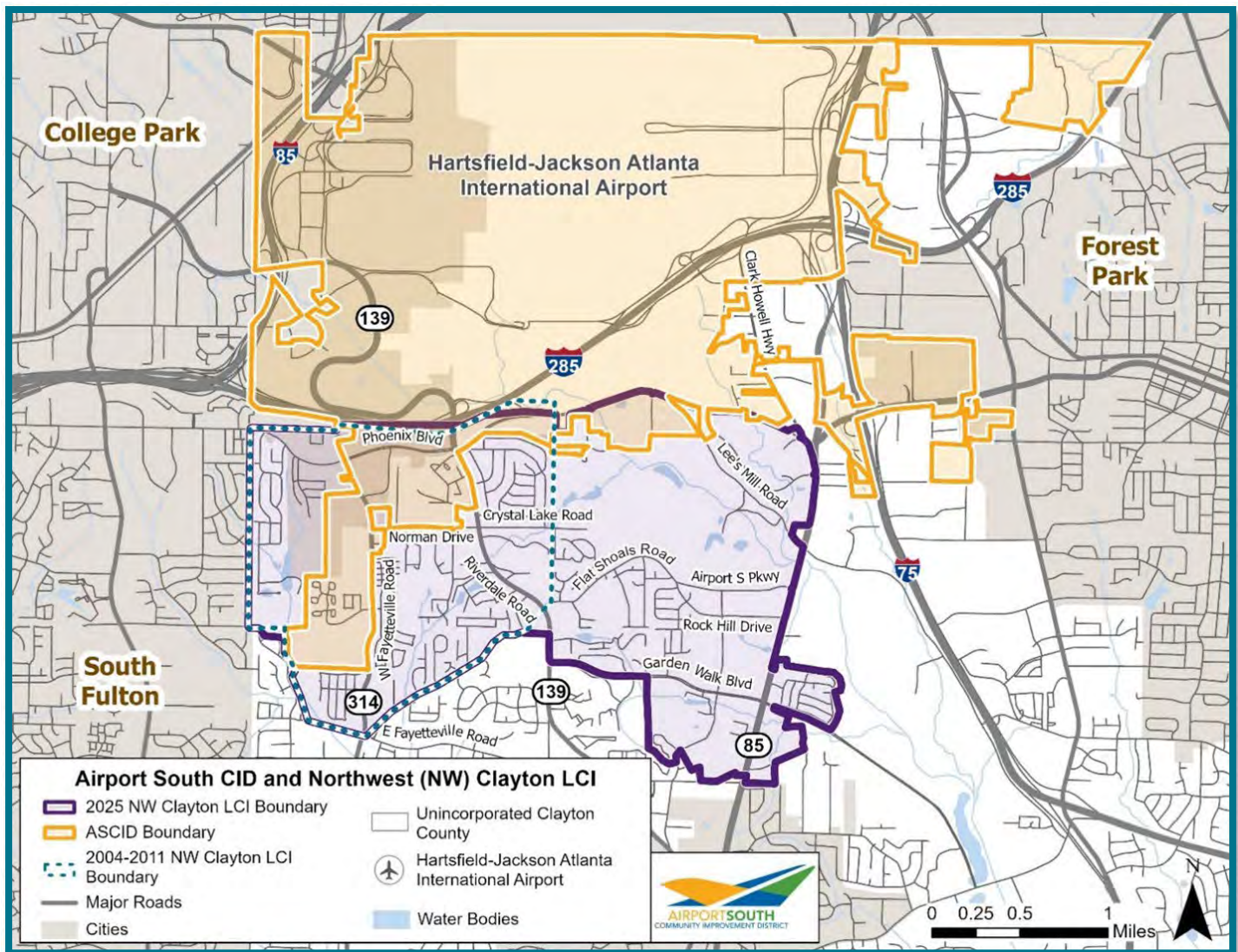
The NW Clayton LCI Study area, displayed in **Figure 1-2**, is located in the northwest corner of Clayton County, south of Hartsfield-Jackson Atlanta International Airport (HJAIA). It is bordered by the cities of College Park, South Fulton, and Riverdale as well as by Fulton County. The Study area measures approximately five square miles, with 92 percent of the Study area falling within unincorporated Clayton County and the remaining 8 percent of the Study area falling within the City of College Park.

Almost half of the study area is residential, with single-family homes (27 percent) and multi-family

(17 percent) homes. Industrial (10 percent) and Commercial (7 percent) uses make up less than 20 percent of the Study area. Commercial uses flank Riverdale Road in the center and industrial uses are located north of Flat Shoals Road in the east of the Study area.

As compared to the previous LCI plans, the study area is larger; the eastern border expands beyond Riverdale Road and extends to State Route (SR) 85. The 2004-2011 NW Clayton LCI Study area, shown in **Figure 1-2**, is approximately 2.5 square miles, half the size of the new Study area. Over 30 percent of the previous study area is in the City of College Park, with 70 percent in incorporated Clayton County.

Figure 1-2: Previous and Current LCI Plan Study Areas



Source: ASCID

1.3 LCI Study Process

The LCI Study process consists of components: the assessment of the Existing Conditions, and the development of three Strategy Documents for Transportation, Placemaking, and Economic Development, and a robust public engagement process. Each of these components culminates in recommendations for the Implementation Plan. The Study had a 17-month schedule from December 2023 to April 2025, as indicated by the schedule in **Figure 1-3**.

The process started in December 2023 with a kickoff meeting and a Study area tour to get an understanding of the existing state of the Study area. Afterwards, data collection and analysis began for the existing conditions. Stakeholder interviews were conducted in March 2024 with specific topics for each interview: Economic Development, Placemaking, Safety and Access, Transportation, and Transit. The Project Advisory Committee (PAC) was developed, a group of representatives from key stakeholder organizations serving in an advisory role to provide expertise and area knowledge to ensure that the Study meets the needs of the constituents with implementable recommendations. The existing conditions were presented at a PAC meeting in May 2024 and a public meeting in June 2024 to confirm conditions in the Study area and choose locations and types of improvements for the Study area. The existing conditions assessment was finalized in August 2024.

Before developing recommendations, the consulting team attended four pop-up events to inform the public of the Study and collect feedback on potential placemaking tools, as shown in **Figure 1-4**. Draft recommendations were developed from feedback provided by the PAC and public, previous study area plans, and the existing conditions analysis. Recommendations were presented at a September 2024 public meeting and October PAC meeting. Feedback from the public meeting yielded additional recommendations, while the PAC meeting provided insight on potential funding opportunities to implement recommendations. Recommendations were detailed in three strategy documents: Transportation, Placemaking, and Economic Development. A combined PAC and public meeting was held in January 2025 to present the recommendations and next steps for implementation of the recommendations. Final documents were compiled, and the plan was presented to transportation stakeholders and the ATL (Atlanta) Airport Community Improvement Districts (AACIDs) board.

Figure 1-4: Public Pop-Up Event



Figure 1-3: LCI Study Schedule

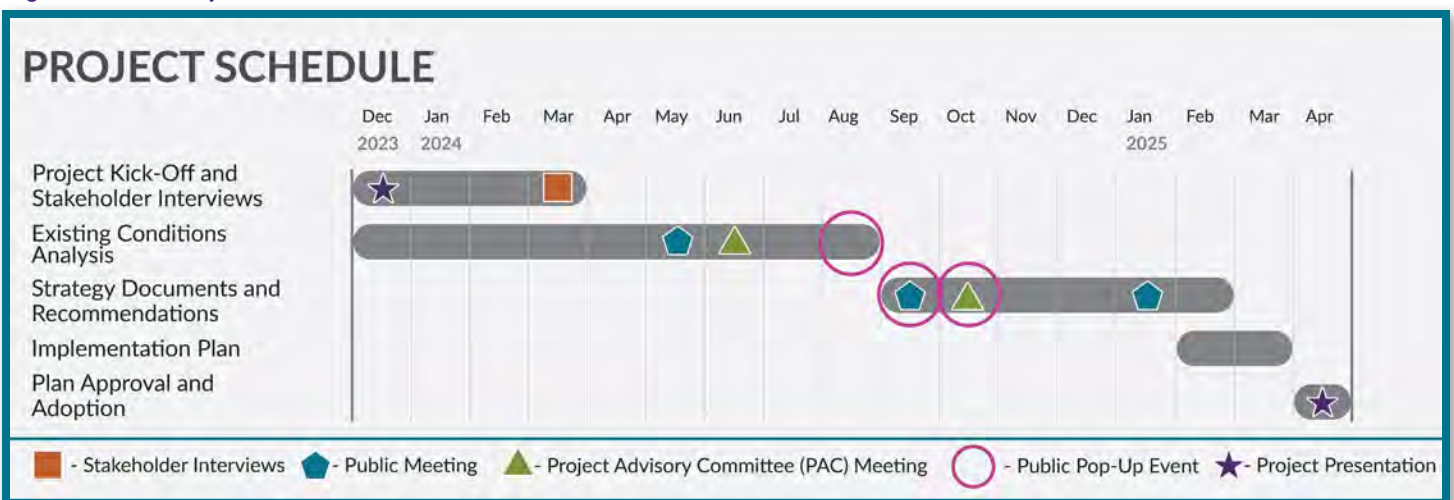


Figure 1-5: LCI Study Strategy Areas



1.4 Strategy Areas

The Study focuses on three strategy areas, as indicated in **Figure 1-5**: transportation, economic development, and placemaking.

1.4.1. Transportation

Transportation includes building upon the existing transportation network and public and stakeholder feedback to provide recommendations that will increase safety, mobility, and connectivity through roadway, bicycle and pedestrian, and transit improvements.

Recommendations focus on key corridors: Godby Road/Phoenix Boulevard, SR 314/W. Fayetteville Road, SR 139/Riverdale Road, and Garden Walk Boulevard.

1.4.2. Economic Development

Economic development considers current housing stock and parcel usage to develop recommendations to enhance existing multi-family housing, add and diversify housing, and amend land use and zoning to maximize building and parcel use.

Recommendations are anchored by three catalytic sites within the study area: Godby Road, Riverdale Road/Norman Drive, and The Quarry. Sites should be designed to spur reinvestment and new transit-oriented development (TOD) attributes at Site Two: Riverdale Road/Norman Drive, to support the future Metropolitan Atlanta Rapid Transit Authority (MARTA) RAPID Southlake Bus Rapid Transit (BRT) Norman Drive station.

1.4.3. Placemaking

Placemaking provides a sense of community with recommendations for wayfinding, beautification, landscape, public art, green infrastructure, and greenspace. Recommendations should aim to identify the NW Clayton LCI Study Area with cohesive and eye-catching designs for streetscape and landscape. Opportunities should be provided to local artists to display public art, with input from the public on the style of beautification improvements.

1.5 Recommendations

Recommendations are shown in **Figure 1-6**. These recommendations are also delineated in separate plans: The Priority Project List, 100-Day Action, Five-Year Implementation Plan, and Long-Term Implementation Plan, in **Table 1-1** through **Table 1-4**.

Figure 1-6: Recommendations in the Study Area

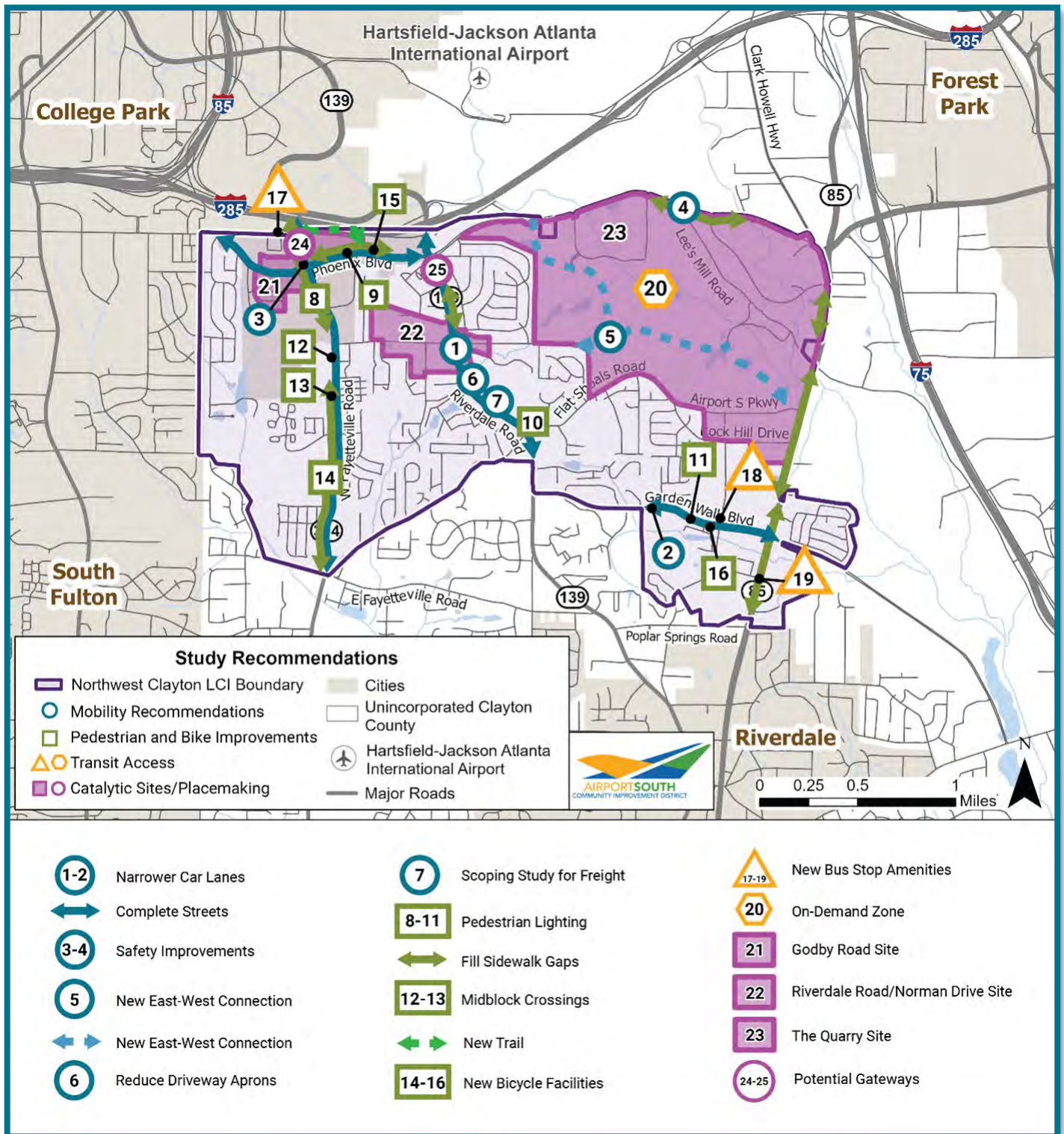


Table 1-1: List of Priority Projects

#	Map-ID	Recommendation Type	Description/Action
T-4	N/A	Multimodal Network Plan	Adopt a complete streets approach for key corridors
T-5	12-13	Multimodal Safety Improvement	Add midblock crossings at schools on W. Fayetteville Road
T-6	14-16	Multimodal Network Plan	Conduct Multimodal Network Plan to fill in missing sidewalk gaps along key corridors, connect roadway-adjacent pedestrian and bicycle infrastructure to existing and planned trail networks, new bicycle facilities
T-12	N/A	Transit Study	More transit connectivity options
ED-2	21-23	Catalytic Sites	Rezone parcels in catalytic sites to support transit-oriented development and higher density uses
PM-1	N/A	Placemaking Study	Develop a system for wayfinding, streetscape enhancements, green infrastructure, and placemaking opportunities
4	N/A	Litter Management Coordination	Coordinate with Clayton County for enhanced trash management and to reinstate the Keep Clayton Clean & Beautiful Program

Recommendations in the Priority Project List, Five-Year and Long-Term Implementation Plans are numbered based on strategy type: Transportation (T), Economic Development (ED), and Placemaking (PM).

1.5.1. Catalytic Sites

Catalytic sites are parcels clustered together, chosen based on location, existing properties, and potential synergy with the surrounding area. Based on this criteria, three catalytic sites were developed: 1) Godby Road, 2) Riverdale Road/Norman Drive, 3) The Quarry. The recommendation is that the sites foster redevelopment and transit-oriented development investments through new land use and zoning policies. These catalytic sites should address many of the needs expressed in the Study area by providing more of:

- Daycares
- Office space
- Restaurants
- Housing Options
- Greenspace

Figure 1-7 shows a concept of what Site One could look like with new development encouraged by zoning and land use changes in the Study area. **Figure 1-8** displays where the catalytic sites are in relation to the Study area.

Figure 1-7: Catalytic Site One Concept Rendering



Figure 1-8: Catalytic Sites

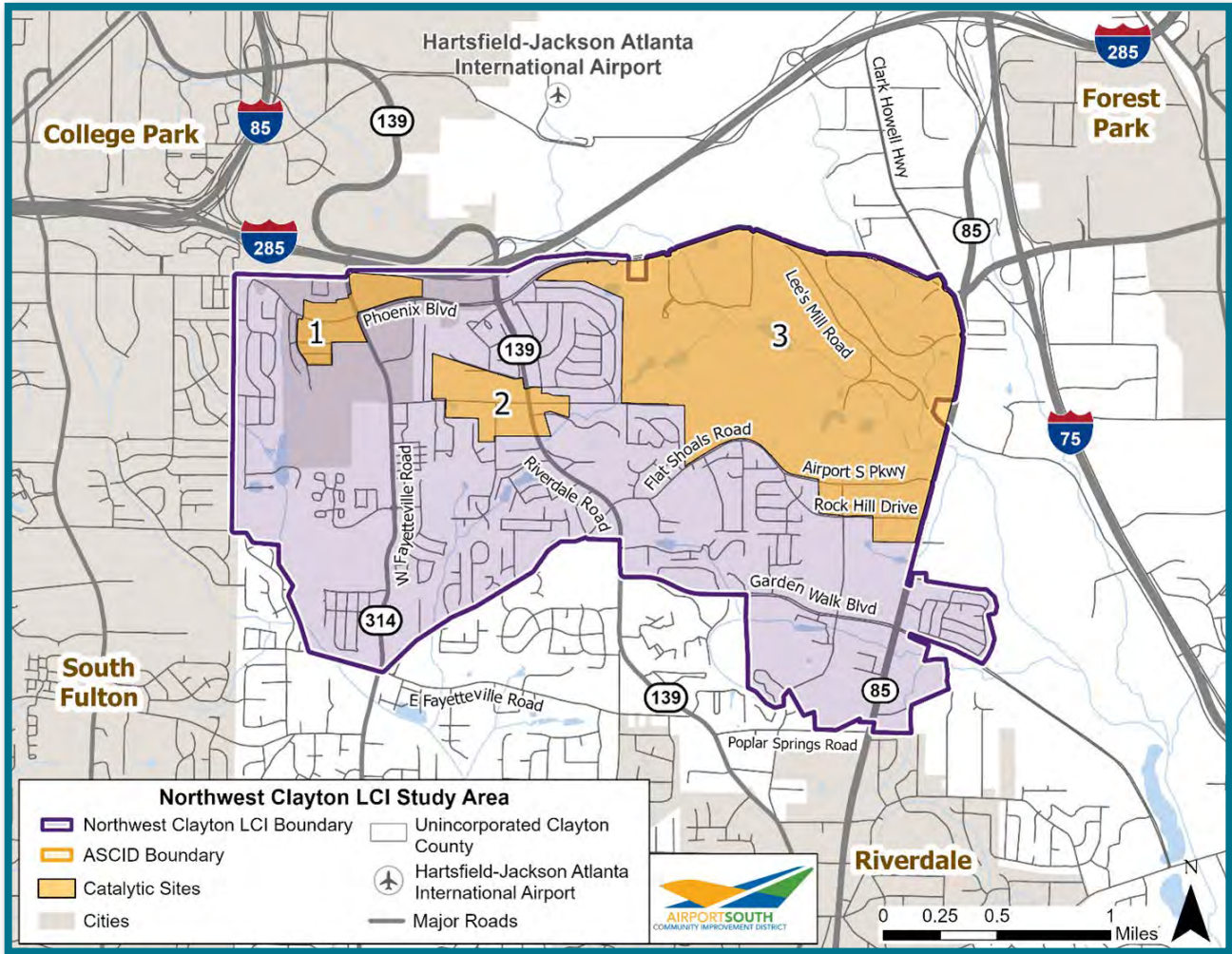


Table 1-2: 100-Day Action Plan Recommendations

#	Map-ID	Recommendation Type	Description
1	17-19	Transit	Coordinate with MARTA to implement amenities at bus stops according to MARTA's Amenities Plan
2	N/A	Zoning	Coordinate with Clayton County to rezone parcels in catalytic sites to support transit-oriented development and higher density uses
3	N/A	Beautification	Coordinate with Clayton County to establish gateways to study area
4	N/A	Beautification	Coordinate with Clayton County for enhanced trash management and to reinstate the Keep Clayton Clean & Beautiful Program

Table 1-3: Five-Year Implementation Plan Recommendations

#	Map-ID	Recommendation Type	Area/Corridor	Description
T-1	1-2	Safety	Riverdale Rd/ Garden Walk Blvd	Narrower car lanes
T-2	4	Safety	Forest Pkwy/Lee's Mill Rd	Safety improvements at Forest Parkway at Lee's Mill Road
T-3	6	Safety	Riverdale Rd	Conduct Access Management Study to minimize and consolidate driveway aprons and right turn lanes on Riverdale Road
T-4	N/A	Multimodal	Godby Rd/ Phoenix Blvd, Riverdale Rd, W. Fayetteville Rd, and Garden Walk Blvd	Adopt a complete streets approach for key corridors
T-5	12-13	Multimodal	W. Fayetteville Rd	Add midblock crossings at schools on W. Fayetteville Road
T-6	14-16	Multimodal	Study Area; Key Corridors: Godby Rd/Phoenix Blvd, Riverdale Rd, W. Fayetteville Rd, and Garden Walk Blvd	Conduct Multimodal Network Plan to fill in missing sidewalk gaps along key corridors, connect roadway-adjacent pedestrian and bicycle infrastructure to existing and planned trail networks, new bicycle facilities
T-7	N/A	Multimodal	Walker Creek Road	New trail – Walker Creek Road Trail - .40 miles
T-8	7	Freight	Riverdale Rd	Support a State Route (SR) 139/Riverdale Road scoping study for freight
PM-1	N/A	Placemaking	Study Area	Develop guidelines for wayfinding, streetscape enhancements, green infrastructure, and placemaking opportunities
PM-2	8-11	Beautification	Godby Rd/ Phoenix Blvd, Riverdale Rd, W. Fayetteville Rd, and Garden Walk Blvd	Develop a beautification and placemaking plan to add street trees and landscaping on selected corridors, provide street furniture and pedestrian-scale lighting
PM-3	N/A	Placemaking	Study Area	Create an Art's Framework Master Plan to incorporate public art

Table 1-4: Long-Term Implementation Plan Recommendations

#	Map-ID	Recommendation Type	Area/Corridor	Description
T-9	3	Safety	Godby Rd/ Phoenix Blvd	Roundabout at Godby Road/Phoenix Blvd
T-10	5	Safety	Crystal Lake Road	Roundabout at Crystal Lake Road
T-11	5	Study Area	Connectivity	Add new street connections and intersections where possible
T-12	N/A	Study Area	Transit	More transit connectivity options
T-13	20	Study Area	Transit	MARTA on-demand zone
ED-1	21-23	Zoning	Catalytic Sites	Foster redevelopment and TOD investments through new land use and zoning policies at catalytic sites
ED-2	N/A	Zoning	Catalytic Sites	Rezone parcels in catalytic sites to support transit-oriented development and higher density uses
LU-1	N/A	Zoning	Catalytic Sites/ Study Area	Provide a variety of land uses within the study area, including greenspace where appropriate
H-1	N/A	New Program	Study Area	Develop Housing Task Force to incorporate a mixture of housing types into the study area, encourage multi-family housing to increase density in the study area, add workforce housing to provide affordable housing in the study area
PM-4	24-25	Study Area	Beautification	Establish gateway features in study area for two gateways
PM-5	N/A	Study Area	Community Space	Include space for community events in the study area
PM-6	N/A	Study Area	Greenspace	Incorporate additional greenspace, pocket parks and playgrounds

Placemaking

2 LCI Background

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2 LCI Background

2.1 Community Improvement Districts

The Study is sponsored by ASCID. A CID is an association of property owners in a defined area that utilizes self-imposed tax revenues from commercial districts to fund improvements within the district's boundaries. CIDs seek to improve business development opportunities and enhance property values by funding:

- Street and road construction and maintenance,
- Parks and recreational areas and facilities,
- Stormwater and sewage collection and disposal systems,
- Systems for the development, storage, treatment, purification, and distribution of water,
- Public transportation, and
- Terminal, dock, and parking facilities.

2.2 ATL Airport CIDs

AACIDs is comprised of Airport West CID (AWCID) and Airport South CID (ASCID), collectively encompassing approximately 15.5 square miles. AWCID, which is located in Fulton County, includes portions of the cities of Atlanta, College Park, East Point, Hapeville, and South Fulton. Airport South CID is located in Clayton County and includes portions of the cities of College Park and Forest Park. Together, both AWCID and ASCID are committed to creating economically strong, safe, attractive, and vibrant communities surrounding HJAI. Under AACIDs, beautification, public safety, transportation infrastructure, technology, transit, and signage and wayfinding projects are prioritized. **Figure 2-1** displays the ASCID boundary.

2.3 Livable Centers Initiative

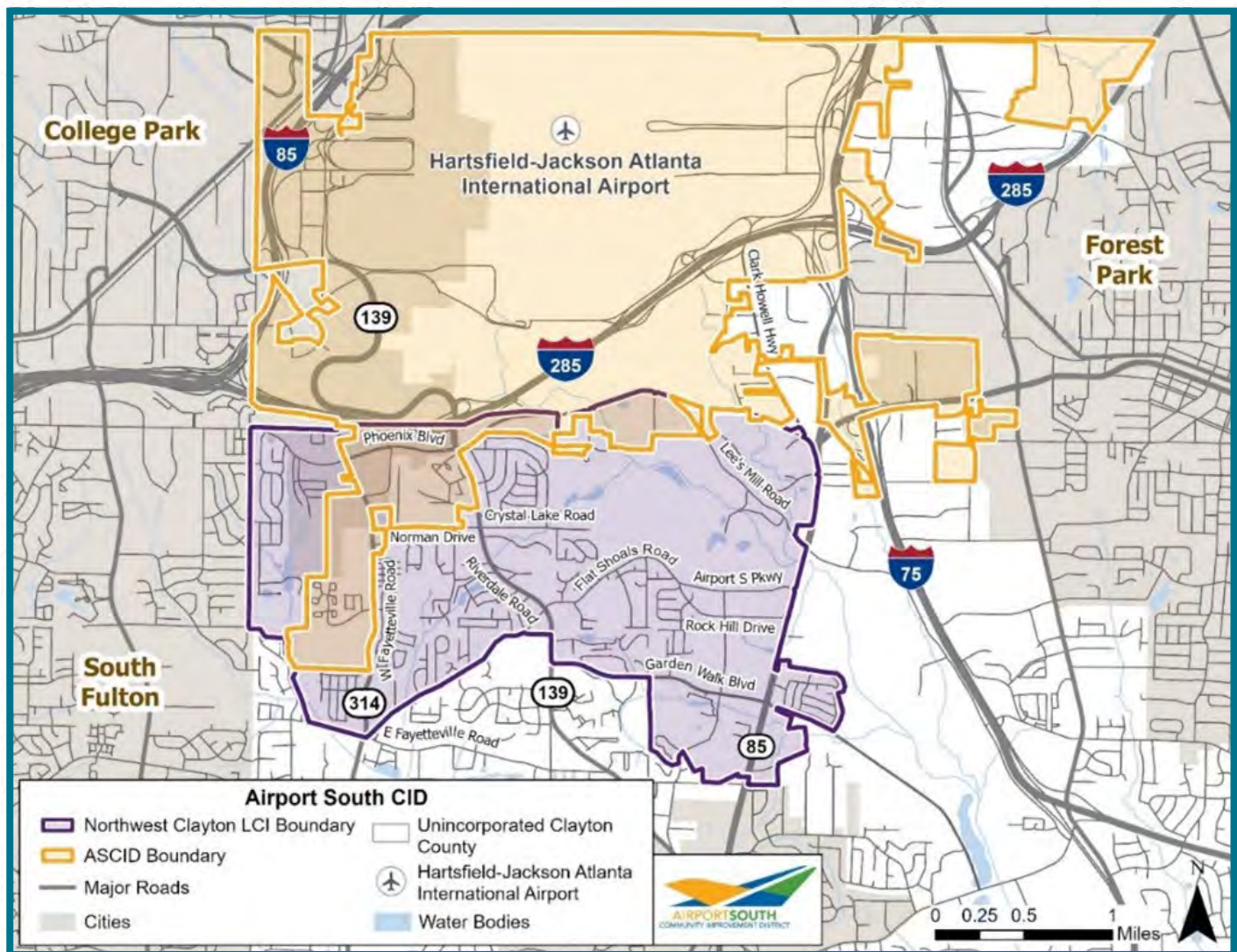
The LCI is a grant program established in 2000 by the Atlanta Regional Commission (ARC). The LCI program was established as a means to reduce the overall vehicle miles traveled and improve air quality within the 11-county Atlanta Metro region. The LCI program supports re-envisioning communities as vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles, and provide improved access to jobs and services. ARC's LCI program provides funding for planning studies as well

as implementation projects, allocating federal funds to cover 80 percent of project costs with a 20 percent required local match.

- 1 Encourage the co-location of diverse housing, employment, recreational, and cultural amenities at major transit, local, and regional centers for people of all ages, abilities, and income levels.
- 2 Enhance access to a range of travel modes including transit, roadways, walking, and biking and increase connectivity and improve access for all users.
- 3 Foster public-private partnerships and sustained community support through an outreach process that promotes the involvement of all stakeholders, including community-based organizations and those who are historically underserved or underrepresented.



Figure 2-1: ASCID and Northwest Clayton LCI Boundaries



Source: ASCID

2.4 Previous LCI Plans and Accomplishments

2.4.1. Previous Northwest Clayton LCI Plans

Northwest Clayton LCI Plan

The Northwest Clayton LCI Plan (2004) by Clayton County, was the first LCI plan for NW Clayton County. At the time, the area was faced with challenges, such as the construction of the fifth runway at HJAIA and traffic congestion. The plan also considered the large-scale redevelopment of the Cherry Hills subdivision. The goal of the 2004 NW Clayton LCI Plan was the implementation of a plan that would aid in the redevelopment of this changing area and support a community where individuals can live, work and play. The plan made a number of recommendations including:

- Transportation projects including the traffic signal feasibility study at the intersection of SR 314/West Fayetteville Road and Pleasant Hill Road,
- Updates to the Clayton County Zoning Ordinance to support mixed-use development, multi-family housing, and other zoning amendments,
- Parks and trails master plan, a county-wide planning effort including the Study area,
- Landscape design standards and a tree protection ordinance,
- Policies to require utilities to be placed underground in specific areas, and
- Tax allocation districts and Enterprise Zones to attract new development and investments.

Northwest Clayton LCI 5-Year Plan Update

The Northwest Clayton LCI Five-Year Plan Update (2011) by Clayton County continued the direction of the 2004 plan to implement some of the recommendations not yet actualized in the Study area. The area (and country) faced an economic downturn in 2008, preventing many recommendations from the previous plan from taking shape. The plan developed a five-year work program including recommendations from the previous plan and additional projects and initiatives to be implemented in the future:

- Sidewalk and streetscape projects on Riverdale Road, Phoenix Boulevard, and Flat Shoals Road,
- Study of the I-285 interchange in the Cherry Hills area,
- Extending Pleasant Hill Road to SR 314/W. Fayetteville Road,
- Need for transit service in the area,
- Completion of trails from Clayton County's Greenway Trail Master Plan,
- Creation of Cherry Hills Redevelopment Task Force, and
- Adjustments to the future land use map.

2.4.2. Accomplishments

Several actions were completed from the previous LCI plans, as indicated in **Table 2-1**. One transportation action was completed with the construction of the Virginia Burton Gray Recreation Center, shown in **Figure 2-2**, which is less than a half mile away outside the Study area. Also, one housing initiative was completed when two changes to the Zoning Ordinance for Clayton County were made in July 2008: (1) to allow mixed use developments; and (2) creation of construction and design standards for new and redeveloped multi-family housing. Additionally, other types of actions were also completed, such as a Parks and Trails Master Plan in 2008 and 2015, landscape design standards, an underground utilities policy, zoning amendments, and Tax Allocation Districts (TAD) and Enterprise Zones in the Study area.

Figure 2-2: Virginia Burton Gray Recreation Center



Source: Clayton County Parks

Table 2-1: Accomplishments from 2004-2011 LCI Plans

Description	Type of Improvement	Study/ Implementation Year
Transportation		
Construct a County Recreation Center in the Northwest Clayton Study Area	Recreation	2006
Housing		
Update County's Zoning Ordinance to Allow Mixed Use Developments	Zoning	2005
Other		
Build new County Recreation Center adjacent to Northcutt Elementary	Recreation	N/A
Develop a parks and trails master plan for the Study Area	Plan	2006
Adopt city and county policies requiring utilities serving new development and redevelopment within the study area by located underground	Utilities	2005
Develop an Urban Redevelopment Plan for the Cherry Hills area consistent with this plan	Plan	2005

Description	Type of Improvement	Study/ Implementation Year
Implement TAD and Enterprise Zones within the Study Area to help entice redevelopment in the Study Area	Tax Allocation District	2006
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	Zoning	2005-2006
Rezone the land at the southwest corner of the intersection of W. Fayetteville and E. Pleasant Hill Roads from light industrial to neighborhood commercial	Zoning	2005-2006
Source: 2004-2011 LCI Plan		

Placemaking

3 Existing Conditions

Transportation

Economic
Development

3 Existing Conditions

The NW Clayton LCI Study area is located in the northwest corner of Clayton County, south of HJAI. It is bordered by the cities of College Park, South Fulton, and Riverdale as well as by Fulton County. The Study area measures approximately five square miles, with 92 percent of the Study area falling within unincorporated Clayton County and the remaining eight percent of the Study area falling within the City of College Park. The following sections provide insight into the Study area with key demographics and destinations. This section also analyzes the study area's urban design elements including land use, pedestrian/bicycle facilities, roadway network, transit, economic development, and community development and placemaking.

3.1 Demographics

Several demographic data were collected for the Study area including population, employment, and commuting statistics. Categories for which the Study area is higher than Clayton County include minority population (97.9 percent compared to 91.4 percent); low-income individuals (23.0 percent compared to 16.9 percent); zero-car households (13.8 percent compared to 7.4 percent); unemployed population (5.9 percent compared to 4.5 percent); and populations that commute by transit (10.9 percent compared to 3.2 percent). These statistics are shown in **Table 3-1**.

Table 3-1: Demographics for the Study Area and Clayton County

Category	Study Area		Clayton County	
	Number	Percent	Number	Percent
Population	33,644	100.0%	296,312	100.0%
Population (Ages 16+)	33,459	99.5%	224,412	75.7%
Minority	32,929	97.9%	270,832	91.4%
Low-Income	7,688	23.0%	49,313	16.9%
Limited English Proficiency	1,972	6.3%	24,844	9.0%
Elderly (Ages 65+)	2,737	8.1%	29,607	10.0%
Zero-Car Households	1,926	13.8%	7,712	7.4%
Youth (Ages 15-19)	2,089	6.2%	21,964	7.4%
Disabilities	4,949	11.3%	30,962	14.0%
Unemployed	1,961	5.9%	10,137	4.5%
Commute by Transit	2,255	10.9%	4,374	3.2%
Source: United States (U.S.) Census Bureau 2022 American Community Survey (ACS) 5-Year Data				

The top industries in the Study area are displayed in **Table 3-2**. Approximately 66 percent of the Study area's employed population ages 16 and over are employed in the top five industries: educational services, and health care and social assistance (17.5 percent); arts, entertainment, and recreation, and accommodation and food services (14.5 percent); transportation and warehousing, and utilities (13.8 percent); retail trade (10.4 percent); and professional, scientific, and management, and administrative and waste management services (10.0 percent).

The Other Services (except Public Administration) sector comprises establishments engaged in providing services not specifically provided for elsewhere in the classification system. Establishments in this sector are primarily engaged in activities, such as equipment and machinery repairing, promoting or administering religious activities, grantmaking, advocacy, and providing drycleaning and laundry services, personal care services, death care services, pet care services, photofinishing services, temporary parking services, and dating services.¹

Table 3-2: Long-Term Implementation Plan Recommendations

Industry	Number	Percent
Educational services, and health care and social assistance	3,812	17.5%
Arts, entertainment, and recreation, and accommodation and food services	3,168	14.5%
Transportation and warehousing, and utilities	3,022	13.8%
Retail trade	2,276	10.4%
Professional, scientific, and management, and administrative and waste management services	2,190	10.0%
Manufacturing	1,790	8.2%
Finance and insurance, and real estate and rental and leasing	1,405	6.4%
Other services, except public administration	1,086	5.0%
Public administration	1,045	4.8%
Construction	1,033	4.7%
Wholesale Trade	628	2.9%
Information	357	1.6%
Agriculture, forestry, fishing and hunting, and mining	13	0.1%
Total employed population 16 years and over	21,825	100.0%

Source: U.S. Census Bureau 2022 ACS 5-Year Data and Bureau of Labor Statistics

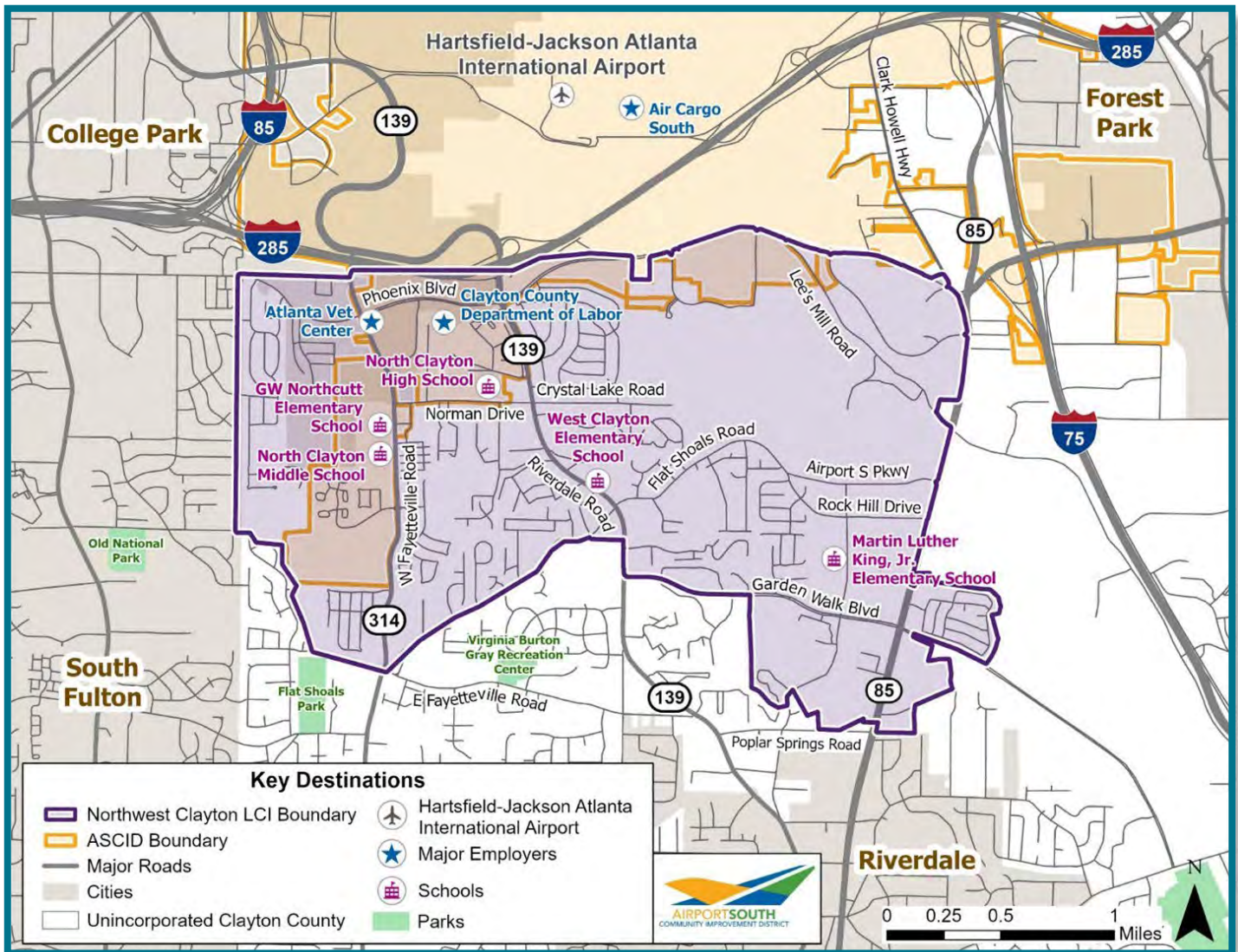
¹ Bureau of Labor Statistics, Other Services (except Public Administration): NAICS 81. <https://www.bls.gov/iag/tgs/iag81.htm>

3.2 Key Destinations

Key destinations in the Study area, presented in **Figure 3-1**, include major employers, the Atlanta Vet Center, and the Clayton County Department of Labor. The Atlanta Vet Center is one of Atlanta Metro's Veterans Affairs centers, providing veterans, service members, and their families with counseling for various needs.² The Clayton County Department of Labor serves as a career center for Clayton, Fayette, and Henry Counties.³ Air Cargo South is a significant major employer located just north of the Study area.

Air Cargo South is one of three cargo facilities at HJAIA that handles cargo, complete with its own bays for loading and unloading the aircraft, refueling and support systems, and dockside access to the surrounding interstates.⁴ Other key destinations are public schools. Within the five-mile study area, there are five public schools: GW Northcutt Elementary School, Martin Luther King, Jr. Elementary School, West Clayton Elementary School, North Clayton Middle School, and North Clayton High School.

Figure 3-1: Key Destinations in the Study Area



Source: Google Earth

² U.S. Department of Veterans Affairs, Atlanta Vet Center. <https://www.va.gov/atlanta-vet-center/>

³ Georgia Department of Labor, Find a Career Center. <https://dol.georgia.gov/locations/career-center>

⁴ South Fulton Chamber of Commerce, Hartsfield-Jackson Gateway to Global Commerce. <https://www.southfultonchamber.com/economic-development/hartsfield-jackson-air-cargo>

3.3 Transportation

The following section details the existing transportation network in the Study area. These include roadways, pedestrian and bicycle facilities, and public transportation. The full transportation assessment is located in [Appendix B](#).

3.3.1. Road Network

The existing road network system in the Livable Communities Initiative (LCI) Study area has a variety of roads including arterials, collectors, and locals, as shown in **Figure 3-2**. **Table 3-2** lists the current roadway facilities in the Study area and indicates their functional class, directions, and number of travel lanes. The Study area has three state routes, which

are also major north/south roadways: State Route (SR) 314/W. Fayetteville Road, SR 139/Riverdale Road, and SR 85. The east/west roadways consist of Phoenix Boulevard, Norman Drive, Flat Shoals Road, and Garden Walk Boulevard. According to the Georgia Department of Transportation (GDOT) Traffic Analysis and Data Application (TADA), the state routes also had the highest Average Annual Daily Traffic (AADT): SR 314/W. Fayetteville Road (18,800), SR 139/Riverdale Road (34,300), and SR 85 (43,800), compared to Phoenix Boulevard (9,930) and Flat Shoals Road (5,080). The AADT was not counted for Norman Drive and Garden Walk Boulevard. State routes are also the major truck routes in the Study area with AADTs consisting of: SR 314/W. Fayetteville Road (504), SR 139/Riverdale Road (934), and SR 85 (2,617).

Figure 3-2: Study Area Road Network

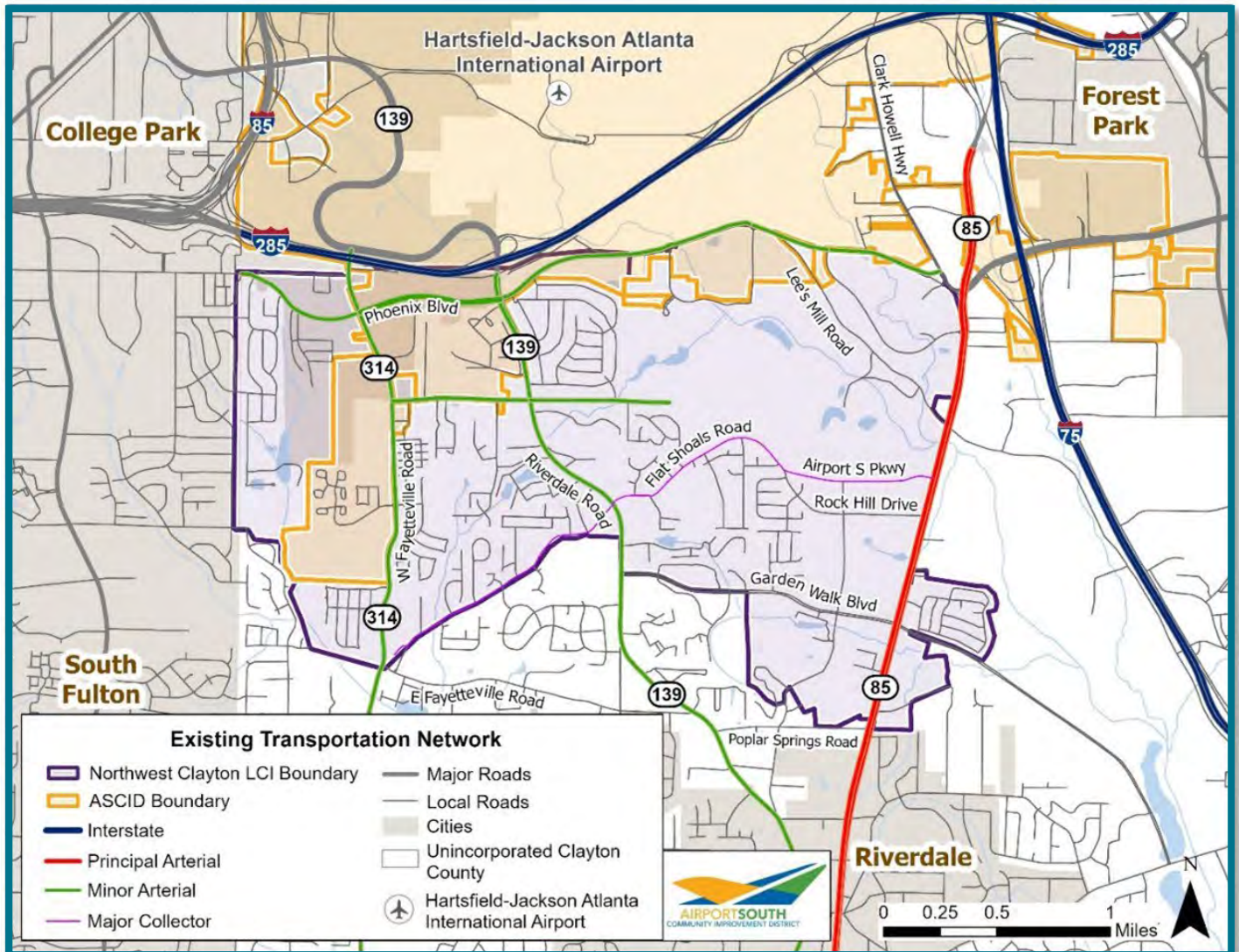


Table 3-3: Major Roadways in Study Area

Major Study Area Roadways	Functional Class	Direction	Travel Lanes	AADT
State Route 314 – W. Fayetteville Road	Minor Arterial	North/South	2	18,800
State Route – Riverdale Road	Minor Arterial	North/South	4, 5, 6	34,300
State Route 85	Principal Arterial – Other	North/South	4, 5	43,800
Phoenix Boulevard	Minor Arterial	East/West	4	9,930
Norman Drive	Minor Arterial	East/West	2	N/A
Flat Shoals Road	Major Collector	East/West	2	5,080
Garden Walk Boulevard	Local Road	East/West	4	N/A

Source: GDOT TADA

Crash density data, obtained from Numetric American Association of State Highway and Transportation Officials (AASHTO) AASHTOWare Safety, was also analyzed as a part of the study. The crash density analysis looked at vehicle and pedestrian crash incident data between the years of 2018 and 2020. **Figure 3-3** shows that most vehicle crashes occurred on SR 139/Riverdale Road and SR 85 where most vehicle traffic is present. Top vehicle crash intersections between 2018 and 2020⁵ are listed below:

- SR 139/Riverdale Road and Flat Shoals Road (217 crashes in total)
- SR 85 and Forest Parkway (192 crashes)
- SR 139/Riverdale Road and Norman Drive/Crystal Lake Road (194 crashes)
- SR 139/Riverdale Road and SR 331/Forest Parkway/Phoenix Boulevard (172 crashes)
- SR 139/Riverdale Road and Garden Walk Boulevard (171 crashes)
- SR 85 and Garden Walk Boulevard (167 crashes)

An analysis of pedestrian crash density for the same time period revealed that these state routes also have the highest pedestrian crash density. **Figure 3-4** provides the location and density of pedestrian crashes for the period of 2018 to 2020 at intersections and midblock sections in the Study area. More detailed information on the vehicle and pedestrian crashes is available in [Appendix E](#).

Top Crash Intersections

- SR 139/Riverdale Road and Garden Walk Boulevard (9 crashes)
- SR 85 and Garden Walk Boulevard (8 crashes)

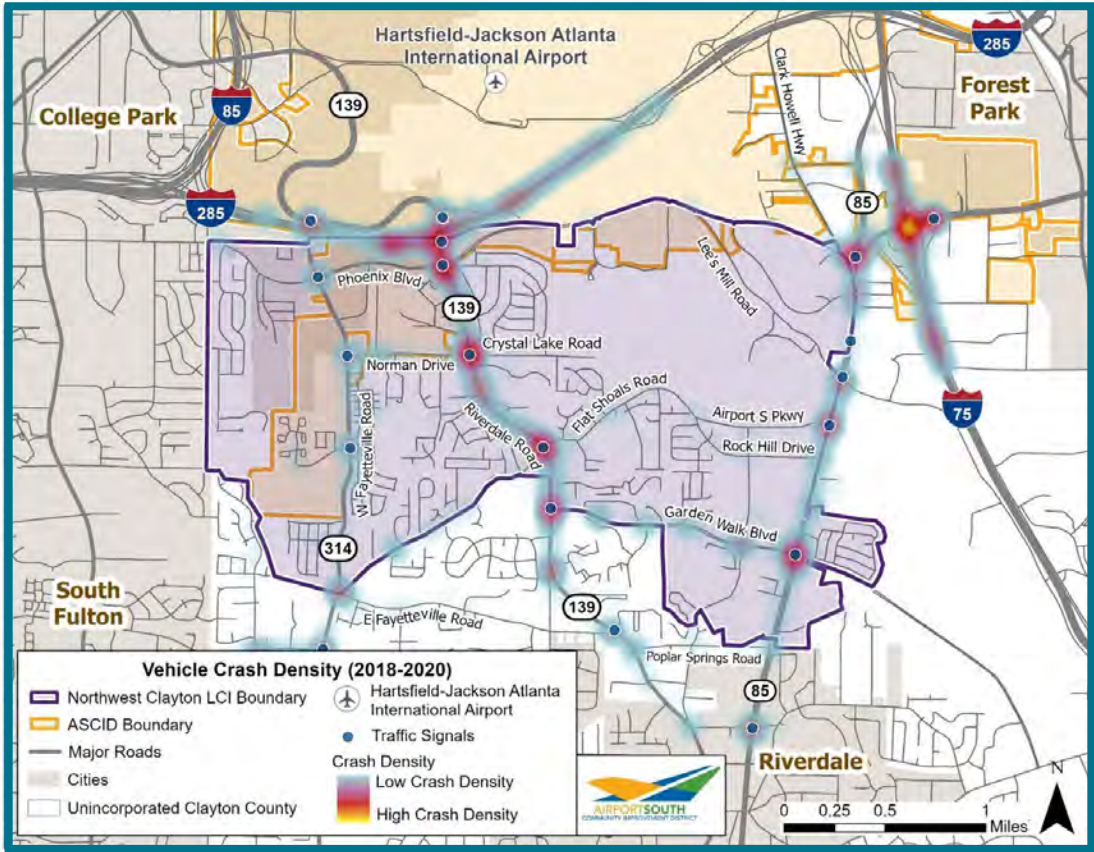
Midblock Crashes

- SR 139/Riverdale Road (12 crashes)
- Garden Walk Boulevard (3 crashes)



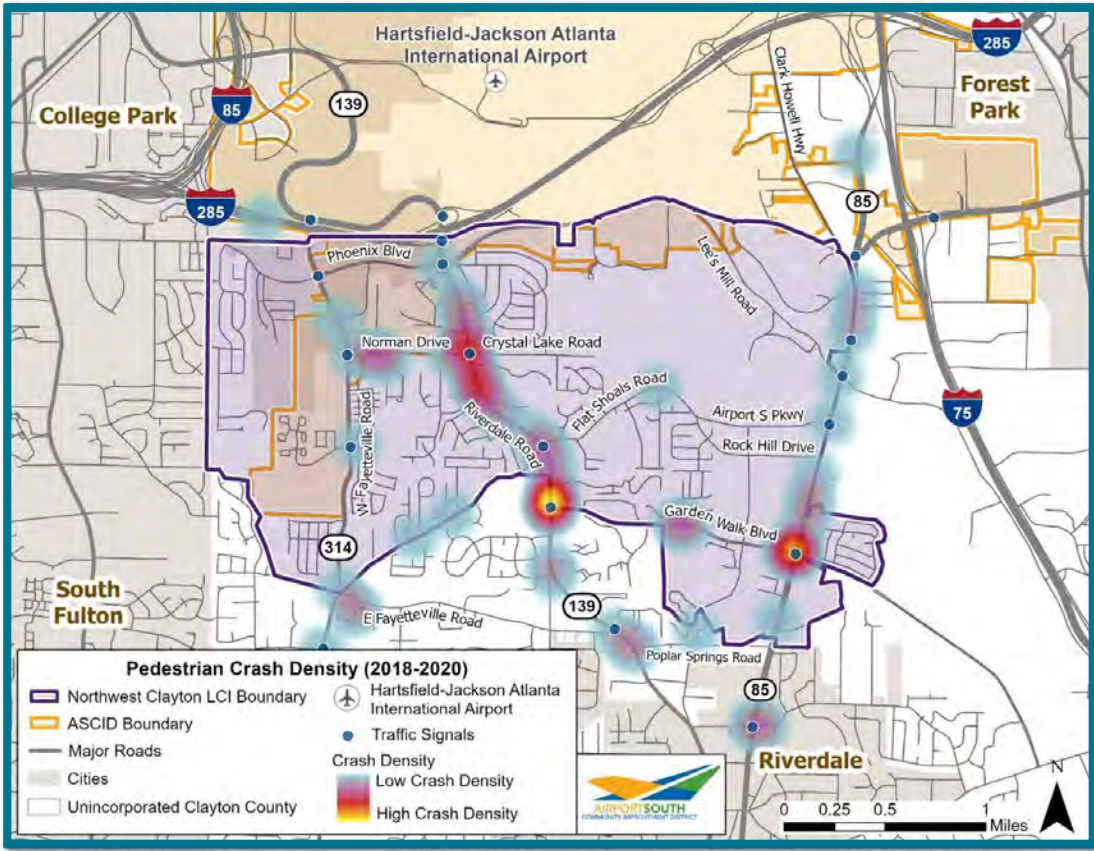
⁵ The number of crashes at the intersections were estimated based on a clustering of individual incident records happened from 2018 to 2020.

Figure 3-3: Vehicle Crash Density in the Study Area



Source: Numetric AASHTOWare Safety

Figure 3-4: Pedestrian Crash Density in the Study Area



Source: Numetric AASHTOWare Safety

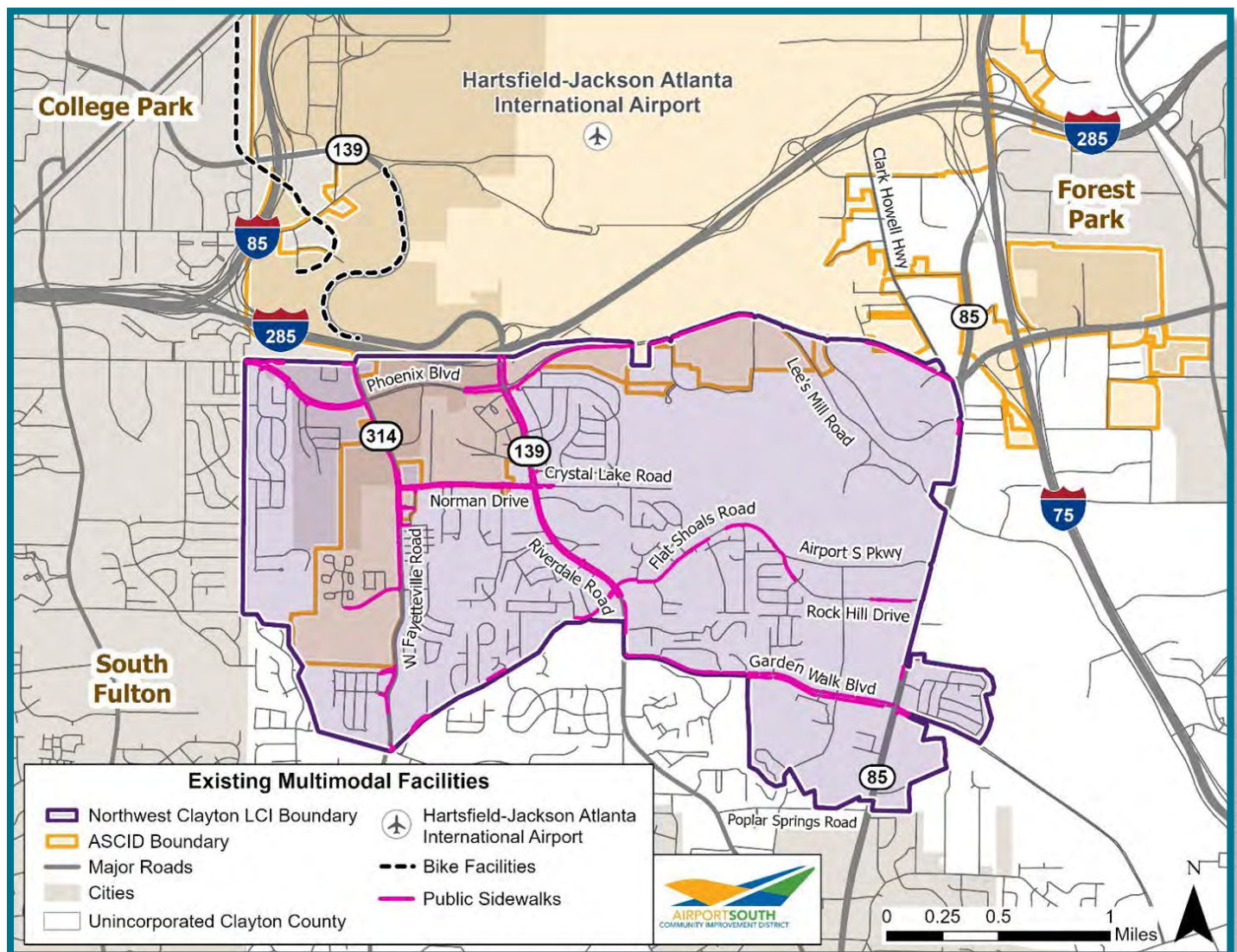
3.3.2. Mobility

Currently, there are no bicycle facilities in the Study area; the closest are bicycle lanes on SR 139/ Riverdale Road and Phoenix Trail crossing SR 139/ Riverdale Road, as shown in **Figure 3-5**. There are approximately 11 miles of public sidewalk in the Study area. According to the AeroATL Greenway Plan, Southern Fulton Comprehensive Transportation Plan, Clayton County's Greenway Trail Master Plan, and the Regional Trail Vision, there will be approximately 38 miles of trail added to the Study area in the future. These improvements to the multimodal network also include bicycle and pedestrian improvements

on SR 139/Riverdale Road. More information on these improvements is available in [Section 5.3](#) and [Appendix B](#).



Figure 3-5: Pedestrian and Bicycle Facilities in the Study Area



Source: Google Earth and ARC

3.3.3. Transit

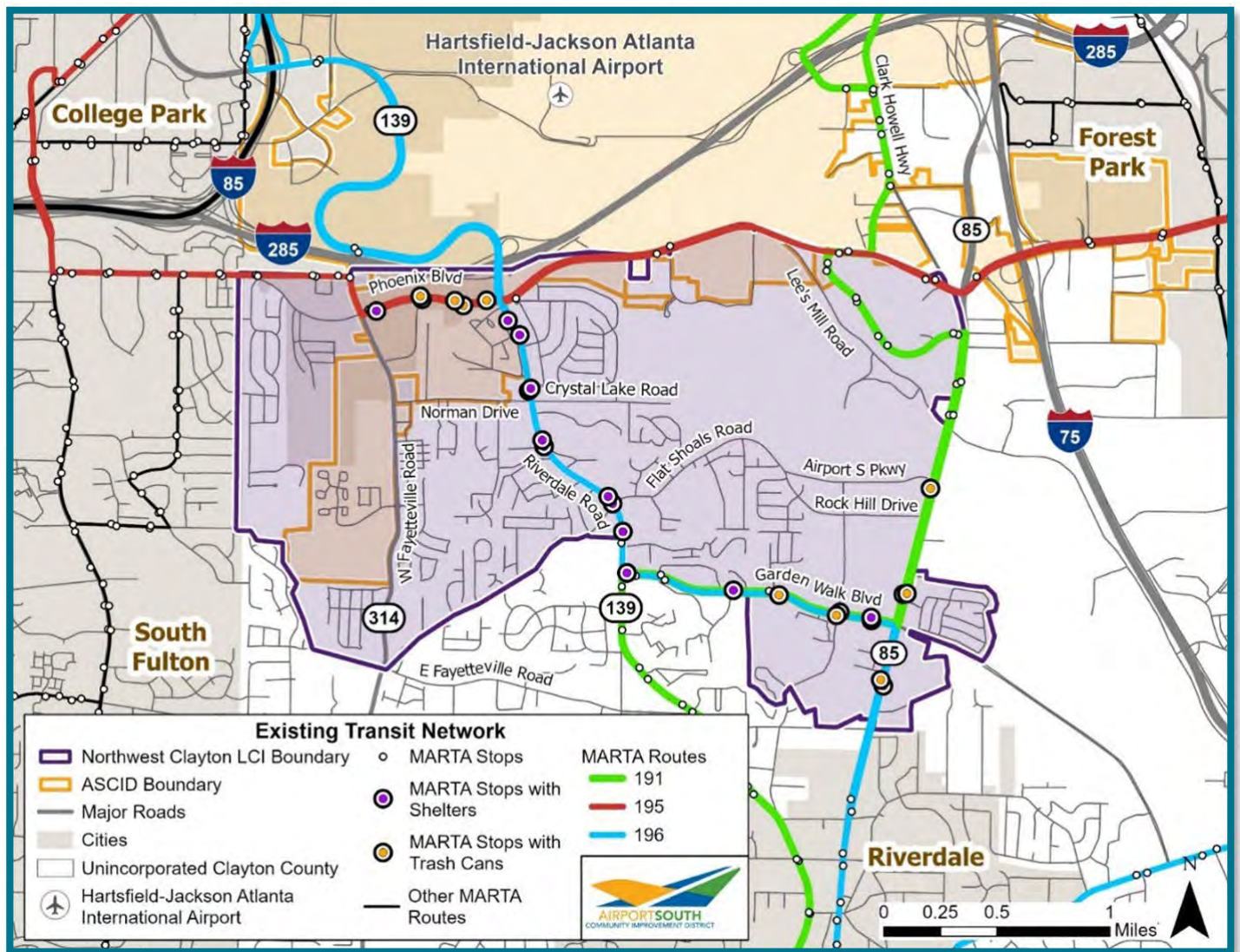
Existing transit in the Study area consists of MARTA's three bus routes and 49 bus stops, as shown in **Figure 3-6**. The bus routes are as follows:

- **Route 191 (Riverdale/HJIA International Terminal)** – Route 191 starts at Lakewood MARTA Station and runs north/south, ending at the Justice Center in Jonesboro on Tara Boulevard.
- **Route 195 (Forest Parkway)** – Route 195 begins at College Park MARTA Station and travels east/west to loop around SR 331/Forest Parkway and Anvil Block Road.

- **Route 196 (Upper Riverdale)** – Route 196, starts at College Park MARTA Station and runs east/west to Southlake Mall.

Future transit improvements within the Study area include RAPID Southlake, BRT route by MARTA traveling through the Study area on SR 139/Riverdale Road, Garden Walk Boulevard, and SR 85. The BRT will have six stations in the Study area: Riverwalk Lane, Norman Drive, Flat Shoals Road, Riverdale Road and Garden Walk Boulevard, Garden Ridge Drive, and Garden Walk Boulevard and SR 85.

Figure 3-6: Existing Transit Routes and Stops in the Study Area



Source: MARTA and Google Earth

3.4 Land Use

Existing land use data for the Study area was gathered from the Clayton County Tax Assessor. The Study area contains about 3,000 acres of land, of which almost half is designated as residential (27 percent single-family and 17 percent multi-family) as shown in **Table 3-4**. Industrial and commercial land make up 10 percent and 7 percent of total land area, respectively. While residential land is spread out across the Study area, commercial land tends to cluster along major arteries such as Phoenix Boulevard, SR 139/Riverdale Road, and SR 314/W. Fayetteville Road, and industrial land is mostly located in the northern portion of the Study area closer to HJAIA (**Figure 3-7**). A significant portion of the land in the Study area, approximately 23 percent or 700 acres, remains vacant. Some of this

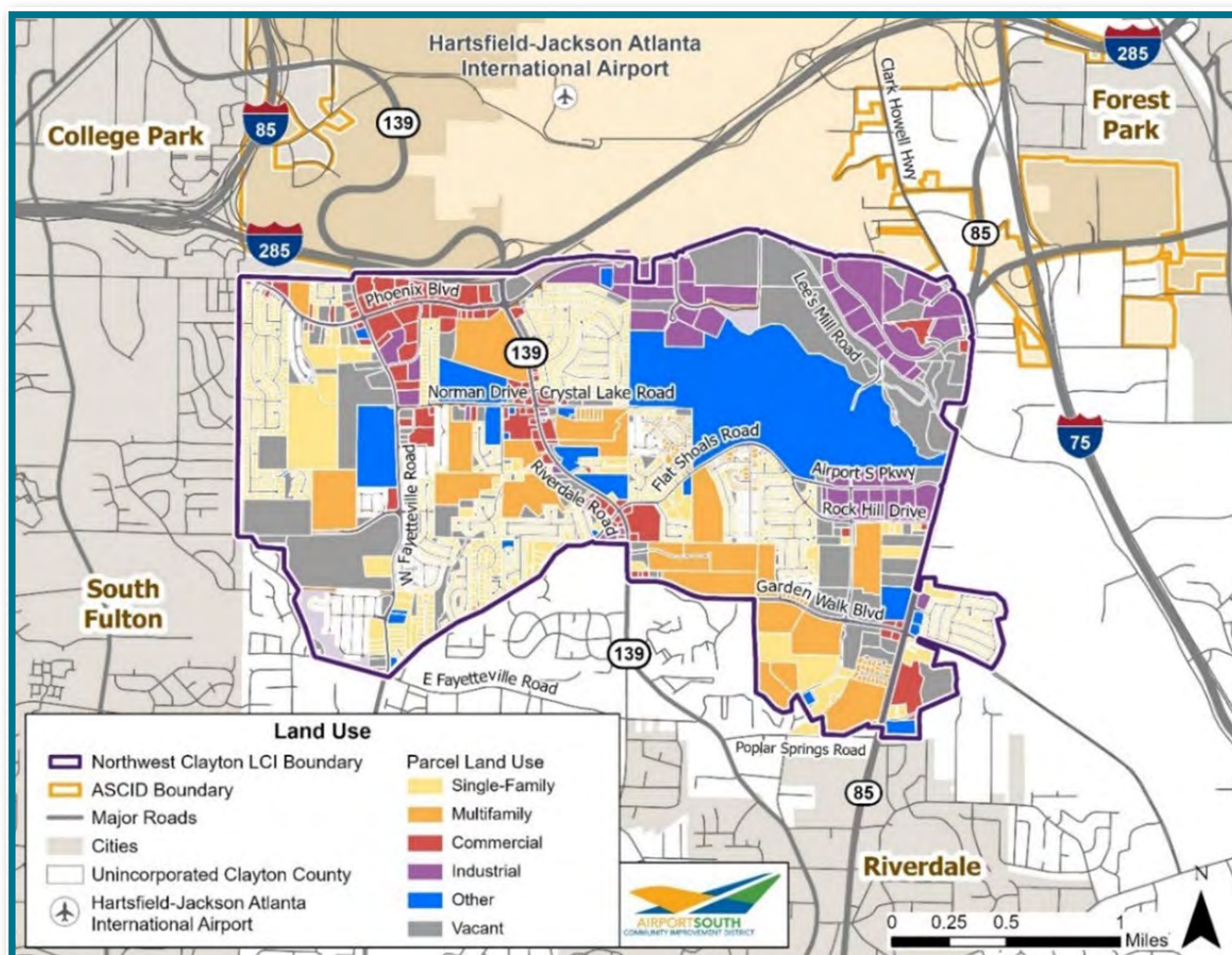
vacant land has topographic challenges preventing its development, such as creek corridors, floodplains, and uneven topography.

Table 3-4: Existing Land Uses

Land Use	Area (Acres)	% of Total Area
Single-Family	766	27%
Multifamily	483	17%
Industrial	284	10%
Commercial	193	7%
Others	480	17%
Vacant	673	23%

Source: Clayton County Tax Assessor

Figure 3-7: Existing Land Uses in Study Area



Source: Clayton County Tax Assessor

3.5 Economic Development

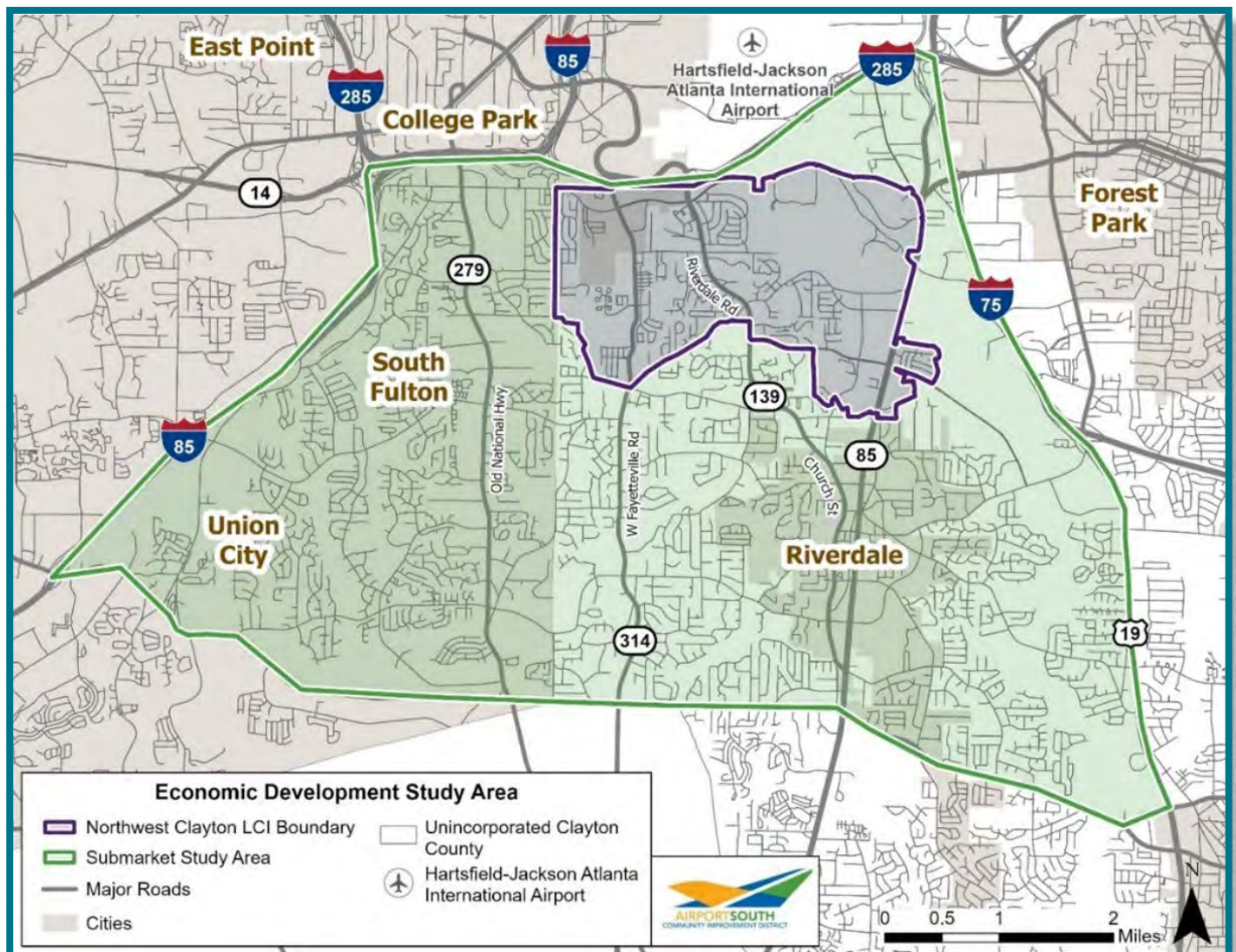
The project team conducted a real estate market analysis for a larger Submarket Study area, which surrounds the Northwest Clayton Livable Centers Initiative (LCI) boundary, displayed in **Figure 3-8**. This market analysis aimed to examine demographic, employment, and real estate trends across this larger Study area to identify opportunities for revitalization and reinvestment within the LCI boundary. The analysis also considered additional geographies as benchmarks to provide context for the analysis.

These additional geographies include:

- Clayton County
- The Atlanta-Sandy Springs-Roswell Metropolitan Statistical Area (MSA)
- A five-mile radius from the centroid of HJAIA to provide context regarding broader trends in play around the airport.

The analysis incorporated data from sources such as EMSI/Lightcast (employment), CoStar (real estate), and the U.S. Census Bureau (demographics) and integrated them into a Geographic Information Systems (GIS) framework to ensure that tract, point, or block-group-level data aligned closely with the Submarket Study area boundary. The full market analysis is located in [Appendix C](#).

Figure 3-8: Economic Development Submarket Study Area

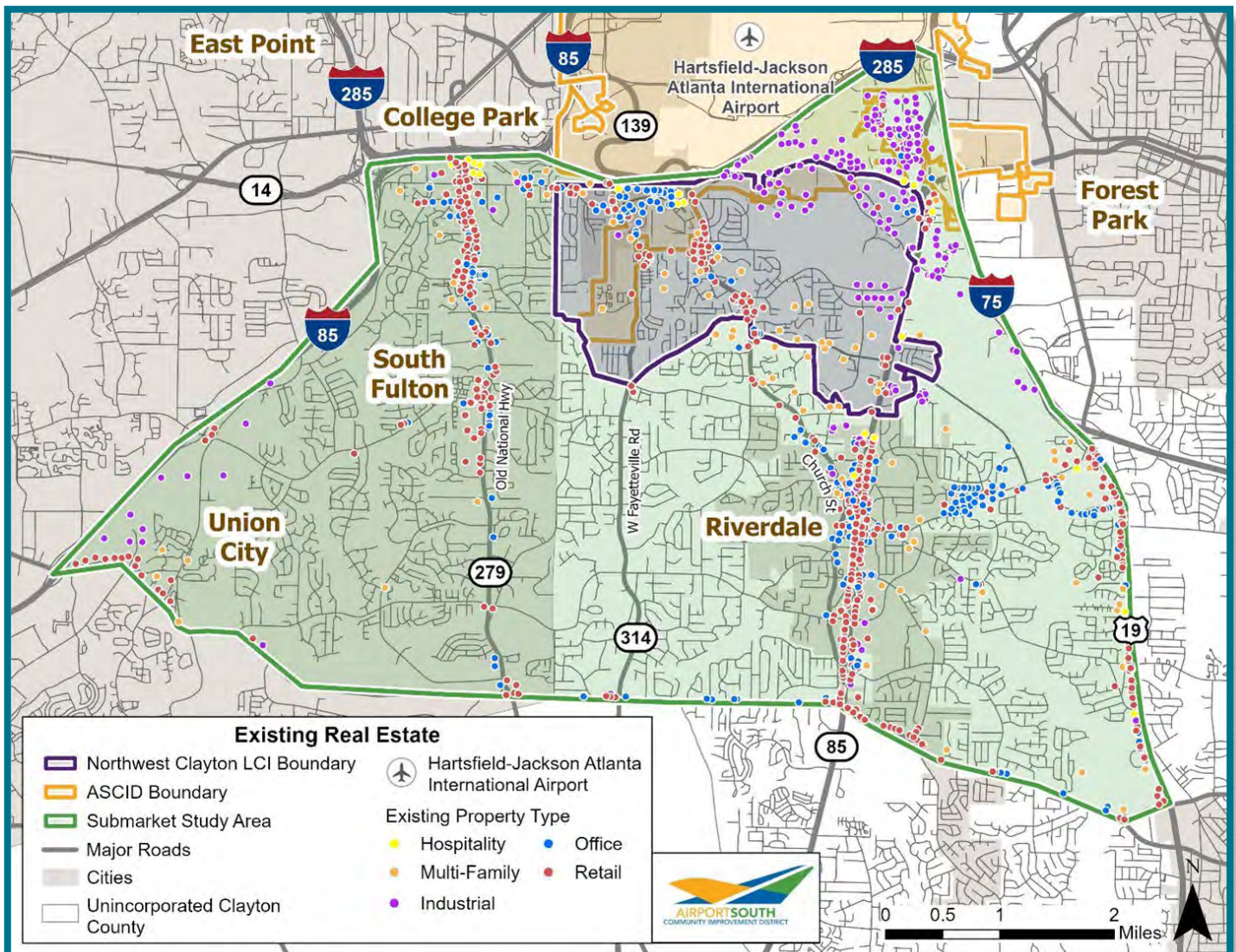


Source: EMSI/Lightcast, CoStar, and the U.S. Census Bureau

The market analysis concluded the following:

- While the Study area only represents 9 percent of Clayton County's population; a quarter of the population increase since 2010 in the county occurred in the Study area.
- Median household income between 2010 (adjusted for inflation) and 2022 in the Submarket Study area and Clayton County remained flat over the 12-year period, while median household income in the MSA increased.
- Of the 22,000 jobs added in Clayton County between 2010 and 2022, the Submarket Study area accounted for 32 percent of these jobs.
- Real estate inventory, shown in **Figure 3-9**, is relatively older compared to noted benchmarks, with a majority of space having been built before 2000 across all product types: hospitality, multi-family, office, retail, and industrial. Over 50 percent of total inventory square footage belongs to multi-family in the Study area with more than four million square feet (SF) or 4,500 units.

Figure 3-9: Existing Real Estate by Property Type in the Study Area



Source: EMSI/Lightcast, CoStar, and the U.S. Census Bureau

3.5.1. Opportunity Areas and Catalytic Sites

The existing conditions analysis is to provide context to discussion of opportunity areas and catalytic sites, leveraged by the project team's understanding of broader issues that will influence revitalization. Our national experience highlights a host of practical challenges to encouraging infill redevelopment along older commercial corridors which are found within the LCI study area. Long-standing challenges that have been in place well before the impact of the "great recession" include:

- Constraints created by smaller parcel sizes and older, obsolete buildings
- Unique challenges with commercial corridors in unincorporated areas, linked to limited / old infrastructure, extensive curb cuts, and inconsistent zoning.
- Older shopping centers with weak / vacant anchor tenants, excessive parking, and stores generally pushed back from streets, limiting visibility.
- Suburban communities familiar with the simplicity of greenfield development find that, as they approach build-out, existing entitlement and development review policies can actually make infill development more complex, and therefore more "risky", as delays tend to impact pursuit of project financing.

Between 2010 and 2019, additional variables have come into play for these corridors:

- Retail markets have been uniquely challenged with the pre-Covid "retail apocalypse" linked to growth in online sales and a pivot from traditional brick and mortar to "omni-channel", the significance of private equity ownership of retail, and a general oversupply of retail space. Covid has dramatically increased pressure on traditional retailers and accelerated the demise of department stores.
- Residential markets have struggled to recover from the recession, linked in part to sustained Millennial demand for apartments rather than single-family homes and condominiums. Post-Covid, there are clear expectations for a return to debate about access to reasonably priced housing in support of workforce development, with strategies specifically keying in on addressing "missing middle" gaps in local markets.

- While manufacturing activity has recovered strongly since 2010, the nature of manufacturing has changed (pivot toward advanced manufacturing and e-commerce linked warehouses), with companies favoring dedicated industrial areas to limit conflicts with residential uses. Covid is also expected to accelerate building trends that would favor accelerated reshoring of manufacturing back to the US.

Reflective of the real challenges of effecting change in these areas, a number of successful policy responses have emerged for consideration:

- Build public consensus on intended reuse options for strategic infill sites in advance of developer interest. "Consensus" can range from just establishing public support for density, mix of uses, building height, and construction materials / design, to securing preliminary entitlements for reuse.
- Engage with owners of vacant / under-utilized buildings to ascertain their plans for repositioning and capacity / need for resources to support reinvestment.
- Improve the appeal of infill sites with targeted infrastructure and access improvements, and support marketing efforts for these sites. Marketing materials need to include identification of competitive vacant sites, such that local offerings are properly positioned in the market.
- Consider selective site acquisition and building demolition
- Understand plans of transit agencies to support future enhancements to existing corridor transit capacity.
- The underlying theme in this discussion is the potential need for a more aggressive public sector role in redevelopment, with the end goal of reducing the front-end time required to effect infill site redevelopment.

Three general opportunity areas have been determined for the Study area (**Figure 3-10**):

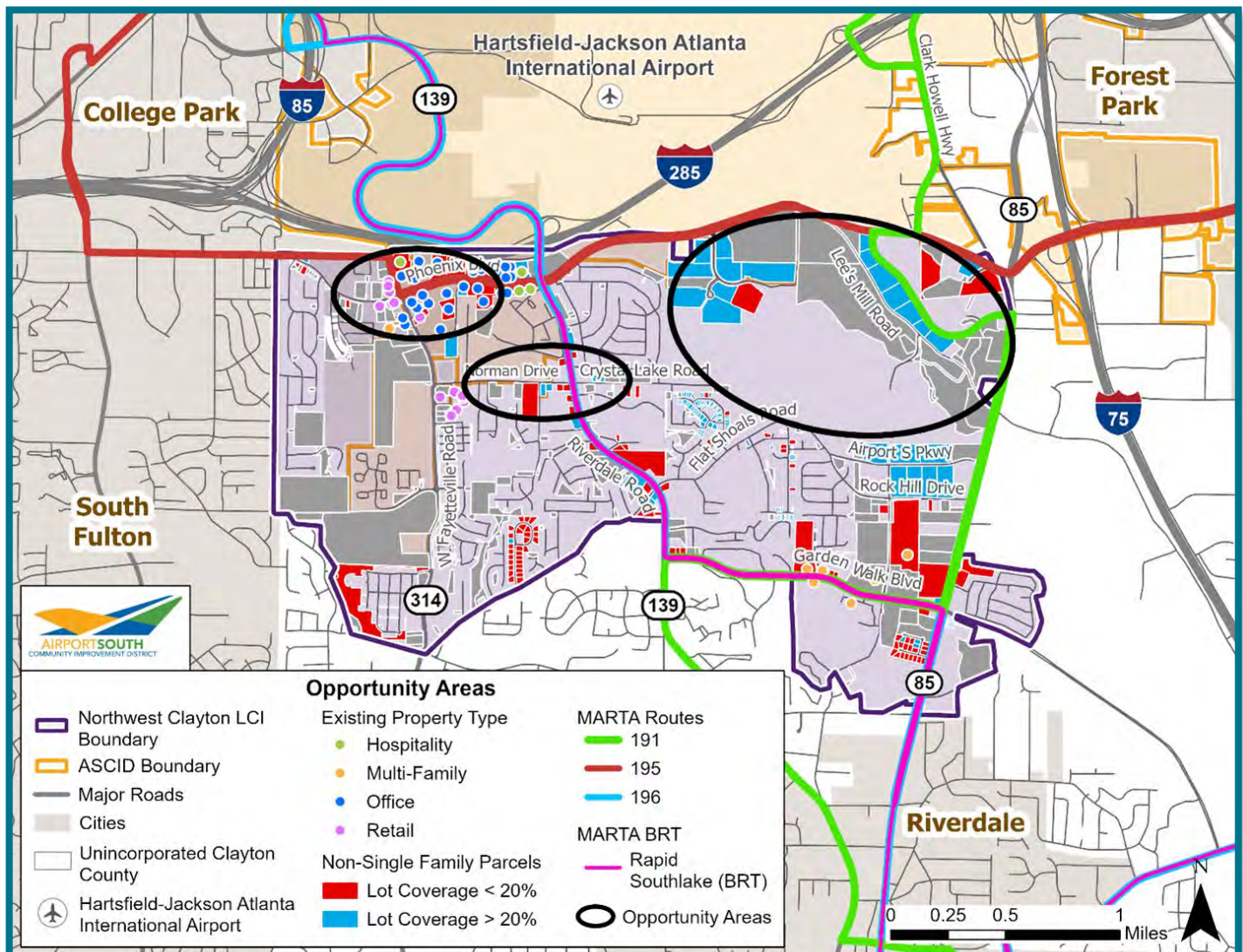
1. Godby Road
2. Riverdale Road/Norman Drive
3. The Quarry

These areas were selected based on the market analysis performed to benchmark the study area's real estate in relation to the airport radius and the MSA, factoring in the age of buildings and occupancy trends, as well as proximity to major transportation corridors such as major roads or the BRT line. The analysis also leveraged tools such as GIS to evaluate lot coverage ratios; if less than 20 percent of a parcel is built upon, while the rest of the parcel is either empty or used as surface parking, the parcel would be considered "underutilized". The combination of these general considerations are used to identify potential opportunity areas within which catalytic sites can be identified and selected.

The Godby Road site a is a commercial area with older office buildings built prior to 1990. According to the market analysis, existing office buildings within the study area perform at a discount relative to the wider region, and as such represents an opportunity for redevelopment. The area also consists of parcels with low lot coverage (less than 20 percent of the lot) and vacant parcels at the intersection of Phoenix Boulevard and Riverdale Road.

The Riverdale Road/Norman Drive site is a mix of generally older neighborhood shopping centers and commercial buildings as well as the North Clayton High School. The third opportunity area, The Quarry, is generally focused south and west of Lee's Mill Road and is defined by a number of gravel and stone mining operations, interspersed with active industrial / warehouse buildings.

Figure 3-10: Opportunity Areas in the Study Area



Source: EMSI/Lightcast, CoStar, and the U.S. Census Bureau

3.6 Community Development and Placemaking

Placemaking is a collaborative process that considers physical, cultural, and social aspects to maximize shared value and create quality public spaces. The visual aspects of a community or city establish initial perceptions about a place. Therefore, it is essential those first impressions are visually attractive as they create lasting memories. When executed successfully, visual attributes of placemaking can foster job creation and civic pride and enhance the overall quality of employees' and residents' lives.

Project for Public Spaces (PPS), a non-profit multi-discipline organization with over 40 years' experience in developing processes for placemaking within cities

and communities, defines placemaking as “both an overarching idea and a hands-on approach for improving a neighborhood, city, or region. Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.” Examples of Placemaking tools are also shown in **Figure 3-11**.

Figure 3-11: Opportunity Areas in the Study Area

Placemaking

As both an overarching idea and a hands-on approach for improving a neighborhood, city, or business development, placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community or development. Placemaking is:

- Community-driven
- Visionary
- Adaptable
- Inclusive
- Context-specific/Unique
- Focused on creating destinations
- Dynamic
- Transformative
- Flexible
- Collaborative
- Sociable



The majority of the Study area is in unincorporated Clayton County, which lacks community public spaces, public art, consistent signage and materials, streetscape enhancements, and proper pedestrian-scale lighting. Other observations identified during site visits include:

- A lack of street trees (other than Phoenix Boulevard within the business district)
- A lack of sidewalks, pedestrian scaled lighting and effective and consistent wayfinding signage).
- A lack of unique hardscape materials such as at intersection corner treatments
- A lack of decorative pedestrian-scaled lighting that is of a consistent style
- A lack of sidewalks and associated Americans with Disabilities Act (ADA) facilities (e.g., bus access and ramps)
- A lack of a large-scale gateway monument and entry feature into the Study area
- A lack of overall effective wayfinding signage and continuity of materials
- A lack of art and cultural representation
- A lack of common open space

To fill in these gaps, a placemaking strategy could be used to incorporate community and public spaces into the Study area. The overall goal of the placemaking strategy is to establish a sense of place unique to the NW Clayton LCI Study area, establishing shared, activated spaces that are more vibrant and accessible for employers, employees, residents, and visitors to the area.

Some benefits of successful creative placemaking in a CID are developing vibrant, people-centered spaces that enhance community well-being, rejuvenate infrastructure, improve public safety, and serve as a catalyst for development or redevelopment, creating employment opportunities. Creative placemaking efforts can also bring a community together to celebrate attributes that are unique to the area. One of the first steps regarding placemaking within the study area is to create design guidelines. Design guidelines establish the characteristics of the Study area and help to maintain continuity throughout a given area. Design guidelines can include, but are not limited to, minimum sidewalk widths, hardscape materials, site furniture,

signage, landscape species, and pedestrian-scaled lighting.

By establishing and implementing design guidelines, the NW Clayton LCI Study area has tremendous potential to further enhance the sense of place. The design guidelines maintain material continuity over time and provide a playbook for future developments to follow, creating a unique sense of place. Below are some general topics the design guidelines can reinforce for the Study area.

- **Identity and Theme:** ASCID has developed a brand and associated logo which can serve as a starting point for further placemaking enhancements to the district by incorporating the brand into gateway monuments, wayfinding signage, and streetscapes.
- **Safe Access and Circulation for All Users:** Efficient pathways and accommodations ensure safe movement within the area for all modes of transportation. Streets should accommodate equitable forms of transportation such as safe sidewalks with upgraded ADA accommodations, bike facilities, and transit stations that are inviting, pleasant, and utilize proper lighting, seating, and shade. A sidewalk network with proper widths should be established within the Study area.
- **Gateway Features and Signage:** Clear markers define spaces and guide visitors to key destinations.
- **Green Infrastructure:** Green infrastructure can provide the dual benefits of improved water quality and enhanced visual appeal.
- **User Amenities:** Providing seating, outdoor dining, playgrounds, public art, trails, and other amenities draws people to public places and promotes both social and physical health and wellness.
- **Aesthetically Appealing Streetscapes and Infrastructure:** Creating a unique setting for all significant streets within the Study area.

3.7 Existing Conditions Key Findings

A review of the existing conditions and existing plans for the Study area resulted in the following key findings:

1. Investing in transit access and transit stop improvements is supported by the larger percentage of zero-vehicle households and commute-by-transit populations within the Study area relative to Clayton County as a whole.
2. Five public schools sit within the Study area, which results in a large number of students without means to a vehicle and who would benefit from a safe routes to school program and pedestrian and bicycle infrastructure improvements providing alternative transportation access to the schools.
3. The 2025 NW Clayton LCI Study should evaluate and include recommendations from previous plans that are still applicable to the Study area and have not yet been prioritized, programmed, or implemented.
4. Large gaps in sidewalks are present on the east side of SR 314/W. Fayetteville Road, both sides of Phoenix Boulevard, both sides of Flat Shoals Road, the south side of SR 331/Forest Parkway, and the west side of SR 85. These sidewalk gaps should be prioritized for pedestrian connectivity.
5. Partnership opportunities exist for ASCID and the ARC, Clayton County and the cities of College Park, East Point and Hapeville to support the Clayton-Fayette-Coweta Corridor trail.
6. Improvements at the top vehicle and pedestrian crash locations should be prioritized, especially where transit stops exist without adequate pedestrian infrastructure.
7. Six MARTA Rapid Southlake stations are proposed within the Study area. Transit oriented development and infrastructure improvements around these stations should be prioritized as a part of this study.
8. Although the proportion of households in the Study area with annual incomes below \$50k decreased over time, incomes did not increase fast enough to keep pace with the increase in housing costs in the Study area; alternatives to support these residents and protect against rising housing costs will be considered.
9. Industrial rents within the airport radius have been trending positively since 2014, increasing from \$3.40/SF in 2014 to \$6.20/SF in 2020, indicating that the wider airport-related industrial market has been increasing in value.
10. Three opportunity areas have been identified and will be prioritized for catalytic sites and improvements: Site 1 is located at the intersection of Phoenix Boulevard and W. Fayetteville Road, Site 2 is located at the Riverdale Road and Norman Drive Intersection and Site 3 which falls between Forest Parkway to the north and Flat Shoals Road to the south and Highway 85 to the east.
11. The majority of the Study area is in unincorporated Clayton County, which lacks community public spaces, public art, consistent signage and materials, streetscape enhancements, and proper pedestrian-scale lighting.
12. Gateway features will establish a sense of place and notify visitors they are within the NW Clayton LCI Study area.

Community
Engagement

4 Public Engagement Process

Interactive
Activities

Community Art
Opportunities

4 Public Engagement Process

4.1 Introduction

The AACIDs developed a project study team, including consulting firms AECOM and Contente Consulting, to lead the 2025 Northwest Clayton LCI Study. In March of 2024, the Consulting Team began the process of public outreach and engagement with community members to review comprehensive recommendations to enhance the livability, sustainability, and accessibility of the Northwest Clayton LCI Study area.

4.2 Public Outreach Goal

The goal of the public outreach process was to provide multiple meaningful engagement opportunities for all stakeholders in the LCI Study Area while capturing essential input on their diverse needs and vision for the future. The project schedule including events in the public engagement process is shown, **Figure 4-1**. The public engagement process included:

- Establishing a project timeline, including phasing
- Identifying creative methods for engaging key groups
- Hosting five Stakeholder Focus Group Interview meetings
- Hosting two Public Advisory Committee (PAC) meetings

meetings

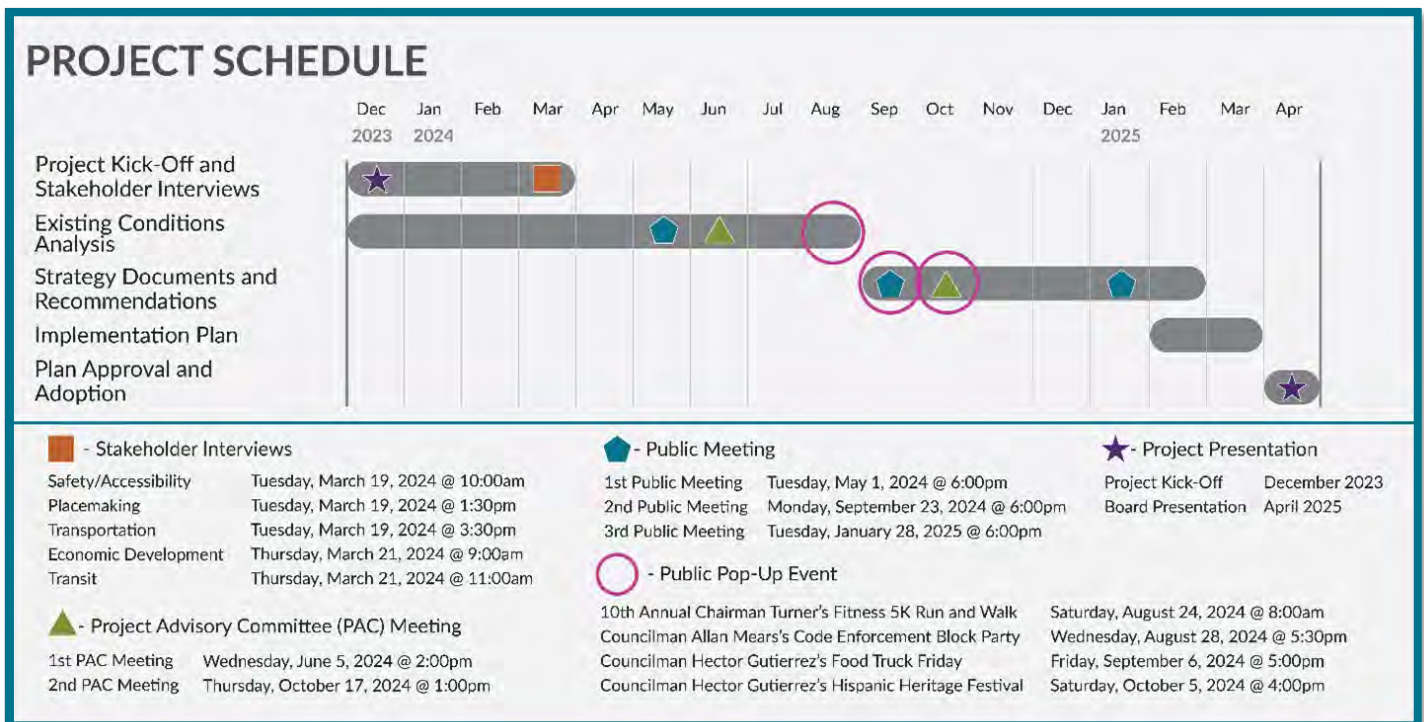
- Hosting three Virtual Public meetings
- Participating in four Community Pop-Up Events
- Distributing two Public Surveys

4.3 Communication Tools

A variety of communication strategy tools were used to provide multiple opportunities for meaningful engagement with all stakeholders and community members. Copies of materials utilized throughout the project can be found in [Section 4.5](#) and [Appendix D](#). These approaches included:

- A Project Website - AACIDs.govocal.com/en/projects/nw-clayton-lci-1
- Digital and Traditional Print Flyers
- Postcards
- Yard Signs
- Stakeholder Email Blasts
- Social Media Advertisements and Schedule
- Media Advisories
- Partner Toolkits

Figure 4-1: Project Schedule with Public Engagement Events



4.4 Stakeholder Activities and Events

4.4.1. Focus Groups

The Consulting Team first kicked off engagement efforts by identifying a list of key stakeholders and inviting them to participate in Virtual Focus Group interview meetings held during the third week of March 2024. The Stakeholder Focus Group meetings were utilized to review and discuss existing conditions in the areas of Transit, Safety/Accessibility, Transportation, Economic Development, and Placemaking. Feedback from the focus group interviews was utilized to begin establishing initial draft recommendations to review with the public.

4.4.2. Public Advisory Committee (PAC)

A Project Advisory Committee (PAC) was also established with subject matter experts from the community to serve as a sounding board, review documents, and provide guidance on delivery to the general public. PAC members were also provided with a Partner Toolkit that included draft social media and email advertisements to help spread the word about upcoming public meetings to maximize attendance. Two PAC meetings were held in 2024, in June and October each. Those in attendance represented the following organizations:

- Atlanta Airport
- Aerotropolis ATL Alliance
- City of College Park
- Metro Atlanta Rapid Transportation Authority (MARTA) Transit Oriented Development
- Georgia Department of Transportation (GDOT) District 7
- Atlanta Regional Commission
- GDOT Traffic Management Center
- GDOT Office of Planning
- Arts Clayton

4.5 Public Engagement Activities and Events

Three virtual public meetings were held between March 2024 through January 2025. The public meetings were conducted virtually for ease of participation. The meetings were a formalized method to share information gathered and compiled by the

consultants and offered an opportunity for the public to communicate their preferences for the future of the Northwest Clayton study area. Attendees were encouraged to share questions and provide feedback to support guiding the community driven project. Feedback from each meeting was documented and utilized to update recommendations continuously as more details evolved throughout the project. Meetings were advertised through digital flyers, like the flyer presented in **Figure 4-2**.

4.5.1. Public Meeting # 1

During the first public meeting held in May 2024, project team members were introduced, an overview of the purpose of the 2025 Northwest Clayton LCI Study was given, a visual map of the study area was shared, and an explanation of the project timeline and goals was provided. At this stage in the project schedule, the team was in the process of conducting an existing conditions assessment. After the overview and introductions, the team provided an explanation of what a CID and a LCI is and what the ASCID consists of. Afterwards, details about the previous 2004 and 2011 studies were provided. The 2025 Northwest Clayton LCI Study is an update to the previous studies with the goal of building a set of recommendations that:

- Enhance multimodal access, safety, and infrastructure
- Promote workforce housing and transit-oriented development
- Expand multimodal and transit connections to the area's largest employers
- Establish a regional identity and sense of place and community through art and placemaking

To prepare for future state planning, the team reviewed existing conditions to consider. Conditions included current study area demographics, land use, key destinations, transportation network, planned multimodal improvements, transit network, planned transit improvements, vehicle crash density, pedestrian crash density, opportunity areas, market and real estate.

The Consulting Team utilized existing conditions and feedback from previous Focus Group interviews, to present potential opportunities and questions for consideration like the ones on the next page.

Figure 4-2: Flyer for Public Meeting #1



- What transportation corridors, intersections, or other concerns within the study area should be addressed to improve safety and access for pedestrians, cyclists, and motorists?
- What types of multimodal enhancements should be prioritized within the study area?
- What type of economic development or redevelopment do you wish to see more or less of?
- What type of economic development or redevelopment do you wish to see more or less of?
- What housing needs currently exist and what housing do you wish to see preserved and/or invested in?
- What corridors or sites do you wish to see public art, placemaking, or community gathering/public space improvements?

At the conclusion of the meeting, the team gave participants an opportunity to ask questions and presented a survey QR code for them to complete for continued feedback.

4.5.2. Public Meeting # 2

The second public meeting in September 2024, was held in a virtual engagement style that covered the following agenda items: review of the current project schedule, an overview of the map of the study area, and recommendations for community improvements.

After initial presentation details, the team reviewed recommendations for community improvements in the following areas: (1) Transportation, (2) Transit Infrastructure, (3) Multimodal Enhancements, (4) Economic Development, (5) Land Uses, (6) Housing, (7) Placemaking, and (8) Community and Gathering Spaces.

The recommendations were established by gathering feedback from the public during previous Stakeholder

Interviews, the first Public Meeting and from the project's Public Advisory Committee (PAC) member's feedback. The insight was then utilized to create recommendations in an intentional and thoughtful way for ideal improvements within the community.

Throughout the presentation, participants were encouraged to interact with the team by sharing their questions, thoughts, and concerns while discussing each key element. Participants had three ways to interact. They were given the option to place questions in the comment chat, raise hands in the virtual team meeting and/or verbally ask their questions as the team asked for their feedback throughout the meeting. Participants were engaged, interactive and shared some valuable feedback for the team to take into consideration. Feedback included the following desires and concerns:

- More restaurants needed on Riverdale Road
- W. Fayetteville Road has a lot of traffic and many accidents
- Need to rehabilitate old housing in study area
- Need more greenspace in the study area
- Lots of litter on Riverdale Road and Garden Walk Boulevard near bus stops

At the conclusion of the meeting, the team thanked participants for attending and presented a survey QR code for use in providing continued feedback.

4.5.3. Public Meeting # 3

During the third and last public meeting held in January 2025, the consultant team provided initial project overview and an update on the project schedule. The purpose of this stage in the project schedule was to review strategy documents for transportation, economic development and placemaking. The consultant team then presented established recommendations from the stakeholder involvement process and public feedback received from the two previous public engagement meetings.

Following the stakeholder involvement process, a list of key potential partners was shared to give attendees an understanding of who the team could be coordinating with to bring additional investment into the study area to support implementation. The following table, **Table 4-1**, is the list of key partners identified.

The meeting then moved into review of strategy draft recommendations and details regarding the basis for how the recommendations were established. After review of potential partnerships, the team provided insight about how the following activities contributed to the basis for the study's recommendations:

- Existing Conditions
- Public and Stakeholder Feedback
- Previous Plans Reviewed:
 - Northwest Clayton LCI Study (2004)
 - Northwest Clayton LCI Study (2011)
 - Clayton Moving Forward: 2024 Comprehensive Plan – A Vision for the Future (2024)
 - Clayton County Comprehensive Plan (2019)
 - Freight Cluster Plan (2020)
 - Clayton County Comprehensive Transportation Plan Update (2018)
 - The Aerotropolis Atlanta Blueprint (2016)
 - AeroATL Greenway Plan (2018)
 - Clayton Connects Trail Master Plan (2015)

The project team utilized feedback from all previous public engagement activities and diverse communication channels to create recommendations in an intentional and thoughtful way for ideal improvements. Next step recommendations for community improvements were created in the following key areas: (1) Transportation, (2) Multimodal Enhancements, (3) Transit Infrastructure, (4) Economic Development, (5) Land Uses and Housing, and (6) Placemaking and Community/Gathering Spaces.

While reviewing recommendations, the team also presented slides with concept images to help attendees visualize potential improvements for each of the key elements. Participants were given the opportunity to share their thoughts and ask questions about each concept. For more information on the recommendations presented, see [Sections 5, 6, and 7](#).

The meeting was concluded with an explanation of recommendation outcomes and final project details for next steps to move forward with implementation. Attendees were given an additional opportunity to ask any final questions and encouraged to take the digital public survey to provide input.

Table 4-1: Key Partners

Key Partners		
Federal	State	Local
Housing and Urban Development (HUD)	Department of Community Affairs (DCA)	City of College Park
Federal Highway Administration (FHWA)	Georgia Department of Transportation (GDOT)	Clayton County MARTA
Federal Transit Administration (FTA)		Private Developers



Social Media Graphics for Public Meeting #3



Yard Sign

Physical and digital communication tools were used to advertise the public meetings and project updates. Public meetings had multiple social media postings to inform the public, such as the social media graphics to the left. Also, physical yard signs, like the ones above, were posted throughout the Study area. The signs had QR codes leading to the Study's website.

4.5.4. Pop-Up Public Events

To maximize community involvement, the Consulting Team attended four public community events to engage with residents within the project study area. The four events were hosted by community elected officials. Through partnership with elected officials, the project team was granted permission to attend the four events and collectively was able to engage with over 210 members of the community. The Consulting Team gave out flyers, discussed the project details and encouraged community members to complete the Northwest Clayton LCI public survey. Visual Boards were created and displayed on easels at each pop-up event. The visual boards are described below and displayed in [Appendix D](#).

The first board displayed the overview of the study, an explanation of a Livable Centers Initiative, and the project schedule. The second board provided an overview map to show the borders of the study area, and the communities involved in the study. The third board was a visual board of areas within the study area that could potentially benefit from placemaking and beautification. Community members were asked to vote by using stickers to identify two locations

that they would prefer to see more beautification, like in **Figure 4-3**. Lastly, four additional boards were provided as interactive visual boards that provided example locations where the public would like to see more beautification through placemaking. Participants were given two colored dot stickers and asked to vote on their two top locations for placemaking. Examples of what placemaking options could consist of were potential murals, fountains, statues or green landscaping. The project team collected the participants' votes and summarized results.

The Consultant team also provided community members with two creative art projects to encourage engagement and promote the value of beautification through Placemaking. The first activity was coloring sheets of an overpass located at the intersection of Riverdale Road and West Fayetteville Road, as shown in **Figure 4-4**. Participants were asked to use colors, markers and/or crayons to color what placemaking they would like to see on the retainer wall for beautification. Some participants drew images. Others chose to write colorful words to express their preference for the area. Residents' children especially enjoyed this activity, and it gave the project team the opportunity to gain insight from youth within the

Figure 4-3: Pop-Up Placemaking Exercise



Figure 4-4: Pop-Up Coloring Activity



study area. The second activity was a large canvas with a sketch drawn by a local Artist. **Figure 4-5** shows community members participating in the community-led paint by numbers art piece. The paintings were completed by the end of each event and later donated to each of the Councilmembers hosting the public events, as presented in **Figure 4-6**.

4.5.5. Online Survey

The public survey was created in both English and Spanish versions. In addition to sharing the survey at Pop-Up events, it was also distributed digitally via email to the Stakeholder database. The feedback and results for the top recommendations for the

Figure 4-5: Pop-Up Canvas Activity



community are discussed by focus area in [Sections 5, 6, and 7](#).

The Consulting Team utilized multiple creative channels to create effective and overall positive engagement opportunities. Intentional efforts were made to ensure there was representation from diverse Stakeholders of all demographics for their voice to be heard. The Consultant team analyzed the feedback and results from all efforts to develop the final recommendation plan for presenting the plan forward.

Figure 4-6: Pop-Up Canvas Donation



Transit

5 Transportation Strategy Basis

Safety & Access

**Multimodal
Improvements**

5 Transportation Strategy Basis

The strategies are based on the existing conditions, public and stakeholder feedback, and previous plans (relating to the Study area) reviewed. For more information on previous plans, see [Appendix A](#). The project team reviewed the following plans relating to transportation:

- AeroATL Greenway Plan
- Clayton County's Greenway Trail Master Plan
- Regional Trail Vision
- Clayton County Comprehensive Transportation Plan
- Road Safety Audit – SR 139 Riverdale Road from Riverwalk Lane to Garden Walk Boulevard
- Aerotropolis Transit Feasibility Study
- Freight Cluster Plan

5.1 Public and Stakeholder Involvement

The project team met with the PAC and the public on several occasions. The PAC consists of representatives from key stakeholders serving in an advisory capacity on the project. **Table 5-1** displays

the top transportation concerns, desired multimodal enhancements, and transportation corridors for safety improvements made by the PAC and public in the first round of public/stakeholder involvement meetings.

These concerns and enhancements were echoed during other public and stakeholder engagements. During stakeholder interviews, stakeholders commented that local governments were interested in first-mile and last-mile connectivity. This connectivity is part of a larger effort to increase connectivity south of the airport. Stakeholders mentioned potential demand from cyclists in the Study area at the College Park MARTA station. There were also mentions of high volumes of truck traffic on SR 139/Riverdale Road at Forest Parkway. Stakeholders want more transit stop amenities, sidewalks, pedestrian infrastructure near transit stops, and more bicycle infrastructure. This infrastructure will improve safety and accessibility issues and would help to attract more transit riders. In addition, the public expressed their concern with a lot of traffic on SR 314/W. Fayetteville Road and frequent accidents. The public stated that the road is not safe for children due to drivers exceeding the speed limits and want drivers to slow down.

Table 5-1: Concerns and Desires from PAC and Public

#	Top 3 Results from PAC	Top 3 Results from the Public
Transportation Concerns		
1	Transit Infrastructure and Safety	Pedestrian Infrastructure and Safety
2	Pedestrian Infrastructure and Safety	Intersections and Signalization
3	Bicycle Infrastructure and Safety	Traffic Volume
Multimodal Enhancements		
1	673	23%
2	Midblock Crosswalks	Bus Shelters/Bus Stop Seating
3	Bus Shelters/Bus Stop Seating	Lane Reconfigurations/Complete Streets
Multimodal Enhancements		
1	Riverdale Road	Riverdale Road
2	W. Fayetteville Road	W. Fayetteville Road
3	Garden Walk Boulevard	Garden Walk Boulevard

[illegible]

After developing the existing conditions and conducting stakeholder and public meetings, the project team created a series of strategies for transportation including mobility improvements, street network improvements, smart community elements, and green infrastructure strategies. **Figure 5-1** above shows the transportation street concept for the Study area. This concept includes complete streets, traffic calming strategies, and considerations for green infrastructure. These concepts were developed into strategies and recommendations, displayed in **Figure 5-2**, and discussed in the subsequent sections.

Recommendations for mobility improvements are split into the following categories: traffic calming,

Slower traffic speeds may decrease the number of vehicle and pedestrian crashes in high density crash areas like SR 139/Riverdale Road and Garden Walk Boulevard. **Table 5-2** shows the lane widths, speed limits, and class for the roadways. Most roadway widths are between 11 and 12 feet wide. SR 139/Riverdale Road has a school zone for West Clayton Elementary School, so the speed limit in the zone is 25 miles per hour (mph) from 7:00am – 8:00am and 1:45pm – 2:45pm on school days; otherwise, the speed limit is 45 mph.

Figure 5-2: Future Transportation Recommendations

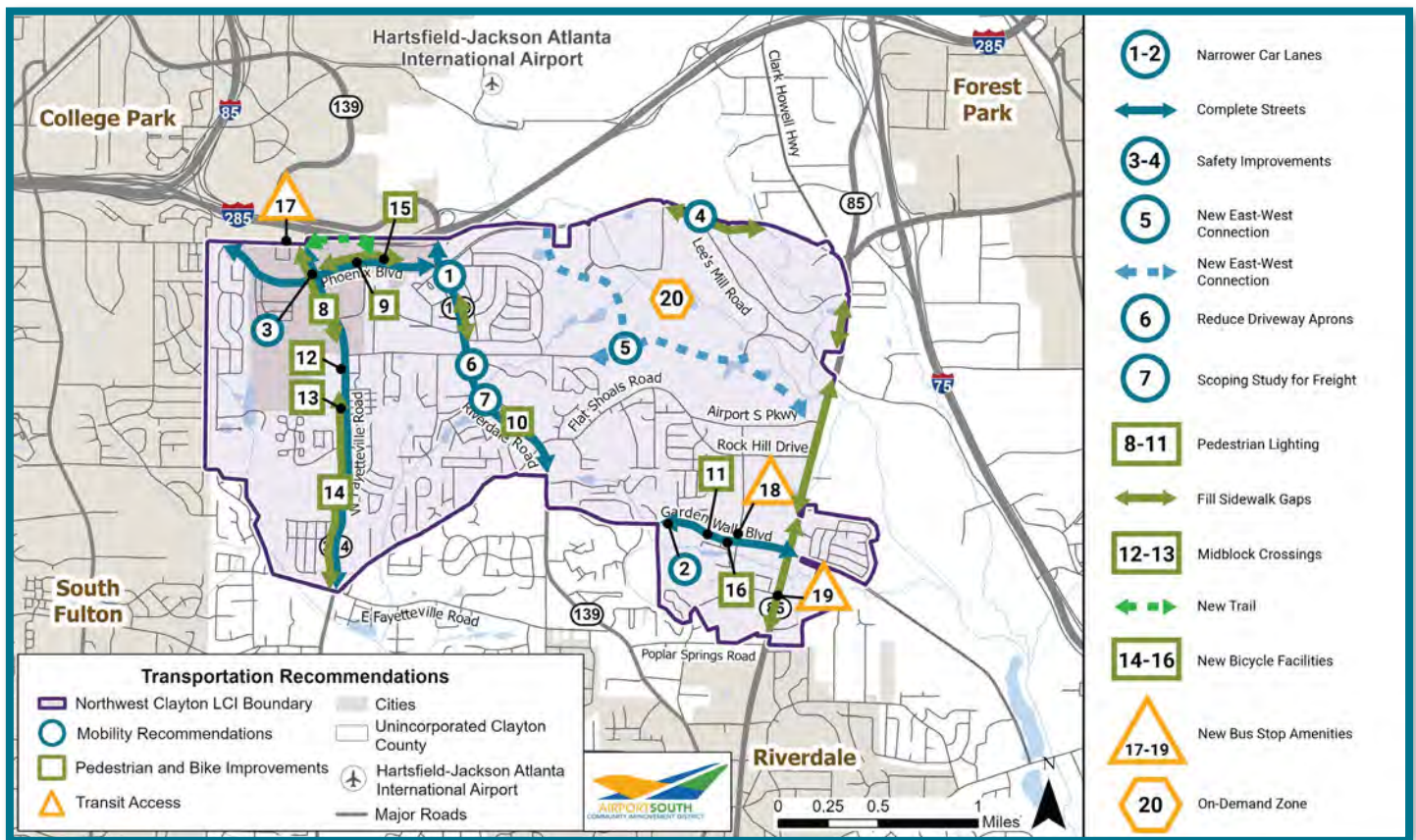


Table 5-2: Major Roadways in Study Area

Major Roadways	Functional Class	Direction	Lane Width (feet)	Travel Lanes	Speed Limit (mph)
SR 139 – Riverdale Road	Minor Arterial	North/South	12	4, 5, 6	25 or 45
Garden Walk Boulevard	Local Roadway	East/West	11.5-12	4	40

Source: GDOT TADA

According to the GDOT Design Policy Manual, the design criteria allows lane widths of 10-12 feet for local roadways with AADT of greater than 2,000 and 11-12 feet for arterial roads with AADT of greater than 2,000. Garden Walk Boulevard could be reduced from 11.5 feet in lane width to 10 feet. SR 139/Riverdale Road could be reduced from 12 feet to 11 feet. With the design criteria, the speed limits can remain the same. The narrowing of car lanes should not result in the reduction of car lanes, but could make lanes seem narrower through widening the lane striping.

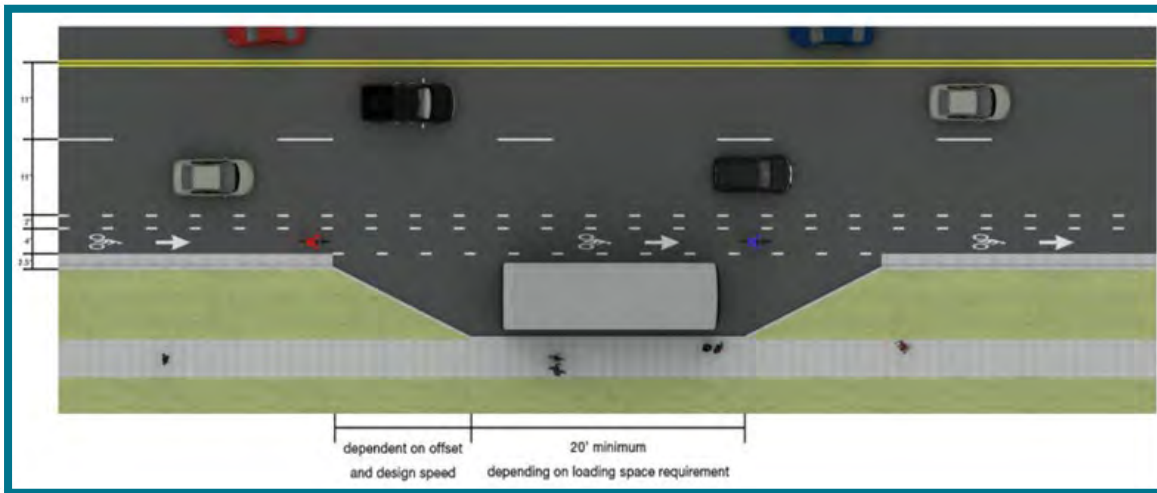
In addition to reducing speeds, narrowing lane widths for multiple car lanes could accommodate bicycle lanes on the roadway. Depending on the number of lanes and the width of the right-of-way, a travel car lane

may or may not have to be removed to accommodate bicycle lanes. GDOT may consider a request from local governments to narrow travel lanes to add a bike lane during a resurfacing project. The request will need to consider: (1) if there is space available for a bike lane; and (2) where the motor vehicle crash rate for sideswipe crashes does not exceed the statewide average for the same functional classification.⁶ A request, with Clayton County, should be sent to GDOT for consideration of narrowing travel lane widths to accommodate a bike lane for SR 139/Riverdale Road.

RAPID Southlake will also occupy SR 139/Riverdale Road in the future. MARTA could consider the narrowing of car travel lanes and bicycle lanes in the design of RAPID Southlake on Riverdale Road.

⁶ GDOT. Design Policy Manual. Warrants for Accommodation: Bicycle Warrants. <https://www.dot.ga.gov/PartnerSmart/DesignManuals/DesignPolicy/GDOT-DPM.pdf>

Figure 5-3: Bus Pullout with Bike Lanes



Source: GDOT Design Manual

Figure 5-3, shows a bus pullout⁷ and bicycle lanes to safely facilitate dropping bus passengers off while not disturbing the bicycle lane. MARTA will ultimately make the decision on enhancements to Riverdale Road while planning for RAPID Southlake.

Adopt a complete streets approach for key corridors

Complete streets include accommodations for bicycle, pedestrian, and transit riders to improve mobility, access, and safety on the roadways. Implementing complete streets in the Study area will improve travel for individuals of all ages and abilities.⁸ Complete streets can help address several issues in the Study area: sidewalk gaps, lack of bicycle infrastructure, and considerations for local bus and the future RAPID Southlake. Key corridors for consideration for complete streets should include: Godby Road/Phoenix Boulevard, SR 139/Riverdale Road, SR 314/W. Fayetteville Road, and Garden Walk Boulevard. To implement a complete street, local governments and planning agencies can partner with GDOT. A partnership with GDOT is recommended for the planning, design, and construction of the complete streets. **Figure 5-4** displays an example of a complete street with wide sidewalks and protected bike lanes.

Figure 5-4: Example of a Complete Street



Source: DeKalb County

Safety Improvements for Intersections

Crash data, see [Section 3.3](#), shows that intersections along SR 139/Riverdale Road and Garden Walk Boulevard have both high vehicle and pedestrian crash density. Upon further analysis, it was determined that the intersections of Godby Road/Phoenix Boulevard and SR 314/W. Fayetteville Road and Forest Parkway and Lee's Mill Road could benefit from safety improvements. Additional analysis would be needed to evaluate intersections within the Study area and determine what safety improvements are best. All streets within the study area that are not dedicated to primarily industrial truck traffic should safely accommodate pedestrians and cyclists.

⁷ GDOT. Design Policy Manual. Warrants for Accommodation: Bicycle Warrants. <https://www.dot.ga.gov/PartnerSmart/DesignManuals/DesignPolicy/GDOT-DPM.pdf>

⁸ GDOT. Design Policy Manual. Transit Accommodation Design. <https://www.dot.ga.gov/PartnerSmart/DesignManuals/DesignPolicy/GDOT-DPM.pdf>

Roundabout at Godby Road/Phoenix Boulevard and W. Fayetteville Road

A roundabout is defined as a circular intersection with channelized approaches, yield control at entry, and counterclockwise circulation to foster a low-speed environment.⁹ Speed limits approaching the intersection are 35 mph on Godby Road/Phoenix Boulevard and 40 mph on SR 314/W. Fayetteville Road. A roundabout at this intersection could slow down vehicle speeds upon approaching the schools on SR 314/W. Fayetteville Road, the business district on Phoenix Boulevard, and multi-family buildings on Godby Road. Lower speeds help provide a safer environment for vehicles, cyclists, and pedestrians alike to promote alternative travel methods along these roads. An intersection control evaluation is needed for consideration of a roundabout at an intersection to begin the proposal process with GDOT. **Figure 5-5** shows an example of a roundabout and its potential design features including the central island, the outside contrasting surface, the circulatory roadway, and sidewalk.

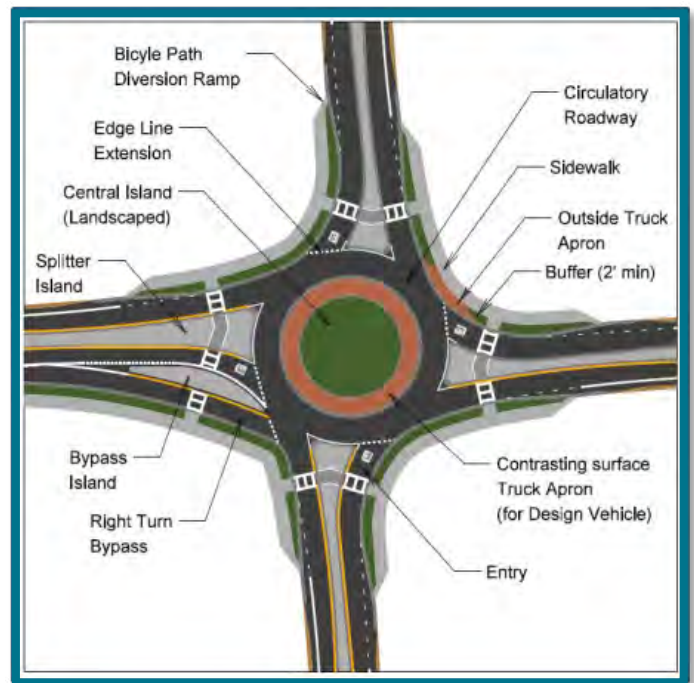
Forest Parkway and Lee's Mill Road Intersection

At this intersection, displayed in **Figure 5-6**, Lee's Mill Road is surrounded by trees, providing drivers with limited to no visibility to the right as they approach this intersection. Also, drivers have to make a sharp turn to approach the intersection from the south. This intersection could benefit from a realignment of Lee's Mill Road to eliminate the sharp turn onto Forest Parkway. A study of the intersection would be needed for realignment and additional safety improvements for the intersection, including adding sidewalks.

Add new street connections and intersections where possible

The LCI study is proposing three new catalytic sites throughout the Study area. As a result of these catalytic sites, new connections and intersections may be developed. Also, in the public involvement process, it was noted that the Study area should increase east-west connections where possible. Further investigation and analysis are needed to determine where additional new roadways and intersections can be located to improve east-west connectivity in the Study area.

Figure 5-5: Example Roundabout and Features



Source: Roundabout Design Guide (GDOT)

Figure 5-6: Lee's Mill Road at Forest Parkway Intersection



Source: Google Earth

⁹ GDOT. Design Policy Manual. Roundabouts. <https://www.dot.ga.gov/PartnerSmart/DesignManuals/DesignPolicy/GDOT-DPM.pdf>

Figure 5-7: Driveway Aprons along Riverdale Road



Source: Google Earth

Conduct an Access Management Study

A “driveway apron” is defined as any paved roadway between the curb line of any street and the adjacent property line or the parkway side of the edge of the sidewalk, whichever is less.¹⁰ Driveway aprons require drivers to slow down and turn to approach the driveway to access an establishment.

Riverdale Road has many driveway aprons and right turn lanes, as indicated by **Figure 5-7**. The GDOT Regulations for Driveway and Encroachment Control states that driveway aprons should be spaced to allow drivers time to react at the conditions at each intersection. Having multiple driveway aprons and right turn lanes for businesses can cause confusion, increasing the reaction time at intersections. Spacing should also be, “at least equal to the distance travelled, at the posted speed limit, during the normal perception and reaction time plus the distance traveled as the vehicle decelerates to a stop.”¹¹ Spacing should also allow for the storage of vehicles waiting to enter. A study should be conducted for SR 139/ Riverdale Road to determine the design of the road with the appropriate driveway and right turn lane spacing according to GDOT’s standards.

Support a State Route (SR) 139/Riverdale Road scoping study for freight

The Freight Cluster Plan (2020) by Aerotropolis Atlanta CIDs and consultants suggested a freight scoping study for SR 139/Riverdale Road. Their daily volume analysis found that SR 139/Riverdale Road, between I-285 and Garden Walk Boulevard, carried

41,200 vehicles per day, while operating at a level-of-service at F. The scoping study would identify any improvement projects to address capacity and access issues for SR 139/Riverdale Road. Below in **Table 5-3** are the potential project details provided by the Freight Cluster Plan. The scoping study has not started; coordination with the potential partners is needed to start the study.

Table 5-3: SR 139/Riverdale Road Scoping Study

Project Information	
Timeframe	1-5 years
Cost Estimate	\$300,000
Location	I-285 to Main Street
Potential Partners	Clayton County, College Park, GDOT, City of Riverdale
Funding Considerations	State Route? Yes
	In Other Plan? Yes. (2018 Clayton County Comprehensive Transportation Plan)
	Level of Effort - Low
	Anticipation Coordination - Low

Source: Freight Cluster Plan (2020) by Aerotropolis Atlanta CIDs

¹⁰ Western Springs, IL. Western Springs, IL. Code of Ordinances. Driveway Aprons. https://codelibrary.amlegal.com/codes/westernspringsil/latest/westernsprings_il/0-0-0-5112

¹¹ GDOT. Regulations for Driveway and Encroachment Control. Spacing of Driveways. <https://www.dot.ga.gov/partnersmart/designmanuals/encroachment/driveway.pdf>

5.3.2. Pedestrian and bicycle improvements

The following section presents various strategies for pedestrian and bicycle improvements. These strategies should be explored through a multimodal network plan for the Study area.

Add pedestrian lighting along key corridors

Lighting is important to improve the visibility and safety of an area. To help ensure safety for pedestrian activity after dark, pedestrian lighting should be provided in the Study area. The following roadways should be proposed for pedestrian lighting: Phoenix Boulevard, SR 139/Riverdale Road, SR 314/W. Fayetteville Road, and Garden Walk Boulevard. There are a few ways that lighting can be initiated: coordination with GDOT, a local government, or a private developer to explore the different ways to implement pedestrian lighting on the major roadways in the Study area.

Fill in missing sidewalk gaps along key corridors

Analysis of sidewalk coverage revealed that sidewalks are missing along key corridors: Forest Parkway, Phoenix Boulevard, SR 139/Riverdale Road, SR 314/W. Fayetteville Road, and SR 85. These roads

have land uses and mobility factors that are conducive to walking and could benefit from pedestrian access. New multi-use paths are planned for Forest Parkway; closing the gap could jumpstart the process for the new paths. Phoenix Boulevard has a business complex at the corner of Phoenix Boulevard and SR 314/W. Fayetteville Road. SR 139/Riverdale Road has a bus route with bus stops that need to be accessed through sidewalks, which will eventually be replaced with RAPID Southlake, with a station at SR 139/Riverdale Road and Flat Shoals Road. SR 314/W. Fayetteville Road has residential uses and two schools, G.W. Northcutt Elementary School and North Clayton Middle School, plus the future site of the North Clayton High School, all of which encourage high levels of pedestrian activity. MARTA's bus route 191 travels down SR 85 and multiple stops are missing pedestrian access. Filling in the gaps on SR 85 would increase pedestrian access to businesses and bus stops.

Table 5-4 presents the missing sidewalk gaps on those key corridors in the Study area. Filling in these gaps could bring nearly three more miles of sidewalk in the Study area. Coordination with Clayton County is needed to develop a project list to prioritize sidewalk gaps to fill in the Study area.

Table 5-4: Major Roadways in Study Area

No.	Street Segment Name	Beginning Street	Ending Street	Side of Street	Length (mi)
1	Forest Parkway	Derrick Jones Road	Lee's Mill Road	South	0.13
2	Forest Parkway	Lee's Mill Road	Atlanta S Parkway	South	0.18
3	Forest Parkway	Atlanta S Parkway	Clark Howell Highway	South	0.16
4	Phoenix Boulevard	W. Fayetteville Road	N/A	North	0.36
5	Phoenix Boulevard	W. Fayetteville Road	N/A	South	0.39
6	Riverdale Road	Kingswood Circle	Shoreham Drive	East	0.12
7	Riverdale Road	Flat Shoals Road	N/A	West	0.07
8	State Route 85	South of Atlanta S Parkway	North of Lee's Mill Road	West	0.20
9	State Route 85	Lee's Mill Road	Airport S Parkway	West	0.23
10	State Route 85	Airport S Parkway	Rock Hill Drive	West	0.15
11	State Route 85	Rock Hill Drive	North Of Hindu Temple of Atlanta	West	0.29
12	State Route 85	North Of Hindu Temple of Atlanta	Garden Walk Boulevard	West	0.10
13	State Route 85	North Of Hindu Temple of Atlanta	Garden Walk Boulevard	East	0.16

No.	Street Segment Name	Beginning Street	Ending Street	Side of Street	Length (mi)
14	State Route 85	Garden Walk Boulevard	Briar Hill Lane	West	0.19
15	State Route 85	Briar Hill Lane	North of Poplar Springs Road	West	0.22
16	State Route 85	Garden Walk Boulevard	South of Mize Road	East	0.38
17	W. Fayetteville Road	Walker Creek Road	Phoenix Boulevard	East	0.17
18	W. Fayetteville Road	Phoenix Boulevard	Norman Drive	East	0.30
19	W. Fayetteville Road	Yellow River Road	E. Fayetteville Road	East	0.83
20	W. Fayetteville Road	River's Station Parkway	Roble Drive	West	0.34
21	W. Fayetteville Road	N/A	E. Fayetteville Road	West	0.13

Source: Google Earth

Add midblock crossings at schools and key destinations

Two schools are present along SR 314/W. Fayetteville Road: GW Northcutt Elementary School and North Clayton Middle School. Currently, there are no opportunities for students to safely cross the street. Both schools have one separate entrance, and two entrances shared with a parking lot, all without traffic lights.

The project team proposes adding crosswalks at two of these entrances to improve pedestrian and bicycle safety near the school. In addition, these crosswalks could include Rectangular Rapid Flashing Beacons (RRFB), as shown in **Figure 5-8**, and a pedestrian warning sign. RRFBs have two, rectangular-shaped yellow indicators, with a light-emitting diode-array-based light source to flash when pedestrians are about to cross the street.¹²

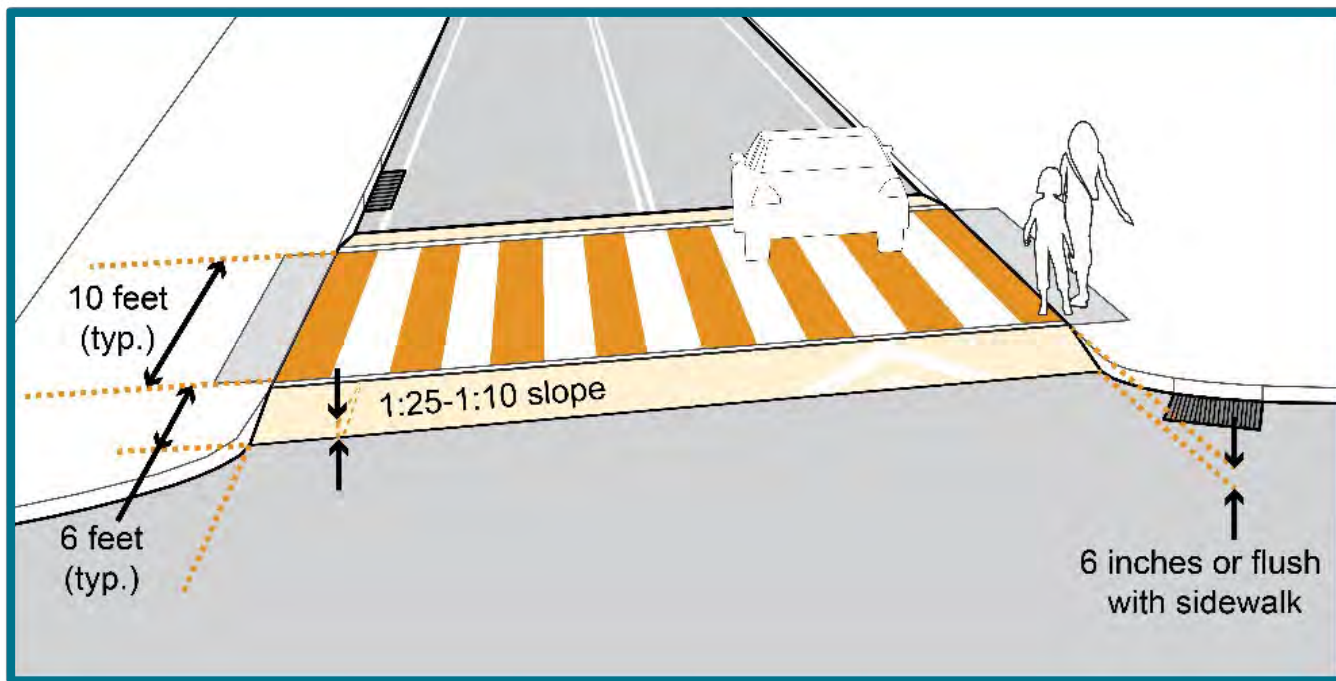
Figure 5-8: Rectangular Rapid Flashing Beacons and Raised Crosswalks



Source: Federal Highway Administration and R. Goldberg

¹² Federal Highway Administration (FHWA). Rectangular Rapid Flashing Beacons. <https://highways.dot.gov/safety/proven-safety-countermeasures/rectangular-rapid-flashing-beacons-rrfb>

Figure 5-9: Raised Crosswalk



In addition to the flashing beacons, the crosswalks can also be raised for better visibility of pedestrians, as shown in **Figure 5-9**. Raised crosswalks are ramped speed tables that allow pedestrians to cross at grade with sidewalks.¹³ The raised crosswalks can be used in conjunction with the RRFBs to reduce vehicle speed and alert drivers that a pedestrian is approaching the crosswalk for safe crossing of the street. Coordination with GDOT would be required on the location and the appropriate technologies to use for the midblock crossings on SR 314/W. Fayetteville Road.

Connect roadway-adjacent pedestrian and bicycle infrastructure to trail networks

Approximately 38 miles of pedestrian and bicycle infrastructure/trails are planned for the study area according to various trail plans; not all planned trails have access to the pedestrian or bicycle infrastructure on main roadways in the Study area. Filling in missing sidewalk gaps would help connections to future shared-use trails in the Study area. A separate study may be needed to determine where additional bicycle facilities, such as lanes, cycle tracks, or sharrows can be prioritized and built.

New Trail - Walker Creek Road Trail

In the northwest corner of the Study area between Phoenix Boulevard and Interstate 285, is Walker Creek Road, a partially paved road accessible from

SR 314/W. Fayetteville Road. Walker Creek Road is currently owned by the city of College Park. The road is paved for 0.18 miles, connecting to roads leading to the Country Inn & Suites by Radisson, Atlanta Airport South, and The Foster Firm. It is recommended to evaluate a possible continuation of the path as a multi-use trail to end on the right side of Brandywine Homes USA - Atlanta at Phoenix Boulevard, wrapping around the business complex.

New Bicycle Facilities

Currently, there are no bicycle facilities in the Study area. These facilities could be in the following forms: bicycle lanes, buffered bike lanes, shared lanes, shared-use paths, and protected bike lanes. This LCI study proposes reducing the width of travel lanes on SR 139/Riverdale Road and Garden Walk Boulevard; these reductions could potentially accommodate bicycle lanes on SR 139/Riverdale Road or shared lanes on Garden Walk Boulevard. Additionally, Godby Road/Phoenix Boulevard and SR 314/W. Fayetteville Road should be considered for additional bicycle facilities. A study, in addition to coordination with GDOT, should be conducted to determine the location and type of bicycle facilities to place in the Study area.

¹³ FHWA. Raised Crosswalk. https://safety.fhwa.dot.gov/ped_bike/step/docs/techSheet_RaisedCW2018.pdf

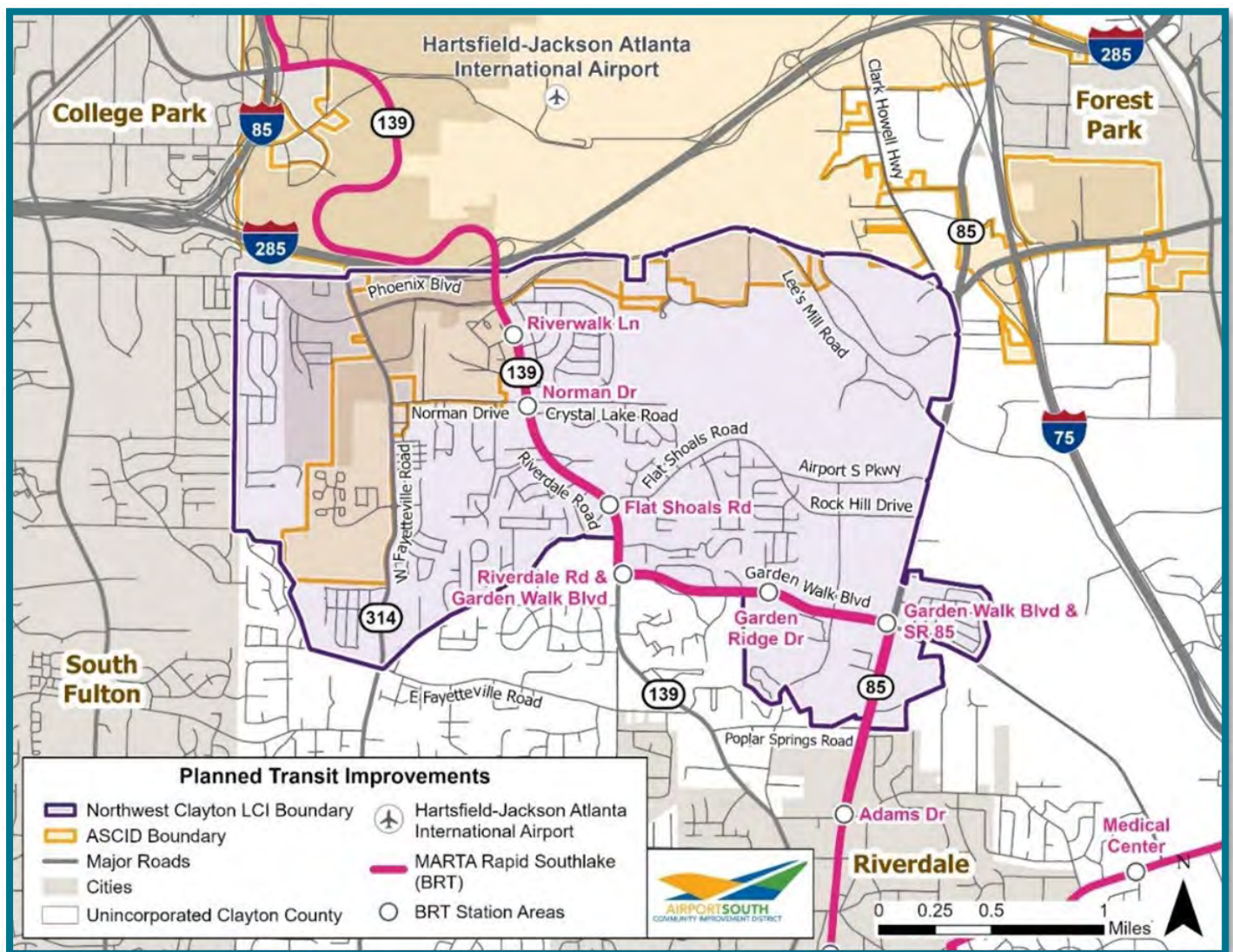
5.3.3. Transit access

Expand the transit network to support RAPID Southlake with transit options and on-demand zone

RAPID Southlake by MARTA, as shown in **Figure 5-10**, will eventually replace Route 196 along SR 139/ Riverdale Road. The BRT service will operate in both dedicated right-of-way and mixed traffic lanes to improve reliability and frequency of transit service. The BRT route will have three stops along Riverdale Road in the Study area: Riverwalk Lane, Norman Drive, and Flat Shoals Road. Because of the new addition of the BRT route, more transit options should be explored through a study to support and expand the transit network in the Study area.

To further expand the transit network in the Study area, MARTA could implement an on-demand zone. MARTA's recent (2025) draft bus network redesign¹⁴ includes several on-demand zones, which will provide more flexible service than fixed route service. This service could be similar MARTA Reach¹⁵, a 6-month pilot in 2022 for on-demand shuttles in three metro Atlanta neighborhoods. The Study area could be considered as an on-demand zone to supplement RAPID Southlake; coordination with MARTA would be required to suggest the Study area as an on-demand zone.

Figure 5-10: RAPID Southlake



Source: MARTA

¹⁴ MARTA. Draft Network. <https://www.martanextgenbusnetwork.com/draftnetwork>

¹⁵ MARTA. MARTA Reach. <https://itsmarta.com/reach.aspx>

Implement amenities at bus stops according to MARTA's Amenities Plan

MARTA has a plan to place 150 bus transit amenities across Clayton County. These amenities will include shelters, benches, mini-seats, etc. The type of amenity provided depends on the ridership of the bus stop. The plan includes benches being added to three bus stops in the Study area, which are in addition to the 17 stops with shelters and 10 stops with trash cans currently in the Study area. **Figure 5-11** shows a bench and trash can at a MARTA bus stop. This recommendation would require coordination with MARTA and Clayton County on the maintenance and additional needs of the bus stops. The following amenities will be placed at different bus stops in the Study area:

- Southampton Road at Jones Circle – Bench
- Garden Walk Boulevard at W. Lees Mill Road – Bench
- SR 85 at Briar Hill Lane – Bench

Figure 5-11: Trash Can and Bench at MARTA Bus Stop



Source: Google Earth

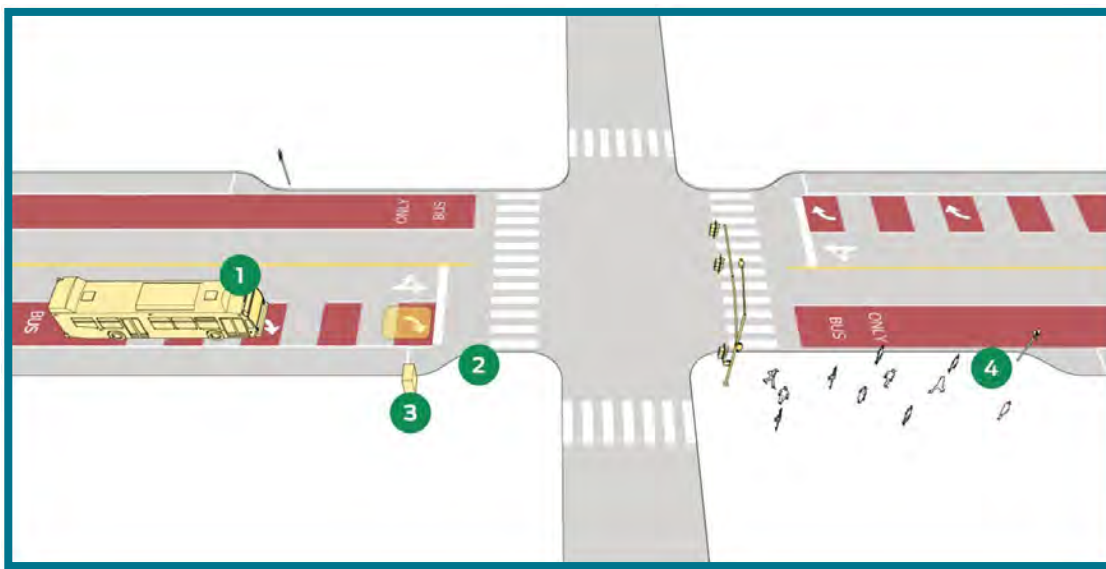
5.4 Smart Community Elements

Technology has become an integral part of transportation. It has been used to help people and goods move faster and safer. Some technologies should be used to improve transportation in the Study area. These smart community elements will include RRFBs (as discussed in **Section 5.3.2**) and transit signal priority.

5.4.1. Transit Signal Priority

As part of RAPID Southlake, the BRT will utilize transit signal priority (TSP), displayed in **Figure 5-12**. This technology will prioritize transit vehicles at traffic lights. Depending on the technology used, the system could also work with emergency vehicles. Broadband access will be needed for TSP. MARTA will decide the type of transit signal priority technology to use for RAPID Southlake in the Study area.

Figure 5-12: Example Transit Signal Priority



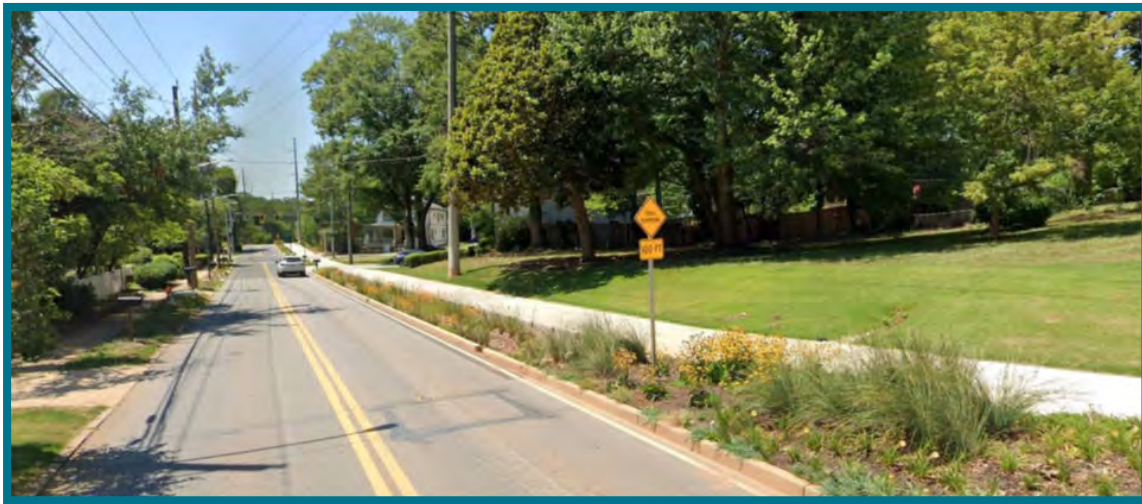
Note ¹⁶:

1. On-board and wayside technology for TSP
2. In-ground loop detectors to identify transit vehicles (or other authorized vehicles)
3. Intersection signal controllers and centralized traffic signal management
4. Mobile Wi-Fi to allow transit vehicles to communicate a variety of information like real-time bus information

Source: National Association of City Transportation Officials

¹⁶ National Association of City Transportation Officials. Active Transit Signal Priority. <https://nacto.org/publication/transit-street-design-guide/intersections/signals-operations/active-transit-signal-priority/>

Figure 5-13: Example Water Quality Basin



5.5 Strategies for Green Infrastructure

With Hartsfield-Jackson Atlanta International Airport (HJAIA) to the north of ASCID, with approximately 3,000 acres of impervious surface, the CID has the opportunity to be a leader in enhancing water quality within the Flint River Drainage Basin by incorporating Green Infrastructure Best Management Practices (BMPs) within the local streets as well as within surface parking lots. Green Infrastructure BMPs come in many forms: water quality basins, see **Figure 5-13**, as well as filter strips, permeable pavers, and other proprietary products. Further stormwater analysis will be needed to determine where Green Infrastructure BMPs could be utilized in the Study area.

5.6 Roadway Concepts

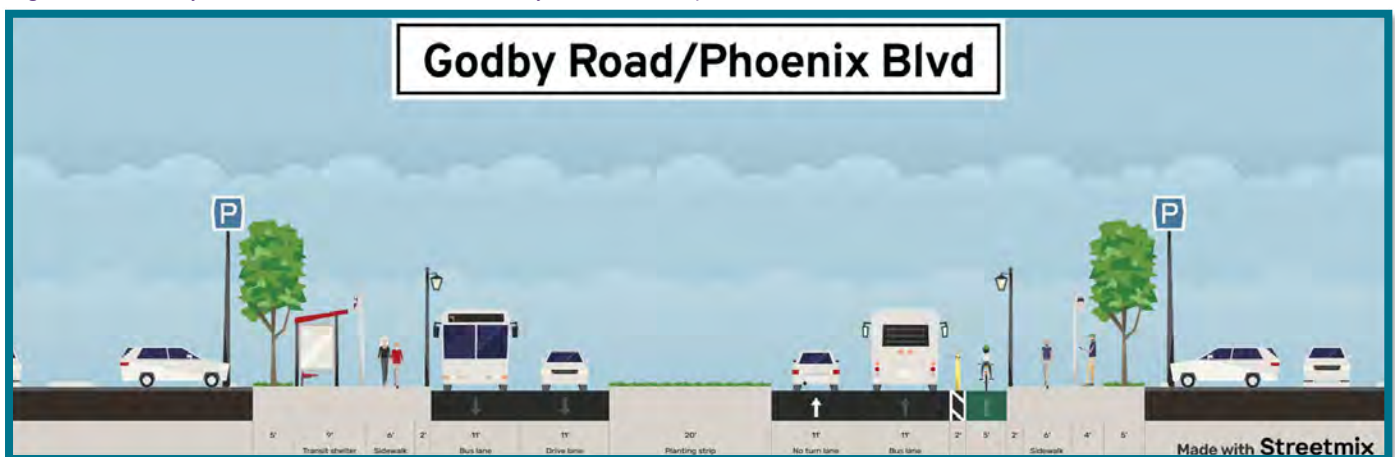
The following images are conceptual sections of major roadways in the study area. These concepts are designed to illustrate different strategies

simultaneously on the roadway. Each section considers the length of the right-of-way in the roadway. Further design and studies will be needed for implementation of these strategies.

5.6.1. Godby Road/Phoenix Boulevard

Godby Road/Phoenix Boulevard currently has a 100-foot right-of-way. It has two car travel lanes in both east/west directions, separated by a grass median. MARTA Route 195 travels down the road along with shelter bus stops along the north side of the road and bus stops with trash cans on the south side of the road. Business and commercial properties are separated from the roadway by parking lots. Strategies include filling in the missing sidewalk gaps, adding pedestrian lighting, and adding a five-foot protected bike lane and a three-foot buffer with bollards. These strategies, displayed in **Figure 5-14**, aim to make the roadway more pedestrian and bicycle friendly.

Figure 5-14: Godby Road/Phoenix Boulevard Roadway Section Concept



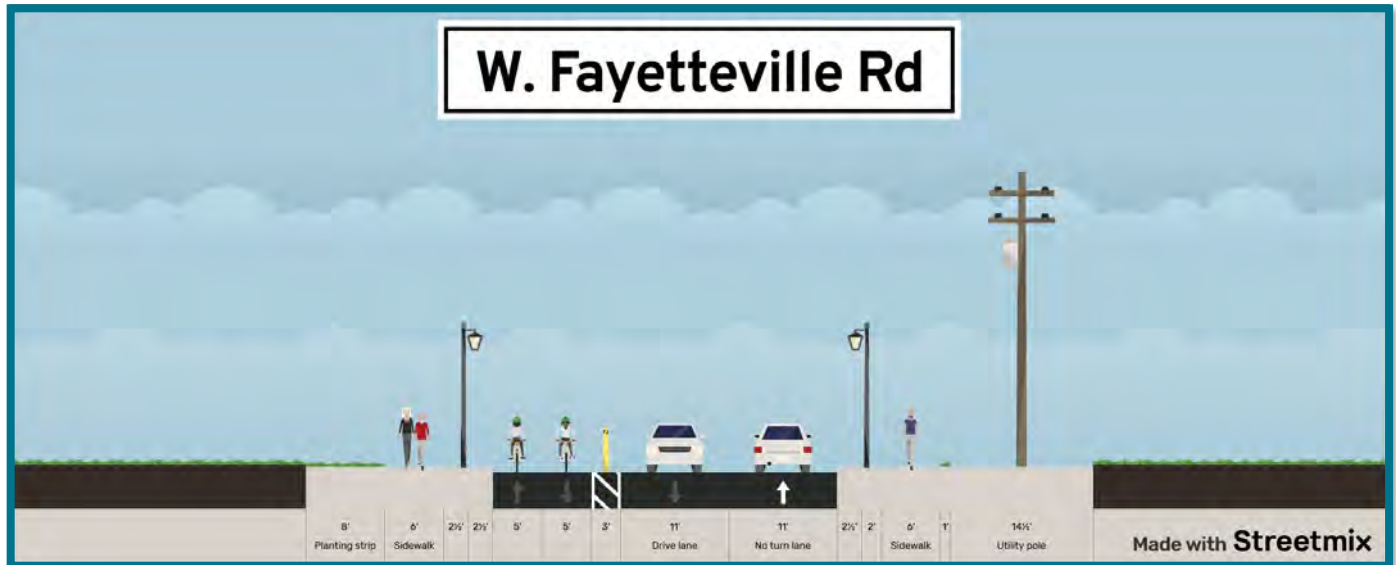
5.6.2. SR 314/W. Fayetteville Road

SR 314/W. Fayetteville Road is a two-lane road with 80-foot right-of-way and additional turn lanes at various points. There is no public transit operating on this road. Land use along the road consists of schools, commercial retail, and residential developments. The strategies, as shown in **Figure 5-15**, for this

roadway are adding a five-foot protected bike lane, a three-foot buffer with bollards, and pedestrian scale lighting. These strategies could reduce vehicle speeds, accommodate existing sidewalks, and add bicycle facilities to provide multiple ways of travel along the roadway.

In addition to the strategies listed above for SR

Figure 5-15: SR 314/W. Fayetteville Road Roadway Section Concept



314/W. Fayetteville Road, midblock raised crosswalks with RRFBs (as shown in **Figure 5-16** below) are another strategy to be implemented. These crosswalks should be placed near the schools so that students and non-students alike can cross the street safely to

enter school grounds. These crosswalks would alert drivers to the potential high-pedestrian activity in area, indicating that they should slow down while school is in session.

Figure 5-16: SR 314/W. Fayetteville Road Roadway Section Concept with Rectangular Rapid Flashing Beacons



5.6.3. SR 139/Riverdale Road

As a multi-lane road, SR 139/Riverdale Road is a major commercial corridor in the Study area with 92 feet of right-of-way. It has four-travel lanes, two in either north/south directions, and a central turn lane. Currently, MARTA Route 191 travels along the road, but RAPID Southlake will be operating on the road in the future. The roadway provides access to multiple businesses, neighborhoods, and a school in the

Study area. **Figure 5-17** shows a concept for SR 139/Riverdale Road as a suggestion to add bicycle facilities. Planning for the bicycle facilities will have to be considered by MARTA as a part of RAPID Southlake's planning and design process. Additional strategies include reducing car travel-lanes to 11-feet widths, a five-foot protected bike lane, a three-foot buffer with bollards, and pedestrian scale lighting within the right-of-way.

Figure 5-17: SR 139/Riverdale Road Roadway Section Concept



5.6.4. Garden Walk Boulevard

Garden Walk Boulevard is a four-lane road with a 100-foot right-of-way. There are two MARTA bus routes on this road: Route 191 and 196. Multi-family residential complexes are separated by tree buffers on either side of the road. **Figure 5-18** displays multiple strategies, including reducing car travel-lanes to 10-foot widths, adding sharrows, and adding pedestrian scale lighting.

Incorporating these strategies should enable MARTA riders and residents to feel safer when walking and biking along Garden Walk Boulevard. Ultimately, any improvements to Garden Walk Boulevard should mimic the changes to the boulevard outside of the Study area due to the Flint River Gateway Trails Project (2024). This project calls for a 10-foot wide path along Garden Walk Boulevard.

Figure 5-18: Garden Walk Boulevard Roadway Section Concept



5.7 Transportation Strategic Approach

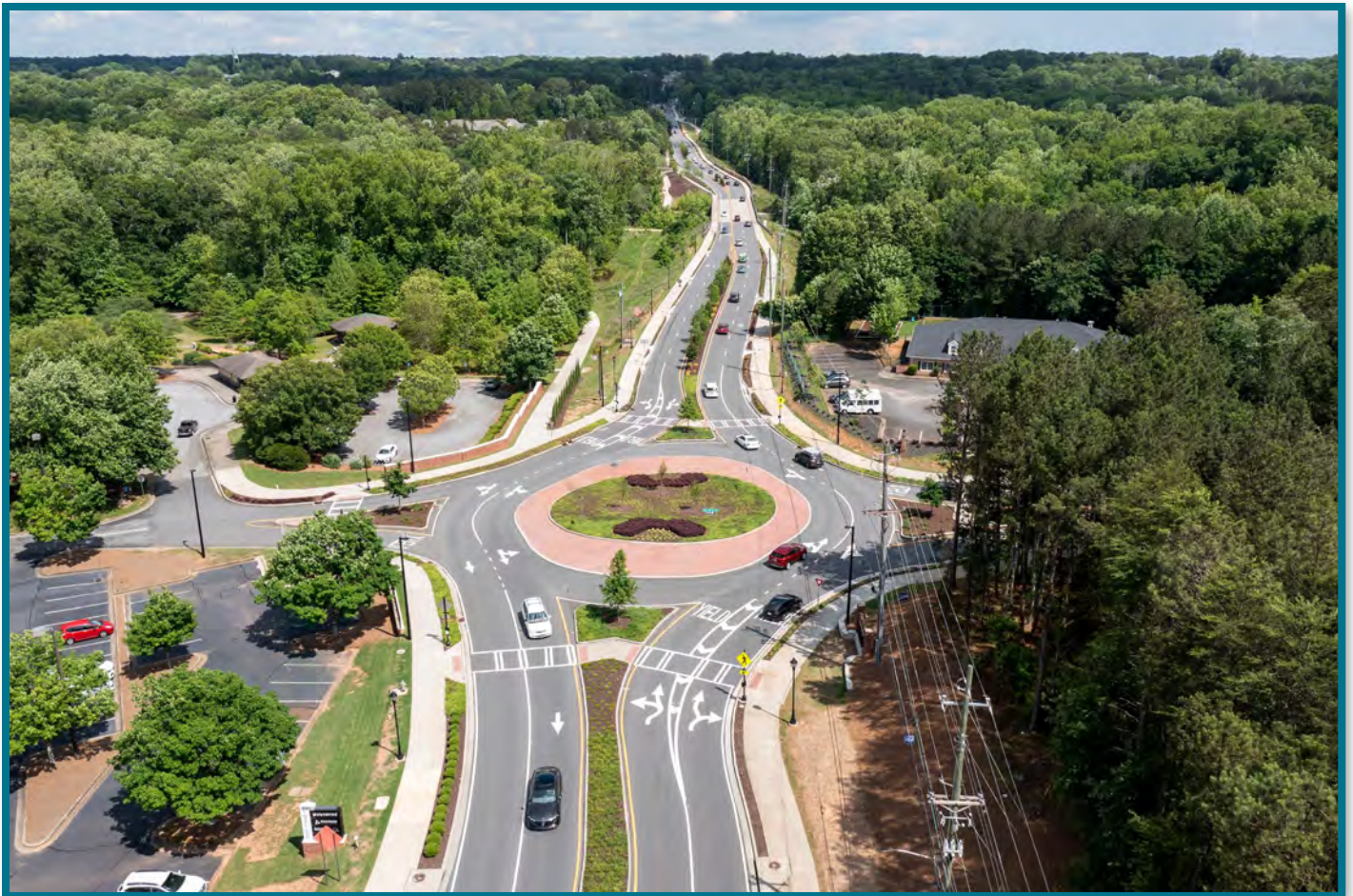
The transportation strategies were developed to achieve two of the four goals of this LCI Study:

1. Enhance multimodal access, safety, and infrastructure; and
2. Expand multimodal and transit connections to the area's largest employers.

The process of implementing these strategies will consist of coordination between major partners and planning and evaluation studies to further determine pathways forward. Collaboration must be with federal partners: the Federal Highway Administration and Federal Transit Administration; state partner: GDOT;

and local partners: Clayton County, City of College Park, and MARTA. These partners must be involved in the planning, evaluation, and development of mentioned studies to determine if the strategies will meet the needs of the LCI study area, its residents, employees, and business owners. More details on how these strategies could be implemented will be documented in the implementation plan

The strategies in **Section 6** stem from the Market Analysis results and policy responses from the existing conditions, review of previous plans (relating to the Study area), coordination with the Clayton County Comprehensive Plan Team, and public and stakeholder feedback.





Housing

6 Economic Development Strategy Basis

Transit Oriented
Development

Economic
Development

Economic Development Strategy Basis

6.1 Public and Stakeholder Involvement

The project team met with the PAC and public on several occasions. The PAC consists of representatives from key stakeholders serving in an advisory capacity on the project. **Table 6-1** displays the top economic development, land uses, and housing desires made by the PAC and public in the first round of public/stakeholder involvement meetings.

Additional comments from the public involved needing fuel stations and/or travel plazas around the State Route (SR) 139/Riverdale Road and Interstate 285 area and needing more restaurants on SR 139/Riverdale Road and Garden Walk Boulevard. The public was also concerned about old housing and wanted the project team to prioritize redevelopment over new development.

6.2 Meeting with Clayton County Comprehensive Plan Team

On November 1, 2024, the project team met with the Clayton County Comprehensive Plan Team to discuss the catalytic sites and the comprehensive plan update

land uses. Three catalytic sites were presented with their future land uses (FLUs) along with recommended facilities and building uses. The land use analysis and the meeting determined that there were no conflicts between the catalytic sites' FLUs and the project team's recommendations. More information on the catalytic sites, land uses, and strategies are provided below.

Table 6-1: Concerns and Desires from PAC and Public

No.	Top 3 Results from PAC	Top 3 results from the Public
Economic Development		
1	Redevelopment Of Vacant Parcels	Reinvestment In Neglected Properties
2	Transit Oriented Development	Redevelopment Of Vacant Parcels
3	Reinvestment In Neglected Properties	Transit Oriented Development
Land Uses		
1	Commercial And Retail Space	Parks, Recreation, And Greenspace
2	Parks, Recreation, And Greenspace	Food Establishments
3	Childcare And Daycares	Entertainment Venues
Housing		
1	Workforce Housing	Single Family
2	Multi-Family Housing	Senior Housing
3	Single Family	Workforce Housing

6.3 Previous Plans

Previous plans were reviewed as part of the existing conditions report and this report regarding housing, land use, and economic development. [Clayton Moving Forward: 2024 Comprehensive Plan – A Vision for the Future \(2024\)](#) by Clayton County, Sizemore Group, Kimley Horn and Sycamore Consulting, Inc. and the [City of College Park 2021 Comprehensive Plan \(2021\)](#) by Atlanta Regional Commission (ARC), were researched for the land use analysis described above. Other plans reviewed include: [Clayton County 2019 Comprehensive Plan \(2019\)](#) by ARC, [Aerotropolis Atlanta Blueprint \(2016\)](#) for Aerotropolis Atlanta, by Jacobs, MXD Development Strategists, GLDPartners, Jones Worley, and Populous; [Northwest Clayton Tax Redevelopment Area and Tax Allocation District Plan \(2008\)](#) by Huntley Partners, Inc., and [Metro Atlanta Housing Strategies Toolkit](#) by ARC. Brief reviews of these plans can be found [Appendix A](#).

The Northwest Clayton Redevelopment Area and Tax Allocation District Plan

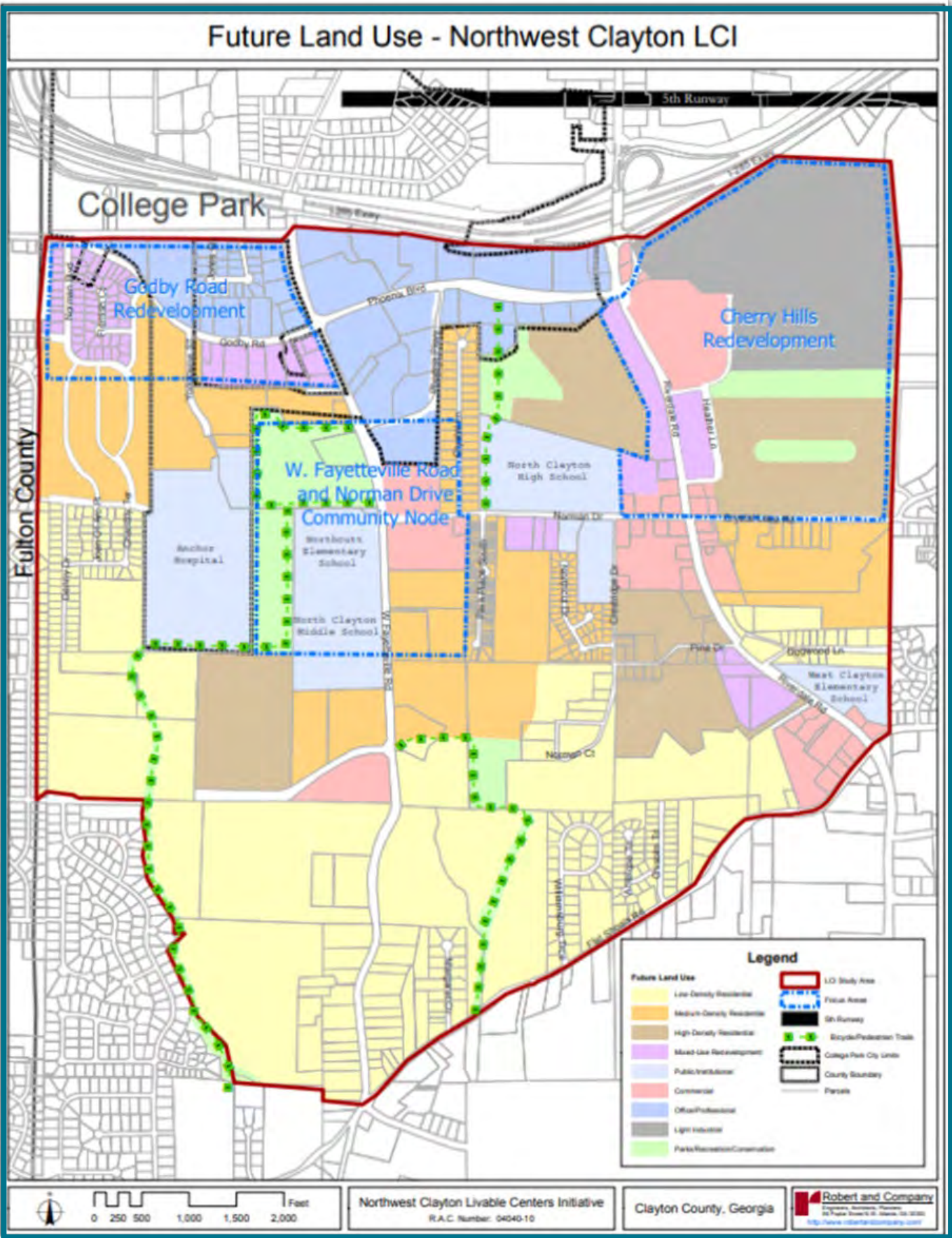
The Northwest Clayton TAD Plan identified key development nodes in the Study area: Cherry Hills Subdivision Redevelopment, Godby Road Corridor Redevelopment, and Norman Drive/West Fayetteville Road.

The TAD plan does not have a map that shows all of the nodes; the map, as shown in **Figure 6-1**, comes from the Northwest Clayton LCI Plan, December 2004. Two of the nodes, Godby Road and Norman Drive/West Fayetteville Road, are a part of the catalytic sites (Site One and Site Two) to be recommended in this plan. The Cherry Hills Subdivision Redevelopment currently consists of single-family houses with very little vacancies. The Cherry Hills Subdivision Redevelopment was not explored as a key development node because this LCI Study wanted to focus on areas with vacant land to better utilize space in the Study area.

The Godby Road Corridor Redevelopment node was suggested to have a master planned business district, intersection improvements at Phoenix Boulevard, SR 314/W. Fayetteville Road and Godby Road, streetscape improvements, and construction of sidewalks on Phoenix Boulevard. All of these recommendations are included in the strategies for Site One. Additionally, the master-planned business district will also include mixed uses of commercial, office, and residential to provide more variety in land uses.

Most of the recommendations for the Norman Drive/West Fayetteville Road node have been implemented. Since the TAD Plan, the parcels in the area have been rezoned from light industrial to residential, and neighborhood commercial zoning was added for more housing and more appropriate land uses near North Clayton Middle School. It was redeveloped in 2010 to include a grocery store, retail, and single-family houses. More residential spaces flank each of the schools and a traffic light was installed at the intersection of SR 314/W. Fayetteville Road and East Pleasant Hill Road. Other recommendations include extending East Pleasant Hill Road to the Clayton/Fulton County line and expanding transit to SR 314/W. Fayetteville Road.

Figure 6-1: Key Development Nodes Map from Previous LCI Study



Source: Northwest Clayton LCI Plan. December 2004

6.4 Economic Development Vision

Figure 6-2 shows the potential development nodes that make up the vision in the Study area. These development nodes serve as the purpose for each of the catalytic sites and how they would function in the Study area.

There are four development nodes and two gateways that comprise the vision in the Study area:

- **Gateways** – at the SR 139/Riverdale Road/SR 314/W. Fayetteville Intersection and Phoenix Boulevard and SR 139/Riverdale Road to provide a great first impression of the Study area.
- **Local “Village” Node** - should have a neighborhood feel with land uses and work opportunities to serve the local community.
- **Regional Node** - should focus on land uses for the community, Clayton County, and the Atlanta region, as it will include a BRT stop from MARTA RAPID Southlake, a BRT route.
- **National Node** - should focus on greenspace and limited development. It has the potential to utilize the Flint River and connect to the Atlanta Beltline through trails.
- **Community Node** - should serve as an educational zone and focus on safe access to the schools for students, staff, and the community.

The nodes derived from policy responses and the results of the market analysis, which led to the initial concepts layouts in **Figure 6-3**. The initial concept layouts introduce potential land uses and spacing for buildings, landscaping, and infrastructure improvements as the nodes evolve into catalytic sites. More refined layouts of the sites are presented in **Sections 6.6.1 - 6.6.3**. This report will focus largely on the local “village”, regional, and national nodes. The gateways are discussed in the Placemaking report; the community node has strategies relating to transportation in the Transportation Strategy report.



Example of Local “Village” Node with local businesses and public art



Example of Transit Oriented Development for the Regional Node



Example of Greenspace for the National Node

Figure 6-2: Study Area Development Nodes

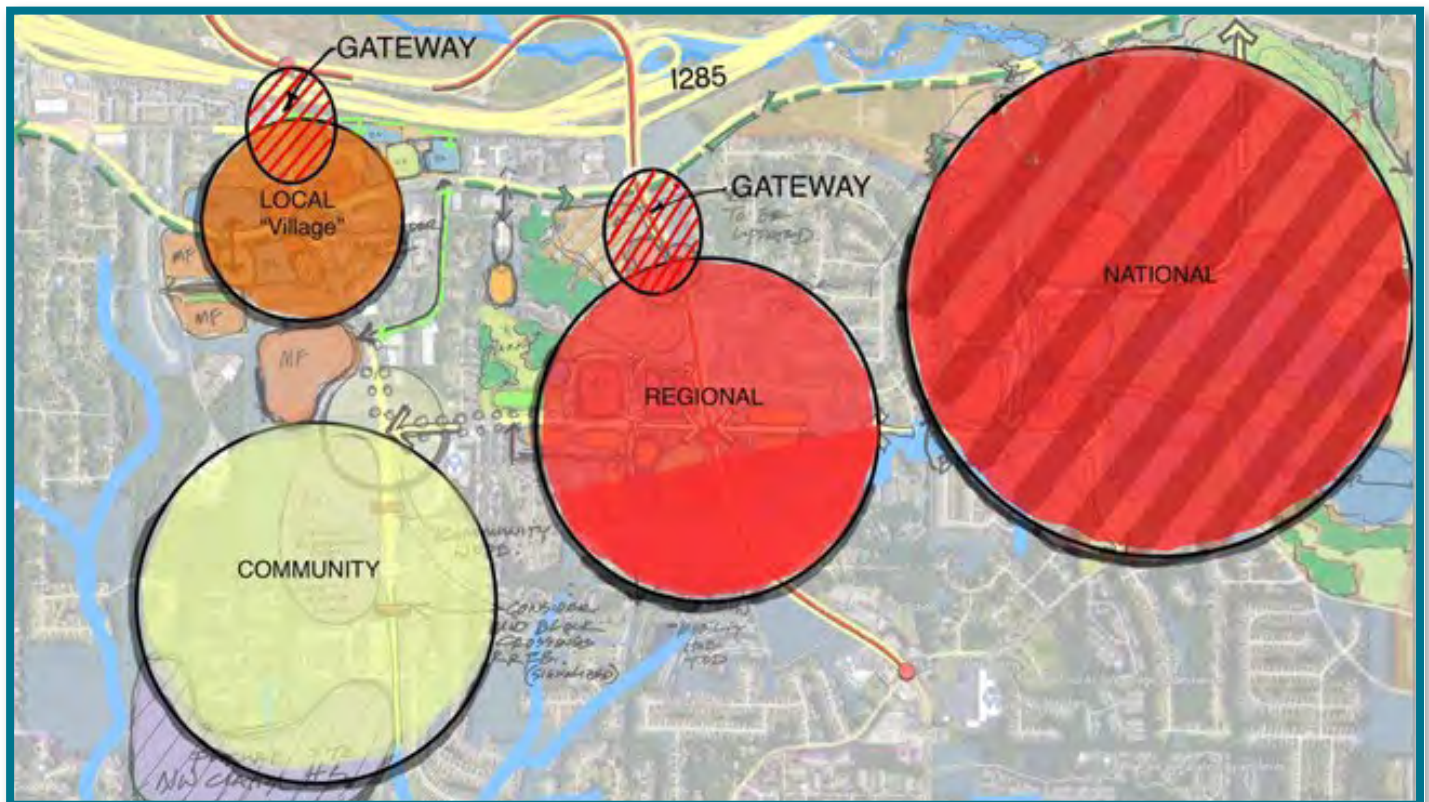
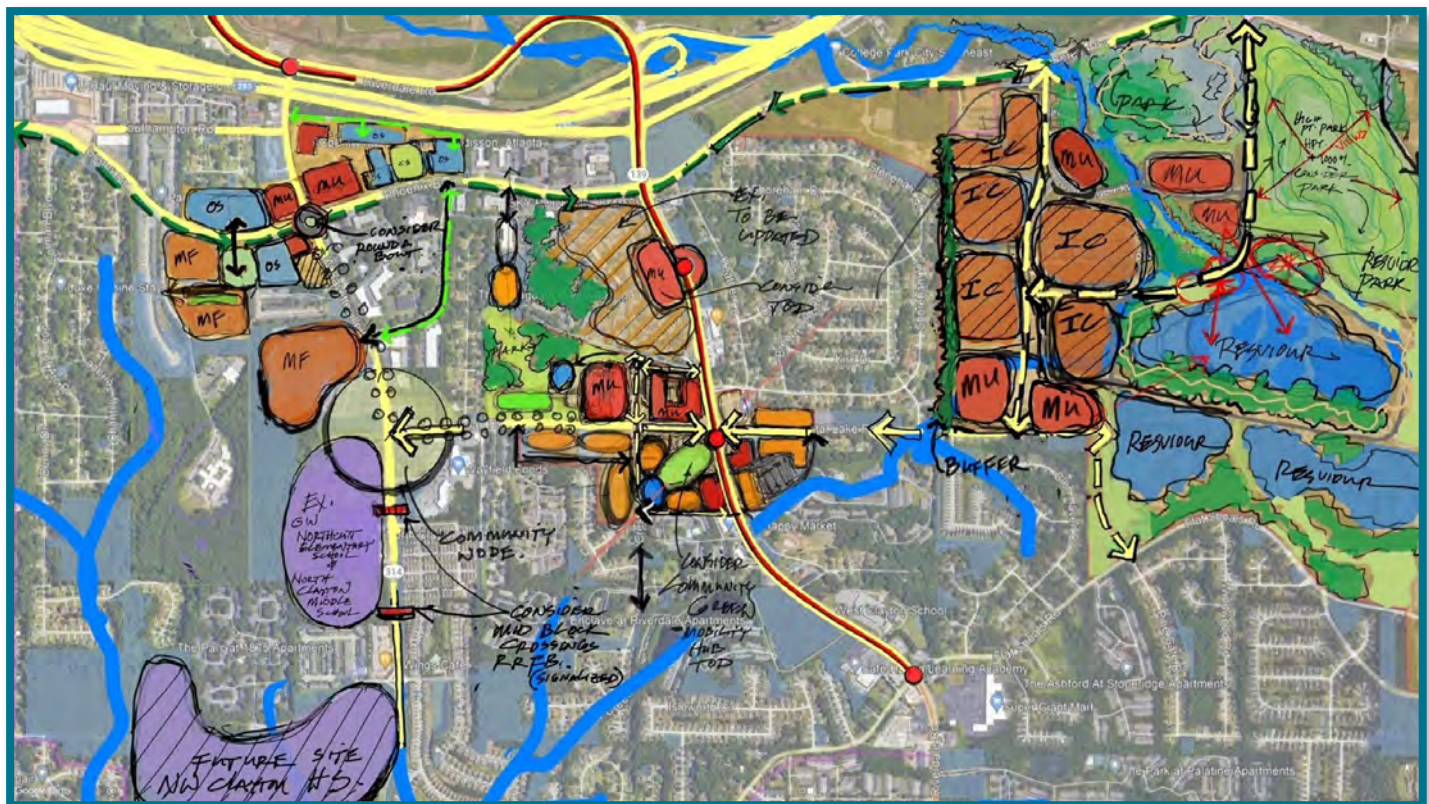


Figure 6-3: Catalytic Sites Initial Concept Layouts



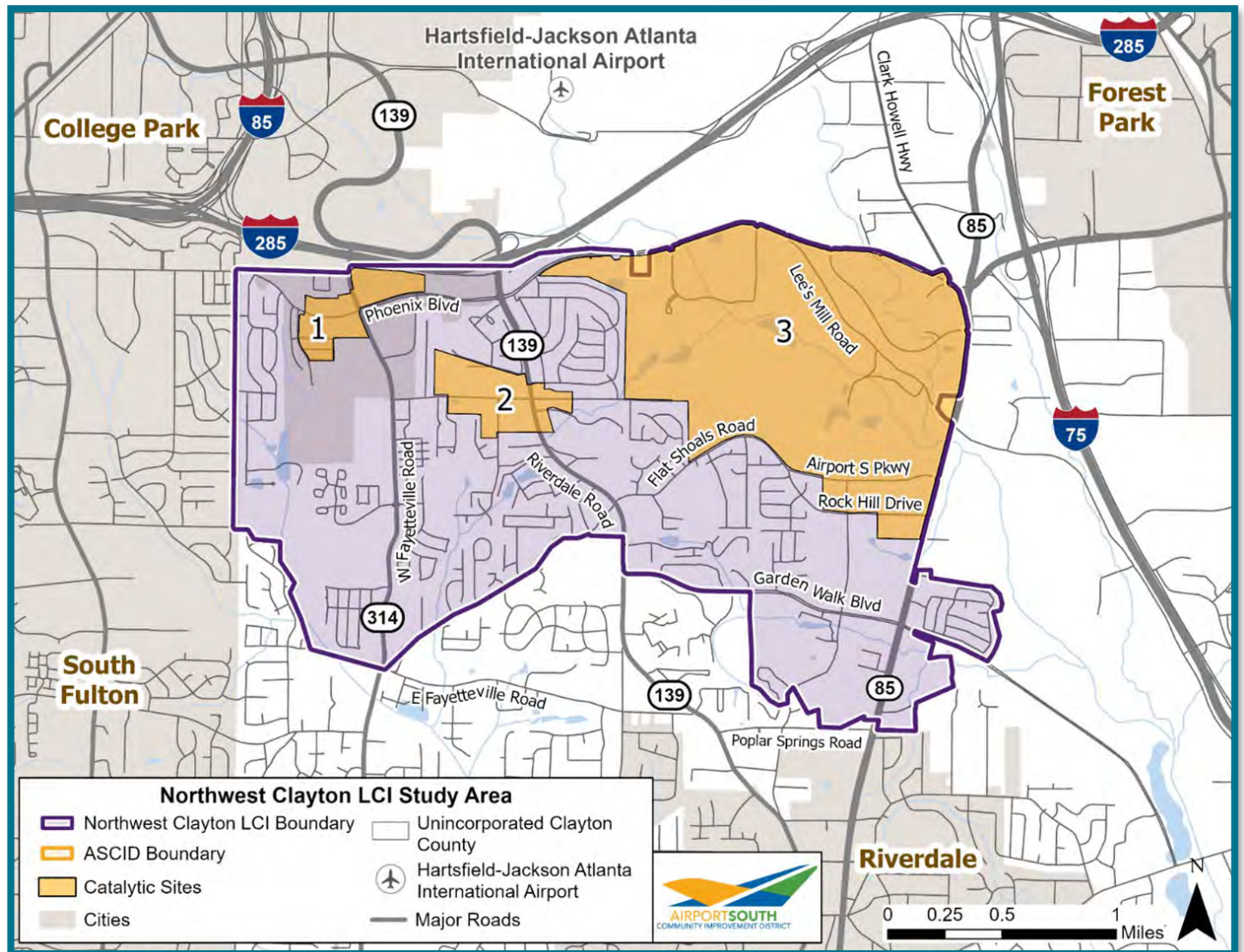
6.5 Economic Development Strategies

Strategies for economic development revolve around the catalytic sites, land use, and housing. This section will provide more detailed existing conditions and the proposed land uses for each of the catalytic sites. It will also provide specify zoning recommendations to accommodate the proposed land uses. Housing strategies will revolve around improving existing housing and diversifying housing in the Study area.

6.6 Catalytic Sites

The project team recommends three catalytic sites, see **Figure 6-4**, for redevelopment in the Study area: (1) Godby Road, (2) Riverdale Road/Norman Drive, (3) The Quarry. Catalytic sites are parcels clustered together, chosen based on location, existing properties, and potential synergy with surrounding area. The catalytic sites should foster redevelopment and TOD investments through new land use and zoning policies.

Figure 6-4: Study Area Catalytic Sites



6.6.1. Site One: Godby Road

Existing Conditions

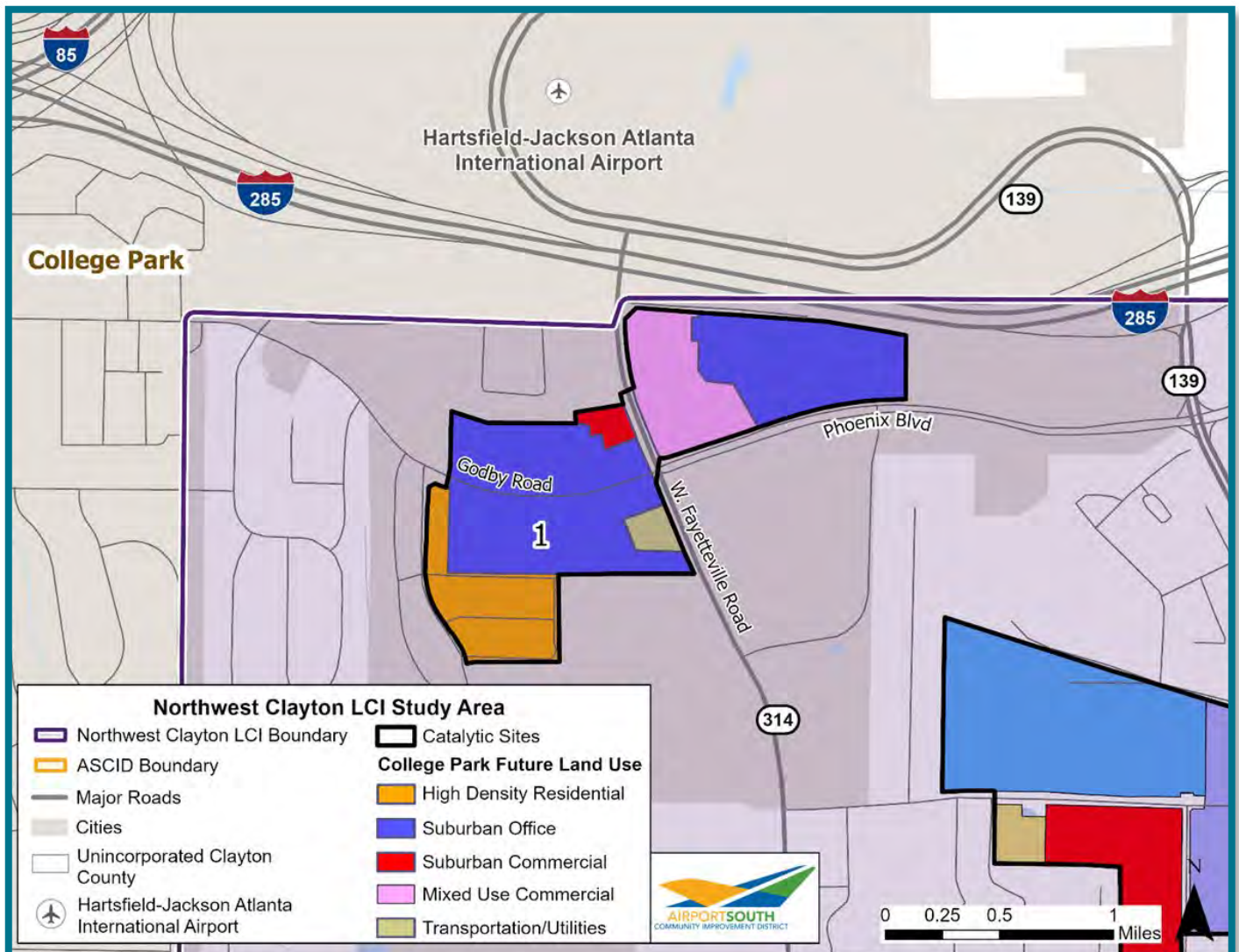
The Godby Road area (Site One), located in the City of College Park, spans Godby Road and Phoenix Boulevard. This cluster is a commercial area with older office buildings that were built prior to 1990. According to the market analysis results, existing office buildings within the larger Study area generate lower financial returns relative to Clayton County and the Atlanta-Sandy Springs-Roswell MSA. The area also consists of parcels with low lot coverage (less than 20 percent of the lot) and vacant parcels at the intersection of Phoenix Boulevard and SR 139/ Riverdale Road. These factors collectively represent an opportunity for redevelopment.

Land Use Recommendations

For this site, it is recommended to add office space and daycare facilities. FLUs, for Site One are displayed in **Figure 6-5**, which according to the 2021 College Park Comprehensive Plan, include:

- **High Density Residential** - reserved for single- and multiple-family dwellings, public (e.g., government or institutional) buildings, and passive and active recreational areas, with the opportunity for some other residential uses (e.g., personal care home).
- **Suburban Office** - Reserved for mixed use business developments (e.g., office, research, sales) to serve as a transitional area between residential and commercial districts).
- **Suburban Commercial** - Reserved for commercial uses that are appropriately located along a

Figure 6-5: Site One Future Land Uses in College Park



Source: College Park Comprehensive Plan, 2021

corridor (e.g., retail uses (large scale)) and compatible with the Georgia International Convention Center (GICC) and downtown business district. Office Professional (OP) may be expanded in this character area.

- **Mixed use Commercial** - Reserved for small-scale commercial uses that provide products and services to surrounding neighborhoods (e.g., beauty parlors) and larger-scale commercial uses (e.g., retail uses (large scale)) that are appropriately located along a corridor.
- **Transportation Utilities** - Primarily reserved for automobile and transportation-orientated uses (e.g., airport parking and shuttle service).

The proposed uses for this site do not conflict with the FLUs as Office Space complies with Suburban Office while Daycare Facilities complies with Mixed Use Commercial.

Opportunities

A potential concept of the site is featured in **Figure 6-6**. Site One, the local village, could feature multi-family residential, the current hotel, office/daycare space, mixed use, and greenspace. The PAC emphasized the lack of affordable daycare facilities

by employees and a demand for Class A office space in the Study area. This site would also feature more street trees, a roundabout at SR 314/W. Fayetteville Road and Phoenix Boulevard, and the Walker Creek Road Trail, shown in **Figure 6-7**. These streetscape and pedestrian improvements could increase walkability by providing more mobility options.

This site will need the housing to be rezoned from single-family to multi-family to allow for townhomes, apartments, and condominiums. Multi-family housing will increase the density in the area, bringing more people in to utilize the services nearby. The existing office structures in the site are older than 1990; redevelopment could present an opportunity for developers to reinvigorate the area through renovation. The redevelopment process should also aim to reduce the number of vacant parcels in the site.

The Walker Creek Road Trail is a new, proposed trail in the northwest corner of the Study area between Phoenix Boulevard and Interstate 285. The road, Walker Creek Road, is partially paved and is accessible from SR 314/W. Fayetteville Road. The road is paved for 0.18 miles and should continue from the paved portion to Phoenix Boulevard, wrapping around the business complex. The proposed trail is shown in **Figure 6-7**, on the following page.

Figure 6-6: Site One Concept



A rendering of Site One, as shown in **Figure 6-8**, is a view from a building across Phoenix Boulevard, showing the roundabout at SR 314/W. Fayetteville Road and Phoenix Boulevard to the left. Notably, all parking in this concept is away from the street to highlight the aesthetics of the buildings and promote walking along Phoenix Boulevard. The additional street trees will also provide shade to people walking or waiting at bus stops.

Figure 6-7: Walker Creek Road Trail Concept



Figure 6-8: Site One Rendering



6.6.2. Site Two: Riverdale Road/Norman Drive

Existing Conditions

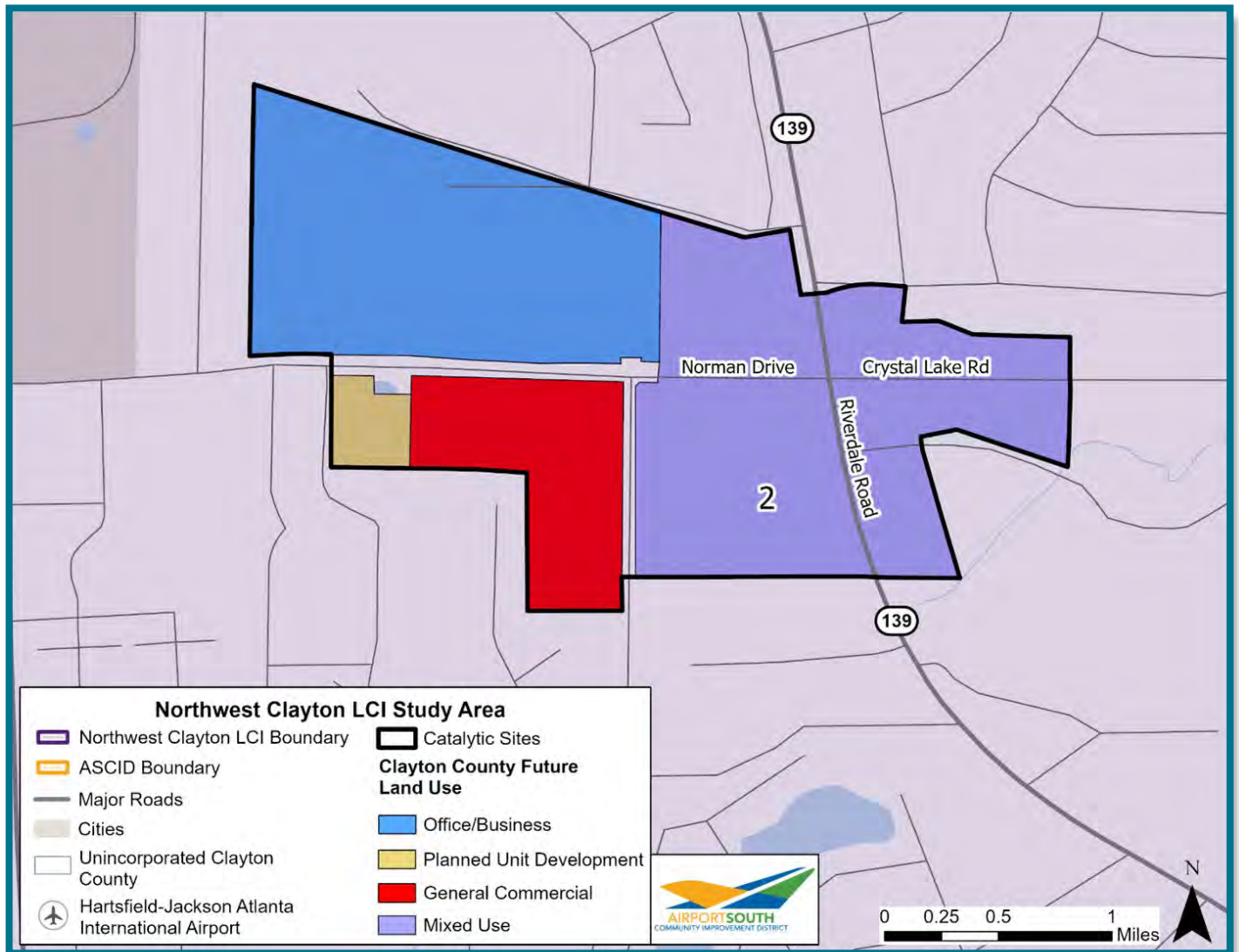
The Riverdale Road/Norman Drive (Site Two) includes a mix of generally older strip shopping centers, commercial buildings, light industrial uses such as auto body and auto repair shops as well as the North Clayton High School. This site has parcels with low lot coverage and vacant parcels along Norman Drive extending to the west of SR 139/Riverdale Road.

Land Use Recommendations

The proposed uses for this site are community space and commercial space. **Figure 6-9** displays the FLU in the area from the 2024 Clayton County Comprehensive Plan. FLUs in this area include:

- **Office-Business** – Dedicated to office, banking, or other personal business services and not focused on retail uses.

Figure 6-9: Site Two Future Land Use in Clayton County



Source: Clayton County Comprehensive Plan, 2024

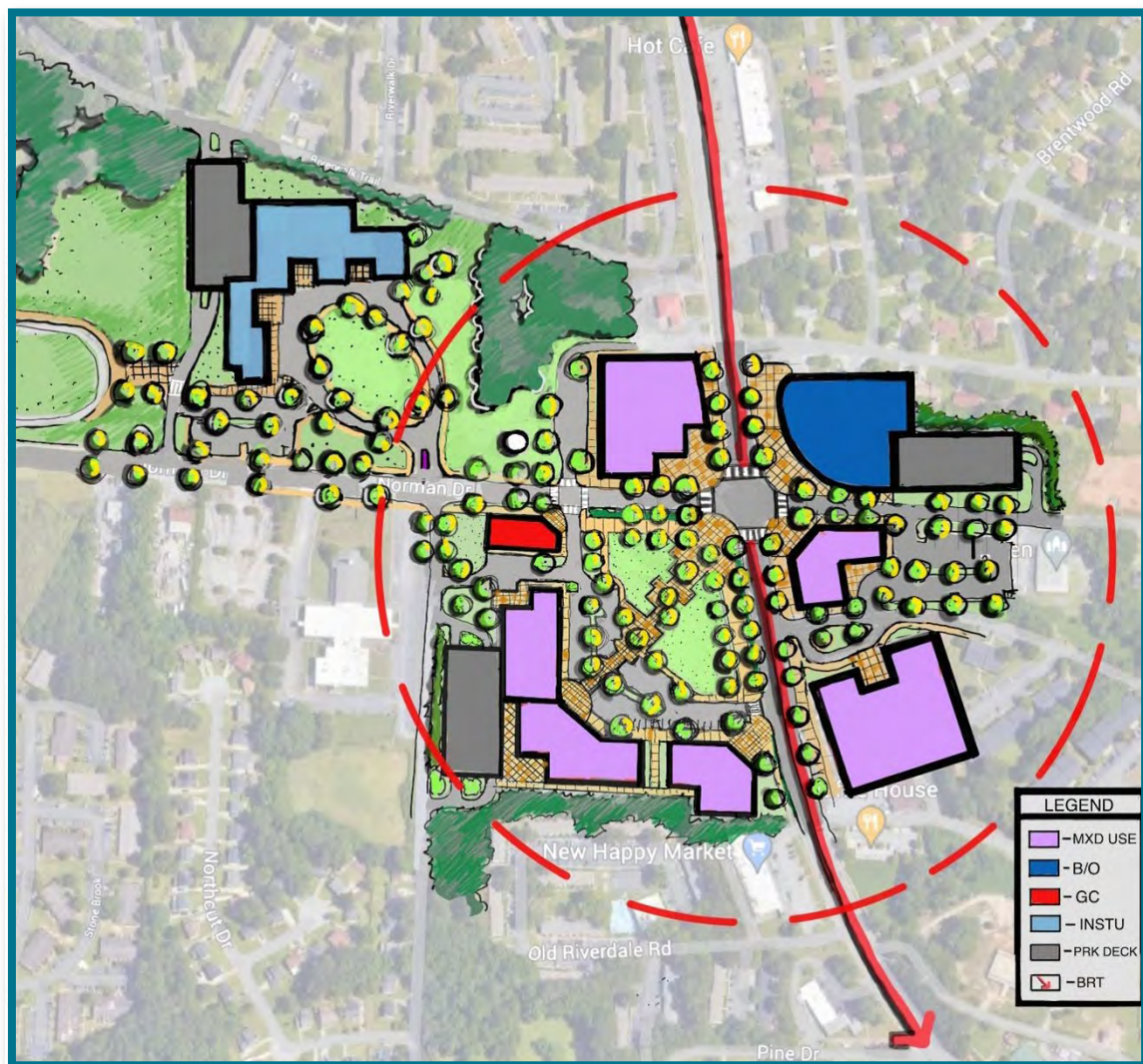
- **Planned Unit Development** – Provides flexibility in the regulation of land development and encourages innovation in land use in terms of variety, design, layout, and type of structures. It allows for the preservation and protection of natural features and open space; it promotes the efficient provision of public services and utilities; and it minimizes adverse traffic and environmental impacts.
- **Mixed use** – Allows a mixture of retail, residential, and office uses in a town center style. Uses may include residentially compatible retail uses such as grocery stores, drugstores, banks on ground floors, or fronting on commercial streets. There may also be a residential component including lofts, condominiums, apartments, townhomes, and smaller single-family houses located above commercial uses or in other portions of the development.

Mixed use development must be designed to encourage walking and bicycling as well as be designed to be transit ready. A transit-ready development is a mixed-use development that is planned and implemented in concert with, and in anticipation of, future rail stations and implemented before the station is constructed.¹⁷

- **General Commercial** – Intended for land dedicated to non-industrial business uses including retail sales, service, and entertainment facilities. General commercial is the most intense, allowing facilities that may target larger businesses.

The proposed uses do not conflict with the FLU because commercial space complies with both general commercial and mixed use.

Figure 6-10: Site Two Concept



¹⁷ Planned for Transit-Supportive Development: A Practitioner's Guide. Federal Transit Administration. https://www.transit.dot.gov/sites/fta.dot.gov/files/FTA_Report_No._0057.pdf

Opportunities

Site Two, the regional node, presented in **Figure 6-10**, could have public/institutional uses, mixed use, parking structures, and greenspace. The public/institutional uses are to provide services to the community while also being accessible to the riders of the RAPID Southlake. Mixed use allows for retail, residential, and office uses. Commuters could park in the parking structures at the future Norman Drive BRT station to access RAPID Southlake or other uses at the site. Part of the community space will be greenspace, which can be accommodated in mixed use because the development in this category must encourage walking and bicycling and be transit ready.

Because of the low lot coverage and vacant parcels, the area within the site is not being utilized to its full potential. Redevelopment of this site will increase lot coverage and reduce vacancies among parcels. Adding a proposed RAPID Southlake station, will incentivize transit riders and people in the community to use spaces around the station. It is imperative that the

development cater to the needs of transit riders, as well as the community surrounding the station.

6.6.3. Site Three: The Quarry

Existing Conditions

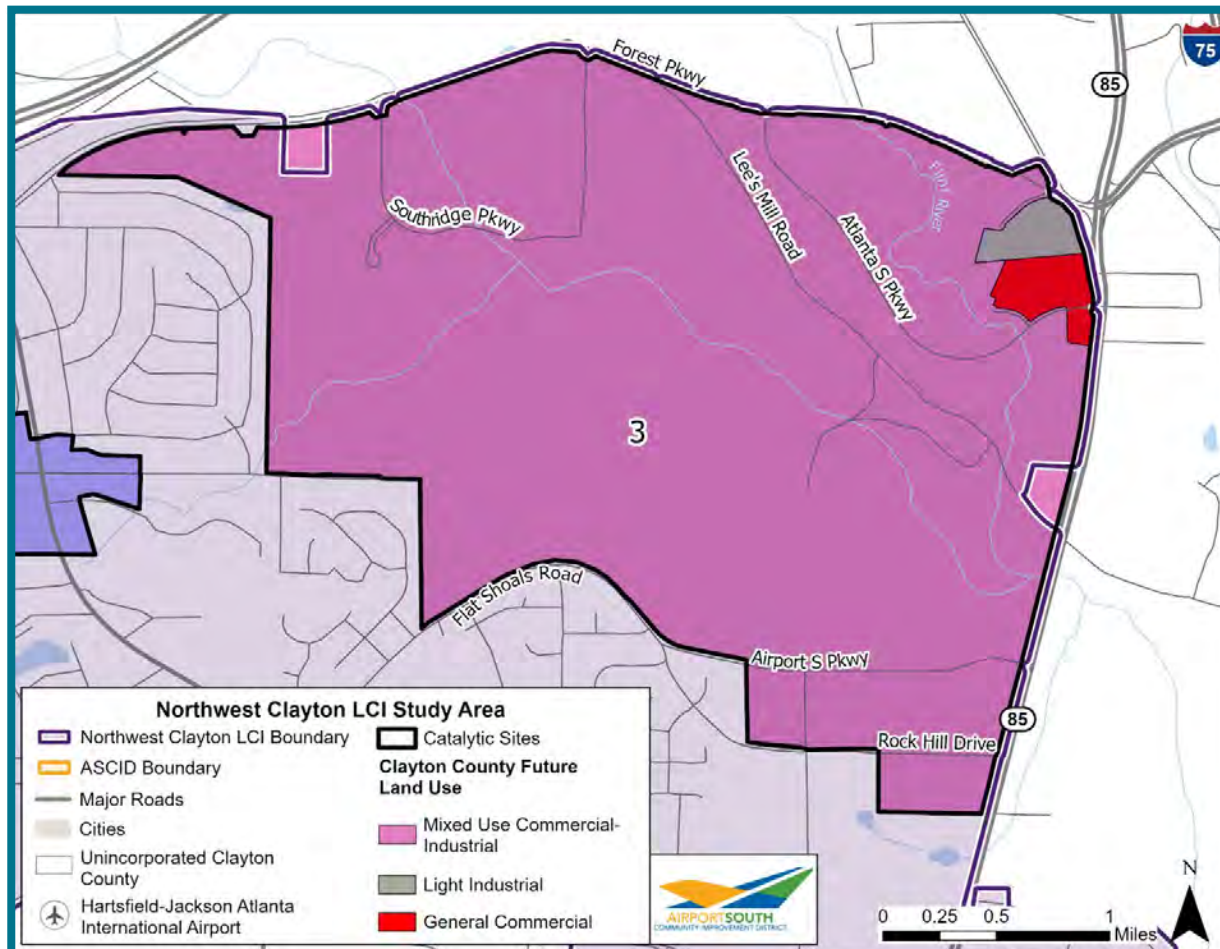
The third catalytic site, The Quarry, is generally focused south and west of Lee's Mill Road and is defined by a number of gravel and stone mining operations, interspersed with active industrial and warehouse buildings. To its south, Site Three is bounded by the Flat Shoals corridor providing access to residential developments that are primarily single-family housing.

Land Use Recommendations

Mixed Use and Park/Recreation are proposed for this catalytic site. FLU in the 2024 Clayton County Comprehensive Plan for this area, as displayed in **Figure 6-11**, is:

- **Mixed use Commercial-Industrial** – Allows a

Figure 6-11: Site Three Future Land Use in Clayton County



Source: Clayton County Comprehensive Plan, 2024

mixture of office, commercial, and light industrial uses as well as possible recreational uses. Industrial uses should be oriented towards producing value rather than extracting it, and industrial uses that undermine office uses such adult-oriented businesses, landfills, etc. should look elsewhere. Mixed-Use Commercial-Industrial development must be designed to encourage walking and bicycling between uses as well as be designed to be transit-ready. Open space and green space areas, should be networked to create corridors of recreational areas, further layering the allowed uses.

- **Light Industrial** – Dedicated to assembly, warehousing, wholesale trade facilities, and other industrial uses that could coexist with some business uses.
- **General Commercial** – Intended for land dedicated to non-industrial business uses including retail sales, service, and entertainment facilities. General commercial is the most intense, allowing facilities that may target larger businesses.

The recommended use for this area does not conflict with the FLU; Mixed use and park/recreation complies with mixed use commercial-industrial.

Opportunities

Site Three, the national site, (shown in **Figure 6-12**) could have light industrial, mixed use/commercial, parks/recreation, and greenspace. There is an opportunity to decommission the landfill and create water features surrounded by greenspace at the site. Light industrial facilities, such as assembly, warehousing, and wholesale trade facilities, are recommended as to not distribute the recreational uses with pollution.

The project team was made aware by the Clayton County Comprehensive Plan team, that proposed redevelopment of the area has been the topic of conversation for years. Additional industrial and office space is currently in development at the intersection of Lee's Mill Road and Forest Parkway after a variance hearing in July 2023 with the Clayton County Board of Zoning Appeals. This development will not greatly impact the proposed site concept because it is a small parcel in comparison to the rest of the site. Coordination with Clayton County should be continued to keep abreast of development progress in the site.

Figure 6-12: Site Three Concept



6.7 Land Use Strategies

This section describes the land use strategies as part of the catalytic sites. Land use indicates the purposes for the structure(s) on a parcel, such as residential, public/institutional, and commercial. Zoning is the legal designation of uses for land/parcels in an area, and any zoning changes must be amended and presented to the Board of Clayton County Commissioners for approval.

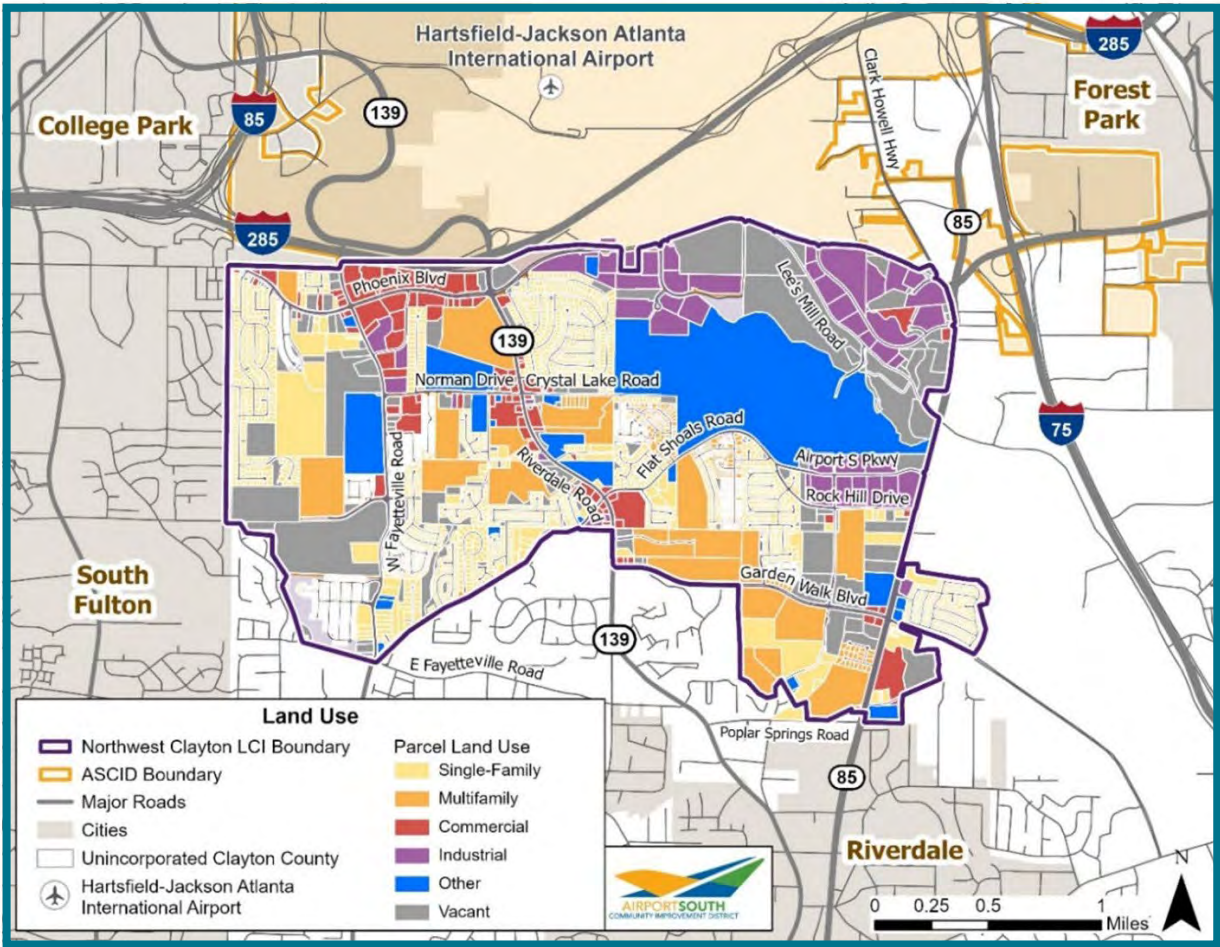
The existing land use in the Study area, across approximately 3,000 acres, mostly consists of single-family (27.0 percent), multi-family (17.0 percent), industrial (10.0 percent), commercial (6.8 percent), and other uses (16.9 percent). Also, Table 6-2 indicates that 22.3 percent of the land is vacant in the Study area. Some vacant land remains vacant because of topographic challenges preventing its development, such as creek corridors, floodplains, and uneven topography. Other uses in the Study area are comprised of schools and the quarry, which is the large blue parcel in the northeast corner of the Study area as shown in Figure 6-13.

Table 6-2: Existing Land Uses

Land Use	Area (Acres)	% of Total Area
Single-Family	766	27.0%
Multifamily	483	17.0%
Industrial	284	10.0%
Commercial	193	6.8%
Others	480	16.9%
Vacant	673	22.3%
Garden Walk Boulevard	Local Road	East/West

Source: Clayton County Tax Assessor

Figure 6-13: Existing Land Uses in the Study Area



Source: Clayton County Tax Assessor

The project team proposes adding/repurposing the following land uses for the catalytic sites in the Study area:

- **Daycare Facilities** - Adding daycare facilities will support working families in providing childcare for small children while the parents are at work.
- **Office Space** - Office space will provide companies the space to host meetings and support staff space. Additionally, these areas can be used for coworking spaces if people want to work outside of their office or home or want space to collaborate with others.
- **Community Space** – Whether outside through greenspace or inside with a community center, community spaces allow residents and visitors to gather for various activities. Depending on the scale of the space, these activities could include community meetings, farmers markets, group exercise, or shows and performances (see **Figure 6-14**).
- **Commercial Space** – Providing spaces for business, especially local businesses, can build community wealth and offer employment

opportunities. The increase in local taxes could also be used to pay for more community improvements like placemaking.

- **Mixed Use** – This land use allows for multiple uses on one parcel, like commercial, residential, and office. Mixed use is designed to enable people to live, work, and play all in the same place. When located next to transit, especially multi-family housing, it can encourage ridership and spur more development.
- **Park/Recreation** – The public emphasized the lack of park and recreation space in the Study area. Increased greenspace comes with many benefits such as more physical activity, reduced stress, better air quality, and more social capital according to a study by North Carolina State University Professors.¹⁸

These land uses support residents, businesses, and the community as a whole. They will also encourage transit-oriented development at Site Two. With these land uses, residents and visitors could see more social interaction, sense of community, better use of spaces, and more services that people will use.

Figure 6-14:Example Outdoor Community Space



¹⁸ Larson, Lincoln, Hipp, Aaron. How Parks and Green Spaces Can Improve Your Health. <https://cnr.ncsu.edu/news/2022/04/parks-green-spaces-improve-health/>

Incentives for New Development

To increase development in an area, municipalities, counties, or states provide tax credits or incentives. These incentives can cover part of the cost of a development if it meets certain criteria. Below are incentives to build daycare facilities; more information on incentives to build affordable housing are described in **Section 6.3**.

To add affordable daycare to the Study area, developers can take advantage of the Child Care Tax Credit. This tax credit is for employers who purchase or build qualified childcare facilities, or who provide or sponsor childcare for employees. The credit for those that choose to build is as follows: "For employers who purchase or build a state-licensed facility, the credit is equal to 100 percent of the cost of purchase or construction which is earned over 10 years (10 percent each year). Unused credits can be carried forward for three years."¹⁹

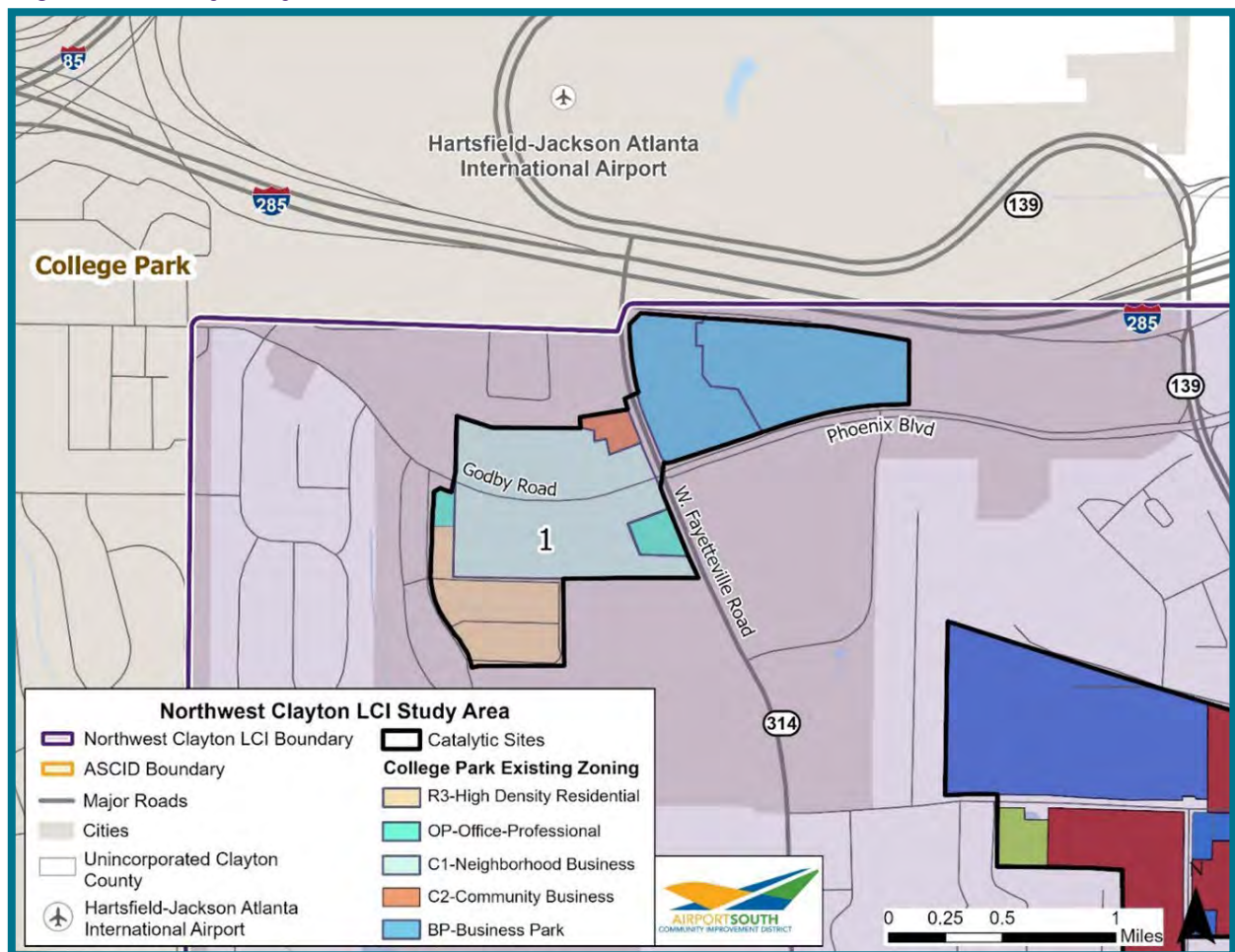
Rezone parcels in catalytic sites to support TOD and higher density uses

Site One: Godby Road

The proposed land uses for Site One include daycares and office space. To support a number of strategies, housing is encouraged for the site as well. The current zoning for College Park of Site One, presented in **Figure 6-15**, consists of:

- **BP-Business Park:** to provide a land use category for business where office, research, sales, service, and distribution needs can be met.
- **C1-Neighborhood Business:** for small-scale commercial uses that provide products and services to neighborhoods.
- **C2-Community Business:** for commercial uses along a corridor.

Figure 6-15: Existing Zoning in Site One



Source: College Park Zoning

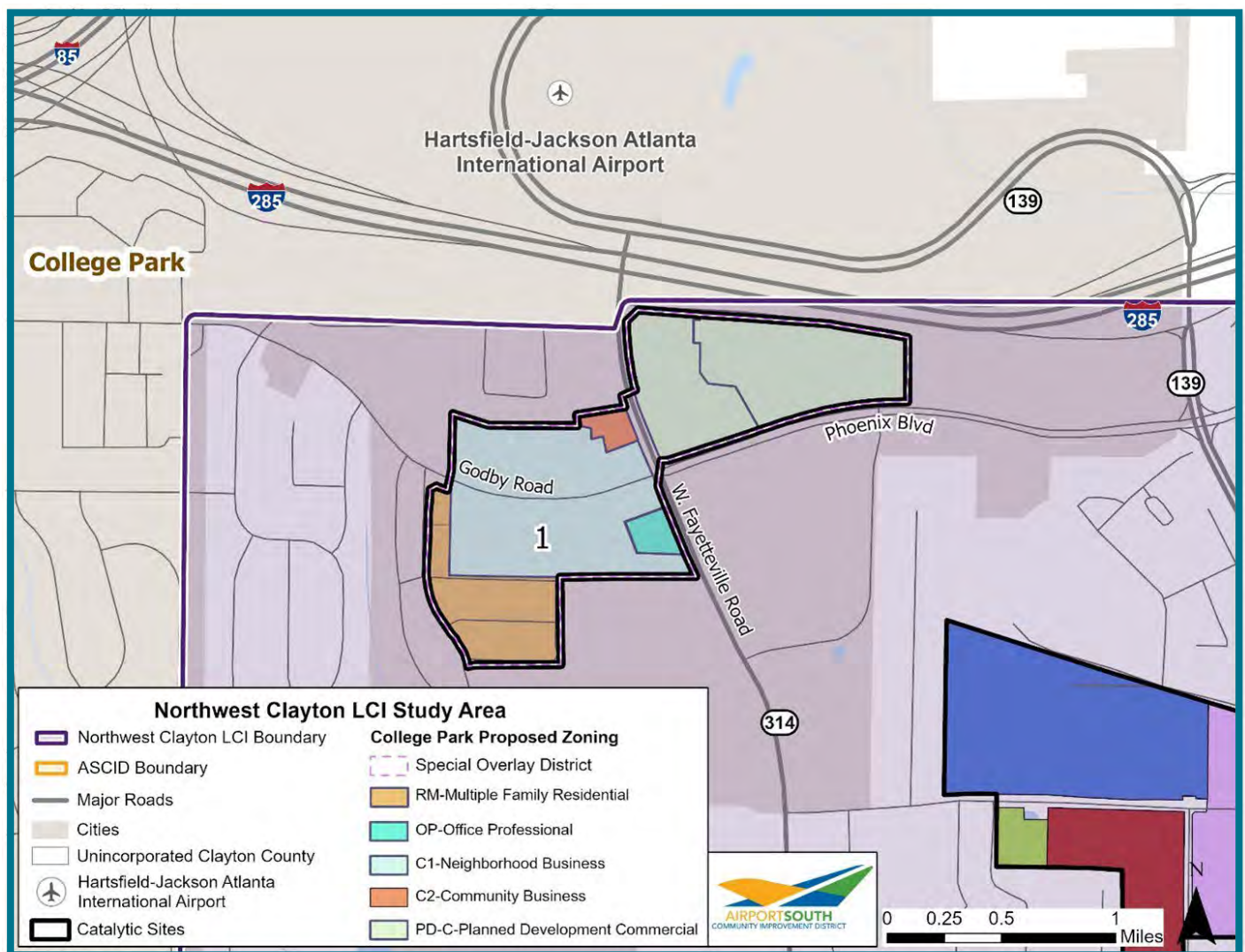
¹⁹ Business Incentives 2021. Child Care Tax Credit. https://georgia.org/sites/default/files/2021-03/jan2021_business_incentives.pdf

- **OP-Office Professional:** for offices, banks, and personal business services, which can serve as a transitional area between residential and commercial districts.
- **R3-High Density Residential:** to provide the development of single-family dwellings served by public water and sewer systems and promote an average net density of 4.0 to 5.5 dwelling units per acre. Source: College Park Zoning

To reconcile the proposed land uses with the zoning, a special overlay district should be proposed, as shown in **Figure 6-16**. This special overlay district will come with certain changes to the zoning. First, BP-Business Park should be changed to PD-C Planned Development Commercial. PD-C is closest in the zoning to mixed use, allowing multi-family housing,

business park, and office professional district zoning. This change could potentially provide housing within walking distance to jobs in the commercial areas nearby. C1-Neighborhood Business District should allow child daycares as a permitted use, instead of a conditional use. This zoning change only applies to the parcels zoned for C1 in the overlay district. Last, R3-High Density Residential should be changed to RM-Multiple Family Residential District. RM-Multiple Family Residential District allows for row homes and townhouses, a type of single-family housing that is attached.

Figure 6-16: Proposed Zoning in Site One



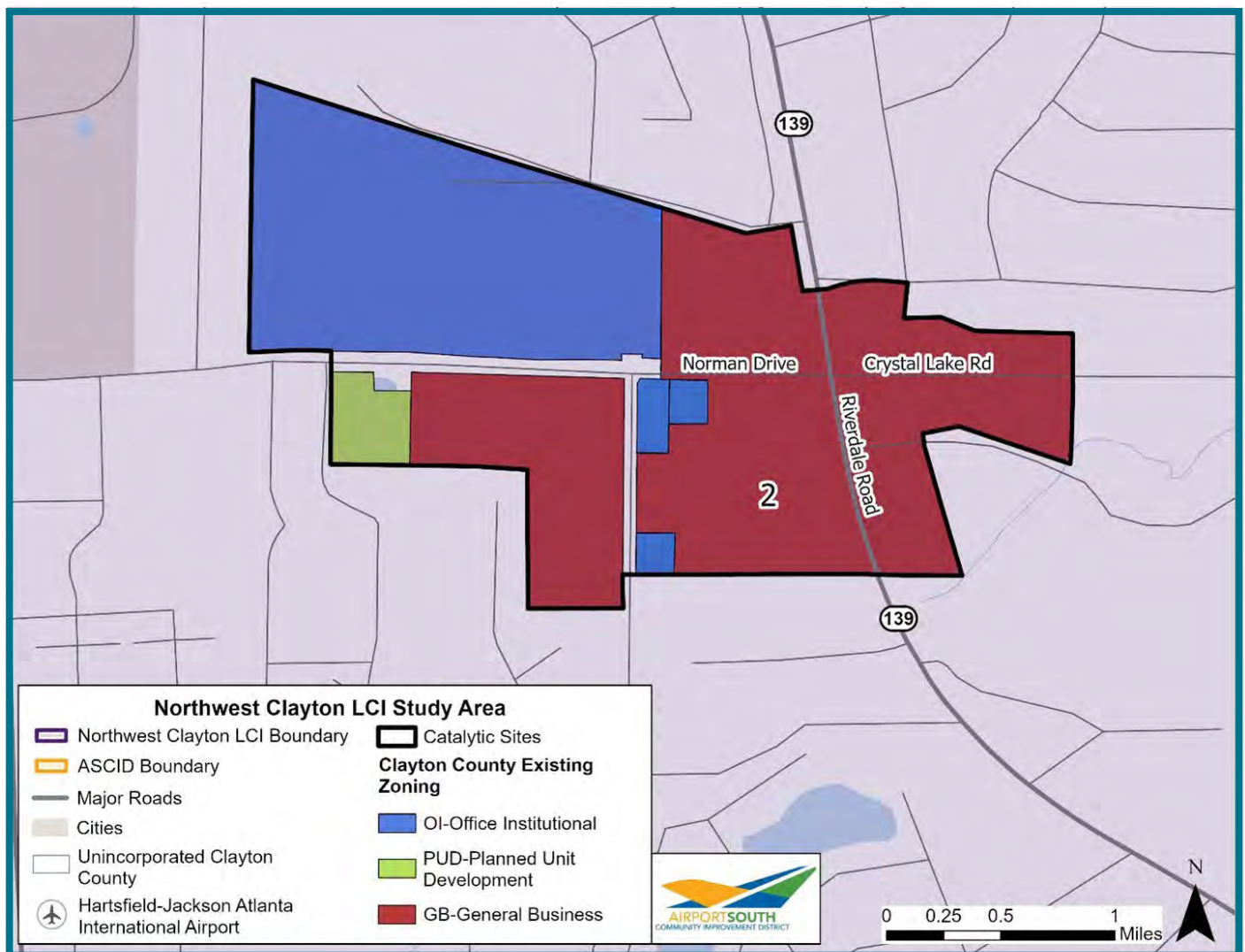
Source: College Park Zoning

Site Two: Riverdale Road/Norman Drive

Site Two, Riverdale Road/Norman Drive, is along the RAPID Southlake BRT route, with a stop south of Norman Drive/Crystal Lake Road called Norman Drive. **Figure 6-17** indicates that the parcels in this same area are currently zoned for OI-Office Institutional, PUD-Planned Unit Development, and GB-General Business. The parcels at the intersection of Norman Drive and SR 139/Riverdale Road are deemed as Mixed Use for FLU for Clayton County. Mixed use allows retail, residential, and offices uses and encourages development to be transit-ready. Mixed use also supports high density uses in terms of residential uses, which includes lofts, condominiums, apartments, townhomes, and smaller single-family houses located above commercial uses or in other portions of the development.

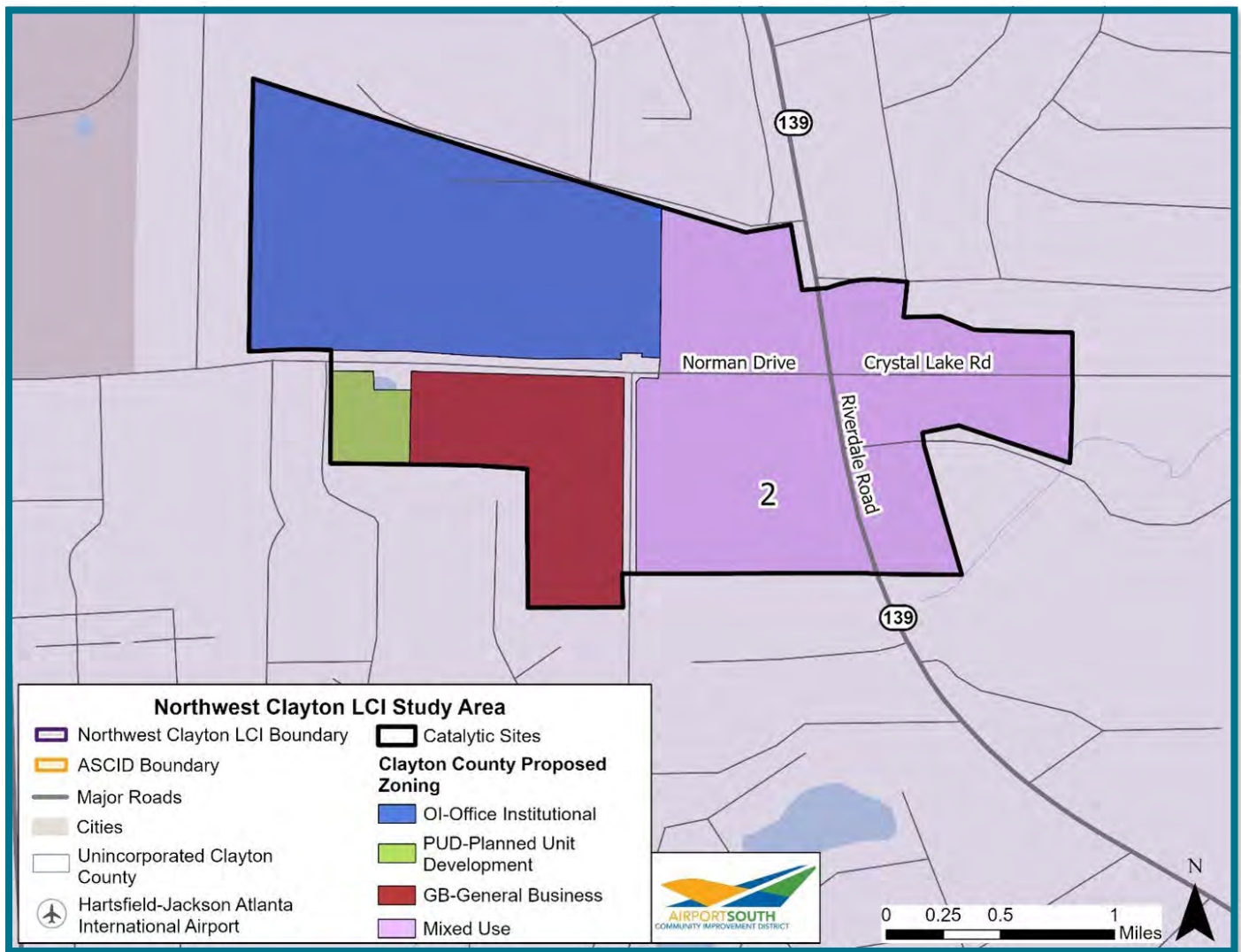
The 2024 Clayton County Comprehensive Plan acknowledges the current zoning and the needed change to mixed use to support TOD and higher density uses. **Figure 6-18** shows that zoning will remain the same for parcels on the west side of the site, as those parcels contain North Clayton High School in OI and the Christian Fellowship Baptist Church in GB. Coordination is needed to support the Clayton County Planning team in the proposed parcel changes and needed zoning amendments.

Figure 6-17: Existing Zoning in Site Two



Source: Clayton County Zoning

Figure 6-18: Proposed Zoning in Site Two



Source: Clayton County Zoning

Site Three: The Quarry

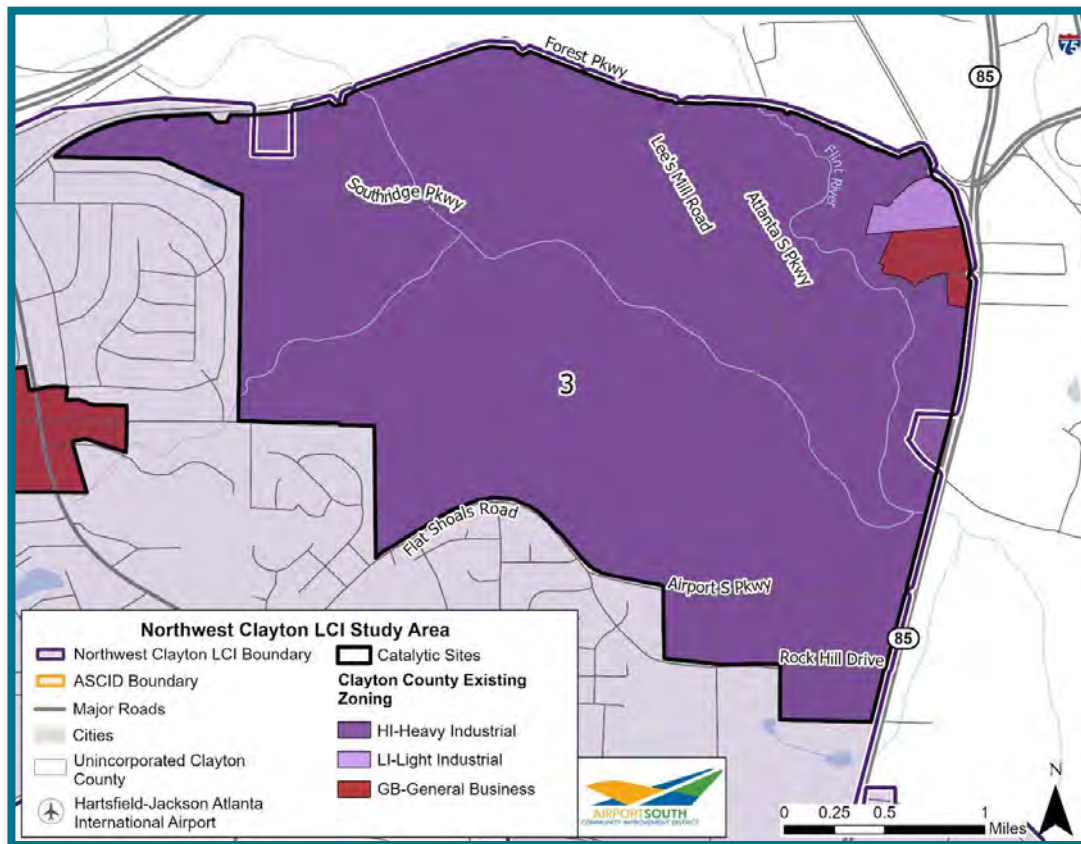
Once the Quarry is inactive, this project envisions Site Three to be a major park and recreational center. The proposed uses are mixed use with commercial and light industrial uses and parks/recreation. Now, the site is largely zoned for HI-Heavy Industrial for manufacturing, assembling, and fabrication activities including large scale or specialized industrial operations, as indicated in **Figure 6-19**.²⁰ It is recommended to rezone this area to MXI-Mixed Use Commercial-Industrial, shown in **Figure 6-20**, to permit office, commercial, light industrial, and recreational uses.



Example of a Stone Quarry

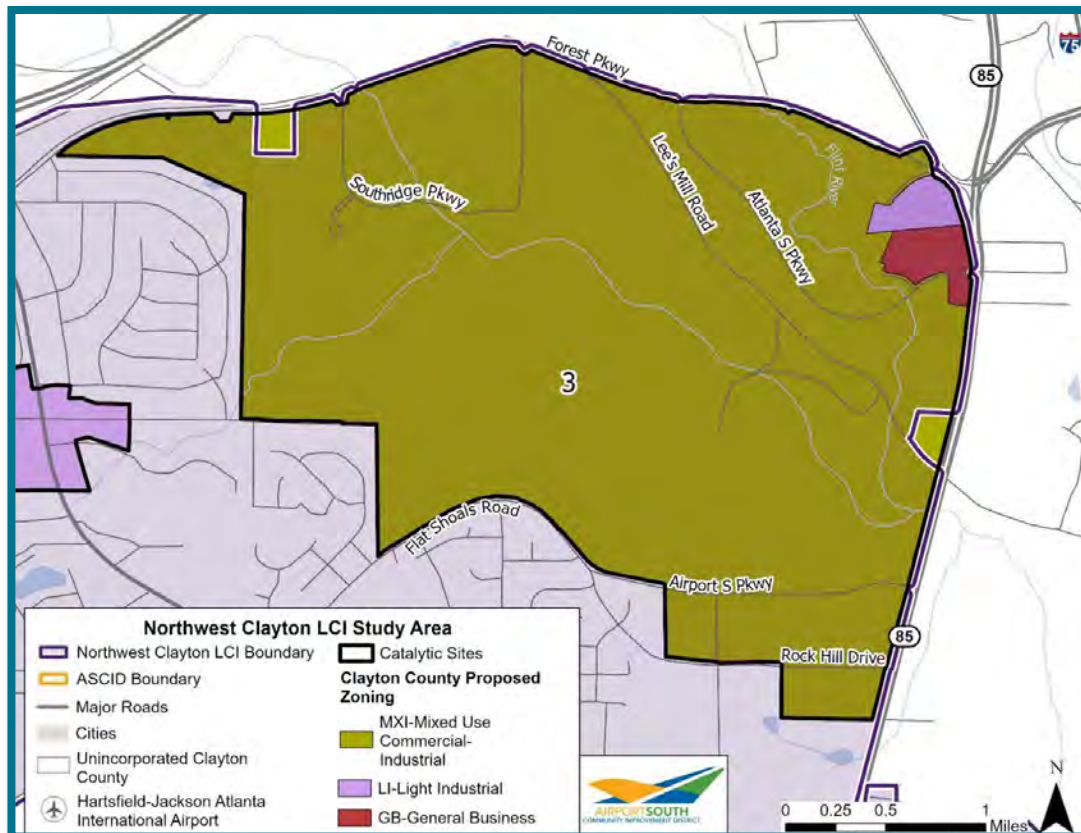
²⁰ Clayton County Zoning Ordinance. Heavy Industrial District Intent, Permitted Uses and Conditional Uses. https://library.municode.com/ga/clayton_county/codes/code_of_ordinances?nodeId=PTIICOCLCOGE_APXAZO_ART3ZODIINUSST_S3.31HIHEINDIINPEUSCOUS

Figure 6-19: Existing Zoning in Site Three



Source: Clayton County Zoning

Figure 6-20: Proposed Zoning in Site Three



Source: Clayton County Zoning

6.8 Housing Strategies

As a part of the market study, multifamily housing was examined. The study concluded that the Study area's multifamily inventory was mostly built either before the 1990s or after 2010. Older housing was also a major topic of the September 23rd public meeting, where residents expressed wanting to improve existing housing over redevelopment. Housing strategies presented here aim to meet that goal, while adding housing to diversify the housing stock in the Study area. Many of these strategies can be addressed through a housing task force to discuss current housing and the future of housing in the Study area.

Improve existing housing in the Study area by investing in multi-family properties

A little less than half (46.7 percent) of the Study area's multi-family housing was built pre-1990, over 35 years ago. The public would like to see older housing in the Study area improved, more than focusing on redevelopment. To fund these improvements, partnership with multiple partners is suggested to support maintenance and repairs for low-income homeowners. The Housing Authority of Clayton County has a bond program that considers applications for tax-exempt financing needed to acquire land and/or improve, construct, or rehabilitate proposed or

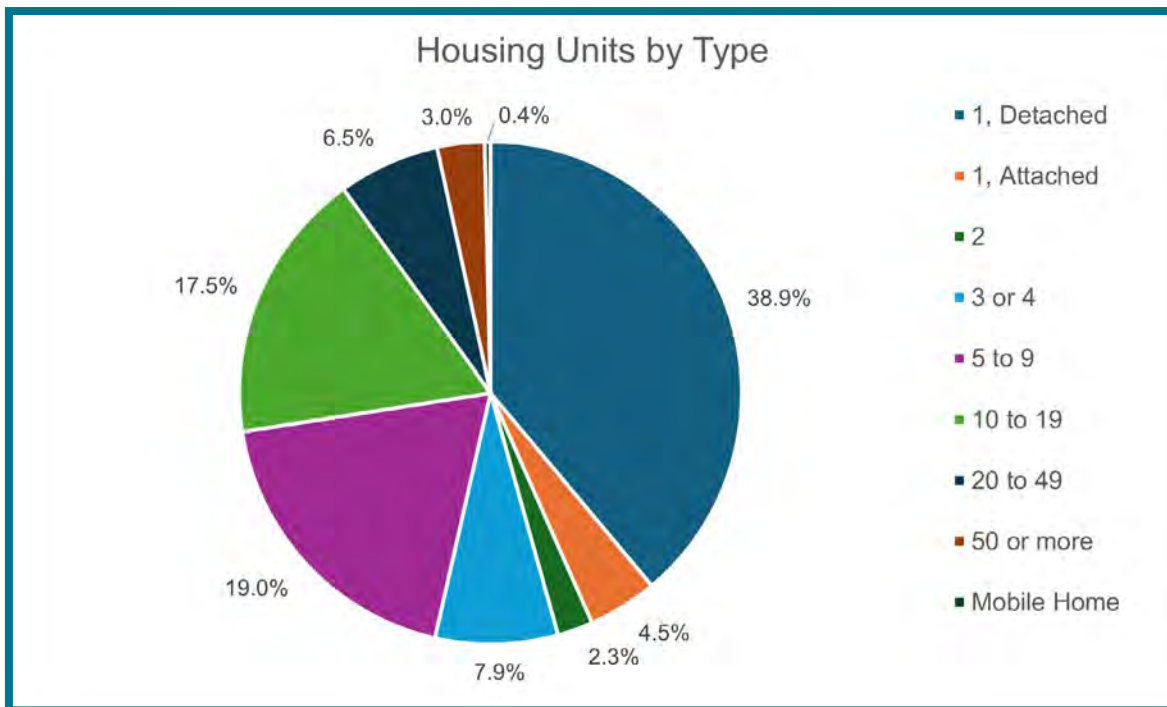
existing multifamily housing developments.²¹ The application should be made by the developer, who must arrange financing, approvals for site concepts, and abide by zoning ordinances.

Incorporate a mixture of housing types

Figure 6-21 indicates that over a third of the approximately 15,000 housing units in the Study area are one-unit detached or single-family homes (38.9 percent). Another 36.3 percent of housing units contain between 5 to 19 units. The percent of row homes, townhomes, or one-unit attached housing units in the Study area is 4.5 percent. The mixture of housing types in the Study area should accommodate various income levels and family types, including single-family, which was mentioned by the public during the June 5th public meeting.

To incorporate various housing types into the Study area, a couple recommendations could be made such as zoning amendments and coordination with mixed-income housing developers. Zoning amendments are discussed in Section 6.7 for the catalytic sites, in which it is recommended for Site One and Site Two to have higher density housing. Another recommendation for those sites is zoning that allows for row homes and townhouses, one of the less common housing types in Study area. Townhomes are single-family, attached

Figure 6-21: Breakdown of Housing Units by Type in the Study Area



Source: U.S. Census Bureau 2022 5-Year American Community Survey

²¹ Housing Authority of Clayton County. Development. <https://www.haccgeorgia.org/development>

homes, sharing at least one wall with a neighboring home. Townhomes are compact, taking up less space than a single-family home because developers can build upward for multiple stories, instead of outward. Townhomes also require less maintenance, because they are smaller than single-family homes and have less landscaping.²²

Mixed-income housing developers ensure that developments have units with varying prices; some being market-rate and others being more affordable. Developers can get these financial incentives through programs like the Housing Tax Credit Program, detailed in below in the workforce housing strategy. Mixed-income developments are attractive because market-rate units and financial incentives to provide affordable units can cover the cost of building the development. Having mixed-income developments can also create a safe, healthy, and sustainable living environment for families.²³

Encourage multi-family housing to increase density

Site Two will contain the Norman Drive BRT station, on the RAPID Southlake route. To increase the possibility of ridership for the BRT, Site Two could be transformed into a transit-oriented development. This will entail zoning for mixed use, including high-density residential housing. Because the zoning will be mixed use, the housing can occur on the second level and upward of the building, while the first level can house businesses or restaurants. The appropriate housing type for this type of development should be apartments or condominiums. These types of multi-family housing can increase density, housing more people to walk to and utilize services in the community, including RAPID Southlake. As stated above, multi-family housing can also increase affordability of an area, especially with developments by mixed-income housing developers.

Add workforce housing to provide affordable housing

Workforce housing is defined as housing that is affordable for those earning between 80 percent and 120 percent of the area median income.²⁴ This housing is designed to support those in the public sector like teachers, police officers, and healthcare workers. These employees could benefit from living near their

service area, but sometimes cannot afford to because of rising housing costs. Workforce housing could be provided in either Site One or Site Two with the proper zoning for multi-family housing.

One program in Georgia that can support workforce housing is the Housing Tax Credit Program. This program produces rental housing for households with incomes between 20 percent to 80 percent of the Area Median Income. The housing credit reduces a taxpayer's income tax liability if they make a long-term investment in affordable rental housing.²⁵ The credits are awarded to development teams through the Georgia Department of Community Affairs.

6.9 Greenspace Strategies

As stated in **Section 6.7**, using greenspace benefits people both physically and mentally. Greenspace gives people a chance to connect with nature and each other. For these reasons, and because the public noted a lack of greenspace in the Study area, greenspace has been factored in the catalytic site designs.

In Site One, it is recommended to extend Walker Creek Road from SR 314/W. Fayetteville Road to Phoenix Boulevard and convert it into a multi-use trail. This trail could encourage walking or biking around the business park at the corner of SR 314/W. Fayetteville Road and Phoenix Boulevard. While working in an office setting, people are also encouraged to stand up and take breaks to prevent eyestrain and give the brain some rest from work.

In Site Two, greenspace surrounds the North Clayton High School building and replaces asphalt in front of the shopping center on the southwest corner of SR 139/Riverdale Road and Norman Drive intersection. Additional greenspace could be created a part of the mixed-use developments at Site Two.

Site Three's main focus is greenspace. Once the Quarry is inactive, the landfill could be turned into a park per this Study's recommendation. Trails, water features, and park land will fill most of the site, leaving some room for mixed use, commercial, and industrial developments. The quarry could be filled with water, creating water features as seen in **Figure 6-22**. The

²² Architectural Digest. What is a Townhouse? <https://www.architecturaldigest.com/story/what-is-a-townhouse>

²³ National Housing Conference. Common Incentives and Offsets in Mixed-Income Housing. <https://nhc.org/policy-guide/mixed-income-housing-the-basics/common-incentives-and-offsets-in-mixed-income-housing/>

²⁴ <https://www.hud.gov/hud-loans-blog/workforce-housing-why-is-it-so-important/>

²⁵ <https://dca.georgia.gov/affordable-housing/housing-development/housing-tax-credit-program>

concept features a plaza with large trees and a wide walkway to view the water feature. There is also an opportunity for more trails with the Flint River connecting to the Atlanta Beltline. Part of the Flint River is in the northeast corner of the Study area in Site Three. The multi-use trail would connect the Flint River to the Atlanta Beltline and a system of trails around the Atlanta Region. Site Three has the potential to be a major attraction for the Study area, providing views of the planes taking off from the airport, while immersing people in nature.

6.10 Economic Development Strategic Approach

Many of the strategies promote growth while reducing blight in the Study area. To achieve both, strong partnerships need to be formed with local partners like the Clayton County Planning and Zoning Department,

the Housing Authority of Clayton County, and the Clayton County Office of Economic Development. Regional and state partners like the Atlanta Regional Commission and the Georgia Department of Community Affairs can also provide resources for making the area attractive to developers. Strategies in the toolkit also recommend different partnerships with non-profit and for-profit developers on housing.

To actualize these recommendations, this LCI Study must receive support from the community, who will ultimately be living and working in the Study area. Community input will be crucial to ensuring the new development and redevelopment will be used and supported by not only the residents of the community, but also visitors to each of the nodes in the Study area. With the Study area being adjacent to the airport, this Study presents an opportunity for a place where people will desire to stay around the airport and pour into the community economically.

Figure 6-22: Site Three Rendering



**Community
Space**

7 Placemaking Strategy Basis

**Wayfinding/
Public Art**

Greenspace

7 Placemaking Strategy Basis

Placemaking can be used to improve all the spaces that comprise the gathering places within a community – its streets, sidewalks, parks, buildings, and other open spaces – so they invite greater interaction between people and foster healthier, more social, and economically viable communities. But placemaking is not just the act of building or fixing up a space; it is a process that fosters the creation of vital public destinations, community programs, pocket parks, art destinations, safe walkable routes for daily exercise – the kind of places where people feel a strong stake in their communities and commitment to making things better. Placemaking capitalizes on a local community's assets, inspiration, and potential, creating good public spaces that promote people's health, happiness, and economic well-being.

7.1 Public and Stakeholder Involvement

Listening and supporting the community in creating a unique sense of place is a role the AACIDs has undertaken through this Study, planting the seed for the community to embrace and build upon into the future. During September and October 2024, four pop-ups were held to inform the study area community of placemaking strategies. The public was able to choose locations and types of placemaking from display boards. This community showed an eagerness to bring their ideas to life to create a place that is unique to their places of live, work and play. Two of these events are shown in **Figure 7-1**.

7.1.1. Feedback Results

The results of the pop-up events for the top intersections for placemaking tools in the study are presented below. The map of the intersections and their corresponding numbers is shown in **Figure 7-2**.

- 1 State Route (SR) 139/Riverdale Road & SR 314/W. Fayetteville Road (Intersection #1) –
34 votes
- 2 SR 139/Riverdale Road & SR 314/W. Fayetteville Road (Intersection #2) –
32 votes
- 3 Garden Walk Boulevard & SR 85 (Intersection #7) –
31 votes
- 4 Phoenix Boulevard & SR 139/Riverdale Road (Intersection #6) –
27 votes
- 5 Godby Road & Norman Boulevard (Intersection #5) –
24 votes

According to feedback received from the pop-ups, the top placemaking tools desired by the public are presented in **Figure 7-3**. The placemaking tools were displayed on boards at the pop-ups. The public was asked to rank the tools by placing dots on their preferred tools. The placemaking tools are shown below in the order of most to least preferred.

Figure 7-1: Pop-Up Events in the Community



Figure 7-2: Intersections in Study Area for Placemaking

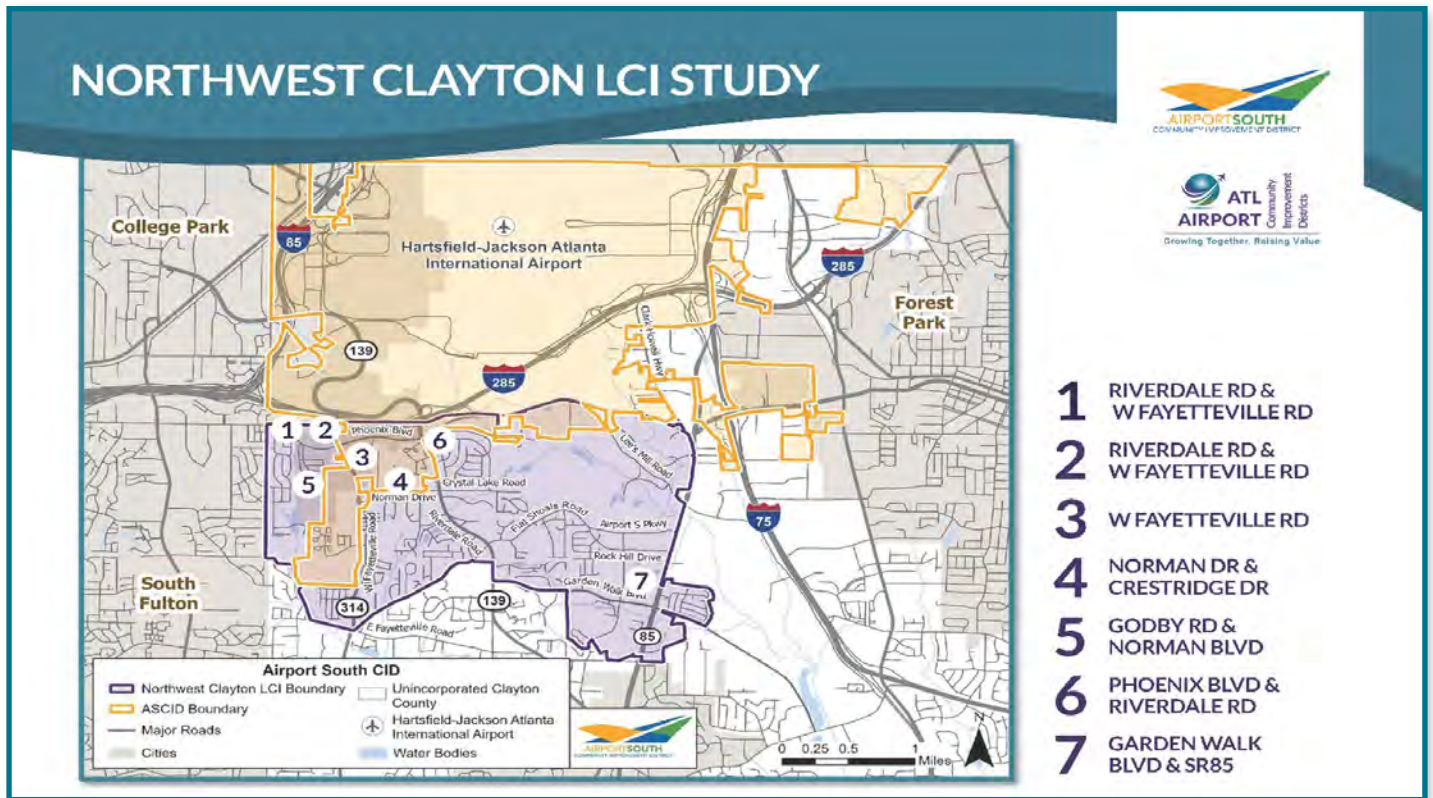


Figure 7-3: Top Placemaking Tools for the Study Area



Table 7-1: Top Placemaking Results from Public and PAC

No.	Top 3 Results from PAC	Top 3 Results from the Public
Placemaking		
1	Pedestrian Lighting	Pedestrian Lighting
2	Sculptures	Landscaping and Hardscaping
3	Gateway Enhancements	Gateway Enhancements
Corridors for Placemaking		
1	Riverdale Road	Riverdale Road
2	Garden Walk Boulevard	Garden Walk Boulevard
3	W. Fayetteville Road	W. Fayetteville Road
Community and Gathering Space Programs		
1	BeltLine And Trail Connectivity	Farmers Markets
2	Parks and Playgrounds	BeltLine and Trail Connectivity
3	Food Truck Events	Parks and Playgrounds

Public engagement meetings were held virtually on May 21, 2024, and September 23, 2024. Placemaking topics were highly valued during these meetings with the general public. The public emphasized the lack of greenspace in the study area. The public also voted on their top placemaking tools for the Study area, as displayed in **Table 7-1**. A final public meeting was held on January 28, 2025, to provide updated recommendations based on the previous public feedback and to present conceptual visualizations and next steps for recommendations for the Study, including placemaking for the Study area.

A group of key stakeholders, known as the PAC, were engaged in a placemaking interview on March 19, 2024. Feedback and strategies received included:

- The inclusion of arts and culture that highlight the region.
- Mix-use developments near schools.
- Art in parks and playgrounds to motivate/ promote walkability.
- Creation of public spaces with bodies of water to enhance enjoyment and educate users of the natural environment.

Additionally, the PAC was engaged again on June 5, 2024, and October 17, 2024. The PAC voted on their top placemaking tools for the study area; results are shown in **Table 7-1**. Regarding placemaking in the study area and the key comments, opportunities and strategies received were:

- Creation of an arts and culture sub-committee dedicated to placemaking.
- Focus on incorporating multimedia production and potential opportunities from the Film Tax Credit into the study area promoting creativity.
- Develop ways to incorporate the physical landscape between community development and film industry professionals.
- Invest in parks, playgrounds, and community gardens.



Additionally, during the stakeholder interview, the PAC also identified challenges to placemaking. These challenges were funding, marketing, and promotion of placemaking activities and improvements. They mentioned that there are a lot of murals throughout Clayton County, but from a marketing standpoint there is no advertisement about where the murals are located for community awareness.

7.2 Placemaking Strategies

In conjunction with the input received, the next steps are recommended for advancing placemaking within the ASCID area.

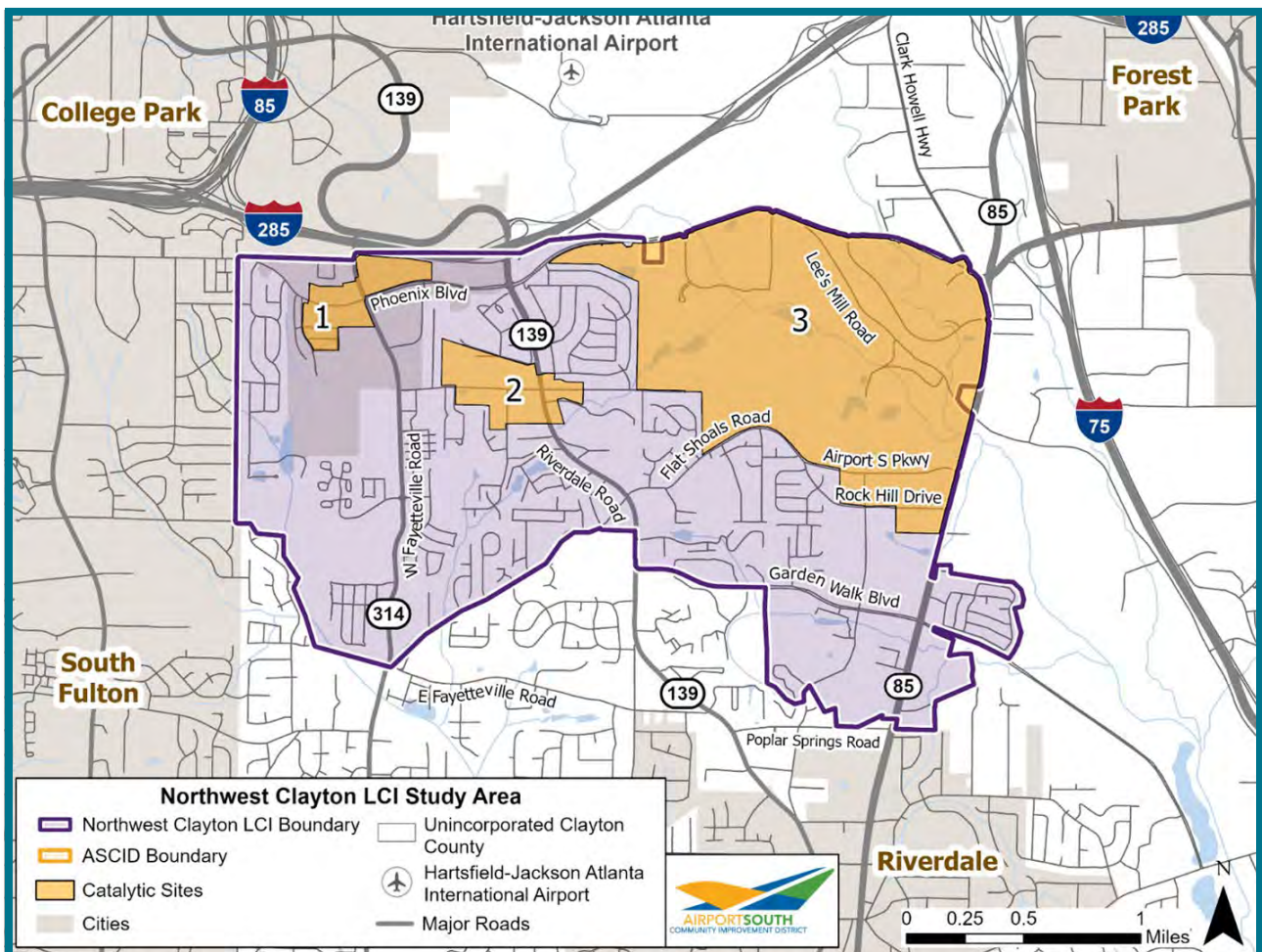
- Create a unified set of Design Guidelines with community and stakeholder support which create standards for the public realm as related to elements such as functional landscapes, e.g.; street trees, green infrastructure, permeable pavers, lighting and site furniture and signage. This would be an independent document that would guide future development and the

associated right-of-way treatment.

- Create an Art Framework Master Plan for the district. This plan identifies specific locations and the types of art to be developed along with associated programs. Developing this tool will be a great opportunity for AACIDs to partner with the schools and institutions within the study area and county to foster community engagement related to the Arts and Culture of the study area and will help to strengthen AACIDs's relationships with the community.

There are many opportunities within the Study area to create unified streetscapes which accommodate all users such as open space, pocket parks, and trails, all considered short and mid-term projects. **Figure 7-4** displays the NW Clayton LCI Study area and three catalytic sites that could benefit from placemaking. Further information specific to the catalytic sites can be found in the Northwest Clayton LCI Economic Development Strategy Document.

Figure 7-4: Northwest Clayton LCI Study Area and Catalytic Sites



7.3 Public Art and Wayfinding

Across the country, many transit stations have public art. Public art at transit stations can add uniqueness, brightness, and a sense of community to a station. The MARTA RAPID Southlake route is a BRT line, that once complete, will travel down SR 139/Riverdale Road in catalytic Site Two. The site will also have a BRT station at the intersection of SR 139/Riverdale Road and Norman Drive. This station presents an opportunity to incorporate public art and wayfinding into Site Two. Once design guidelines are set for the LCI, with community input, local artists can be commissioned to create custom artwork into the design.

This artwork could also expand into unique wayfinding to help people find their way to the station. AACIDs would have to coordinate with MARTA and local artists to develop the appropriate art medium and wayfinding designs for a cohesive look for the Norman Drive BRT station. Wayfinding guidelines could be inspired by the designs in The Signage and Wayfinding Phase 1: Concept Design (2018) for Aerotropolis Atlanta CIDs, by Kimley Horn and Huie Design (see [Appendix A](#)). The concept design provides renderings for potential signage along interstates and highways. **Figure 7-5**, depicting decorative glass art installed by the Pinellas Suncoast Transit Authority, is an example of how art can be incorporated directly into the design of BRT stations.

Figure 7-5: SunRunner Bus Rapid Transit Station in St. Petersburg, Florida with Art by Catherine Woods



Source: <https://www.generalglass.com/projects/sunrunner-bus-rapid-transit-public-art/>

7.4 Additional Greenspace

Long term, there is a huge opportunity within the Study area to re-envision catalytic site three and to leverage, embrace, clean, and educate the importance of the Flint River to Georgia's ecosystem. Catalytic Site Three is approximately 850 acres in size, including approximately 300 acres of gravel and aggregate mining operations, 80 acres of a former decommissioned landfill, and approximately 470 acres currently devoted to industrial uses are sitting as undeveloped sites. Based on the feedback received from both the public and stakeholders, there is a strong desire for more open space and trails in the Study area, and the project team saw a unique opportunity with this desire and the catalytic site characteristics to also provide an educational opportunity for the Flint River and its many benefits.

The Flint River, shown in **Figure 7-6**, is long overdue for attention in improving the water quality and celebrating it as a natural resources and amenity. The headwaters of the Flint River originate just northwest of Hartsfield-Jackson Atlanta International Airport (HJAIA) in East Point, Georgia. From there, the Flint River travels under HJAIA and day lights just southeast of the airport runways. The Flint River traverses the Study Area and sits just west of the ASCID boundary.

A world class Flint River Ecological Center could be considered for this area as an asset and destination to educate and inform the public on the importance

of water quality and environmental stewardship. Northern Georgia currently does not have a Flint River Educational Facility, although a Flint River educational facility exists in Albany, Georgia. Knowing this and hearing from the public's desires for more open space, common space and trails, this location provides a unique opportunity of transforming existing utilitarian uses to a world class destination providing recreational and educational facilities for the many schools in the area. Additionally, the existing quarry in Site Three could be filled with water, further providing unique amenities for the area attracting national attention in ecological restoration, as shown in **Figure 7-7**.

Figure 7-6: Flint River at Hartsfield-Jackson Atlanta International Airport



Figure 7-7: Site Three Rendering

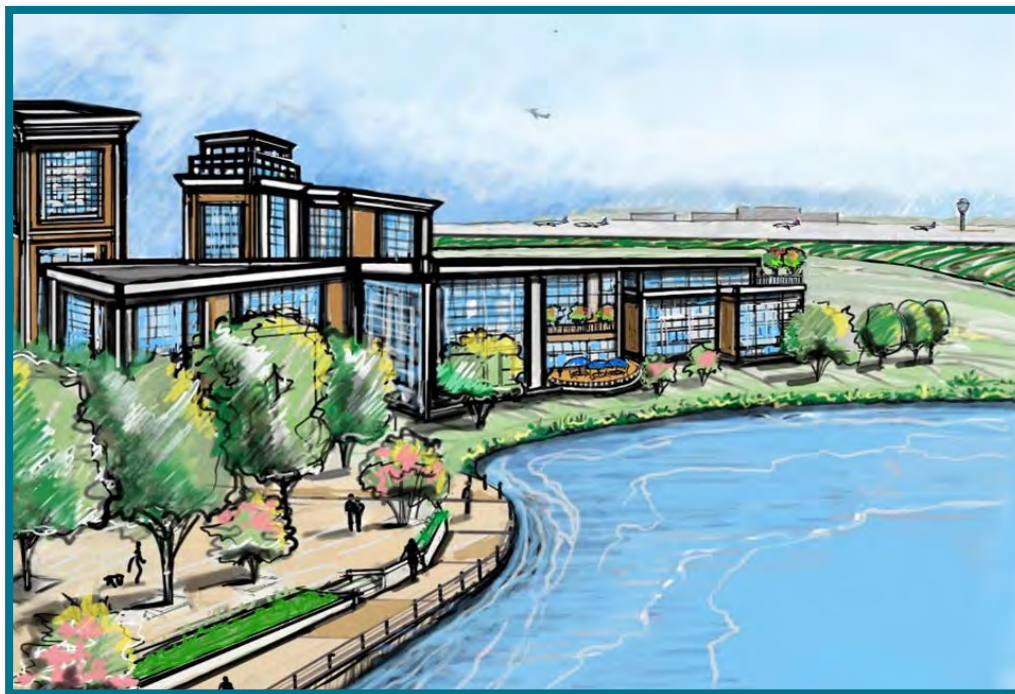


Figure 7-8: Decommissioned Landfill Adjacent to Lees Mill Road



Figure 7-9: Freshkills Park in Staten Island, New York



Another unique opportunity adjacent to a portion of the Flint River within the Study area is a non-operating landfill, shown in **Figure 7-8**. Many great parks across the country have been developed on decommissioned landfills, such as Freshkills Park in Staten Island, New York, presented in **Figure 7-9**. **Table 7-2** provides a list of decommission landfills transformed into successful parks. The former landfill located in catalytic Site Three could be converted into a “High Point or Sculpture Park.”

Another example of a landfill-turned-park is Mount Trashmore Park in Virginia Beach, Virginia. Presented in **Figure 7-10**, the park measures 165 acres and is the nation’s first landfill park. The park boasts a number of amenities, including two man-made mountains, two lakes, a skate park, a water-wise garden, and two playgrounds such as Kids Cove presented in **Figure 7-11**. Ultimately, a study would need to be conducted to determine if this and other land in the study area can become parks.

Figure 7-10: Mount Trashmore Park in Virginia Beach, Virginia



Source: vabeach.com

Figure 7-11: Kids Cove at Mount Trashmore Park in Virginia Beach, Virginia



Source: City of Virginia Beach, Virginia

Table 7-2: Parks from Decommissioned Landfills

No.	Park Name	Location
1	Red Rock Canyon Open Space	Colorado Springs, Colorado
2	Freshkills Park	Staten Island, New York
3	Mount Trashmore Park	Virginia Beach, Virginia
4	César Chávez Park	Berkeley, California
5	Washington Park Arboretum	Seattle, Washington
6	Tifft Nature Preserve	Buffalo, New York
7	Millennium Park	West Roxbury, Massachusetts
8	McAlpine Creek Community Park	Charlotte, North Carolina
9	Flushing Meadows-Corona Park	Queens, New York
10	Balloon Fiesta Park	Albuquerque, New Mexico
11	Glass Beach	Fort Bragg, California

7.5 Litter Reduction

During the public meeting held on September 23, 2024, the public expressed the need for trash removal along major corridors in the Study area. Trash removal can be tackled in two different ways: AACIDs can coordinate with Clayton County on ways to improve trash removal; or Clayton County can reinstate the Keep Clayton Clean and Beautiful Program. This program allowed citizens and community organization opportunities to volunteer to help with litter clean up. The program consisted of three adoption programs:

- **Adopt a Spot** – Adopt an area less than a mile.
- **Adopt a Road** – Adopt a mile or more of a road.
- **Adopt a Bus Stop** – Adopt a MARTA Bus stop.

Reinstating this program or coordinating with Clayton County would increase cleanliness and help beautify the Study area.

7.6 Gateways

A gateway opportunity was identified within the Study area at the existing retaining wall and underpass approaching SR 314/W. Fayetteville Road, displayed in **Figure 7-12**. **Figure 7-13** demonstrates what the concept for Interstate 285/SR 314/W. Fayetteville Road underpass would look like at night. Another gateway opportunity was identified at the intersection of Phoenix Boulevard and SR139/Riverdale Road, which is a candidate location for a mural installation, similar to the example in **Figure 7-14**. As these are both main entries into the Study area and first impressions are lasting, community-based quality design should be incorporated.

Figure 7-12: I-285/SR 314/W. Fayetteville Intersection Underpass Existing Conditions and Proposed Concept

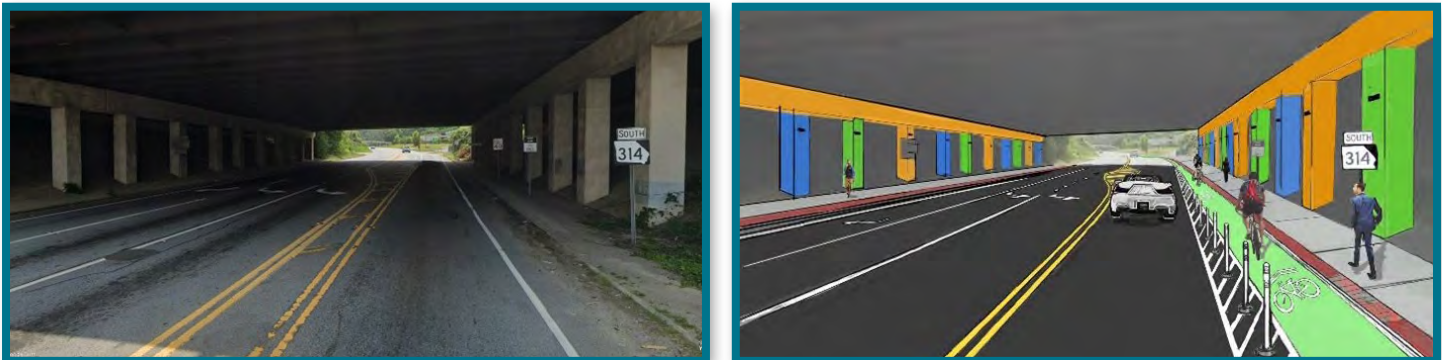


Figure 7-13: I-285/SR 314/W. Fayetteville Intersection Underpass Proposed Concept at Night

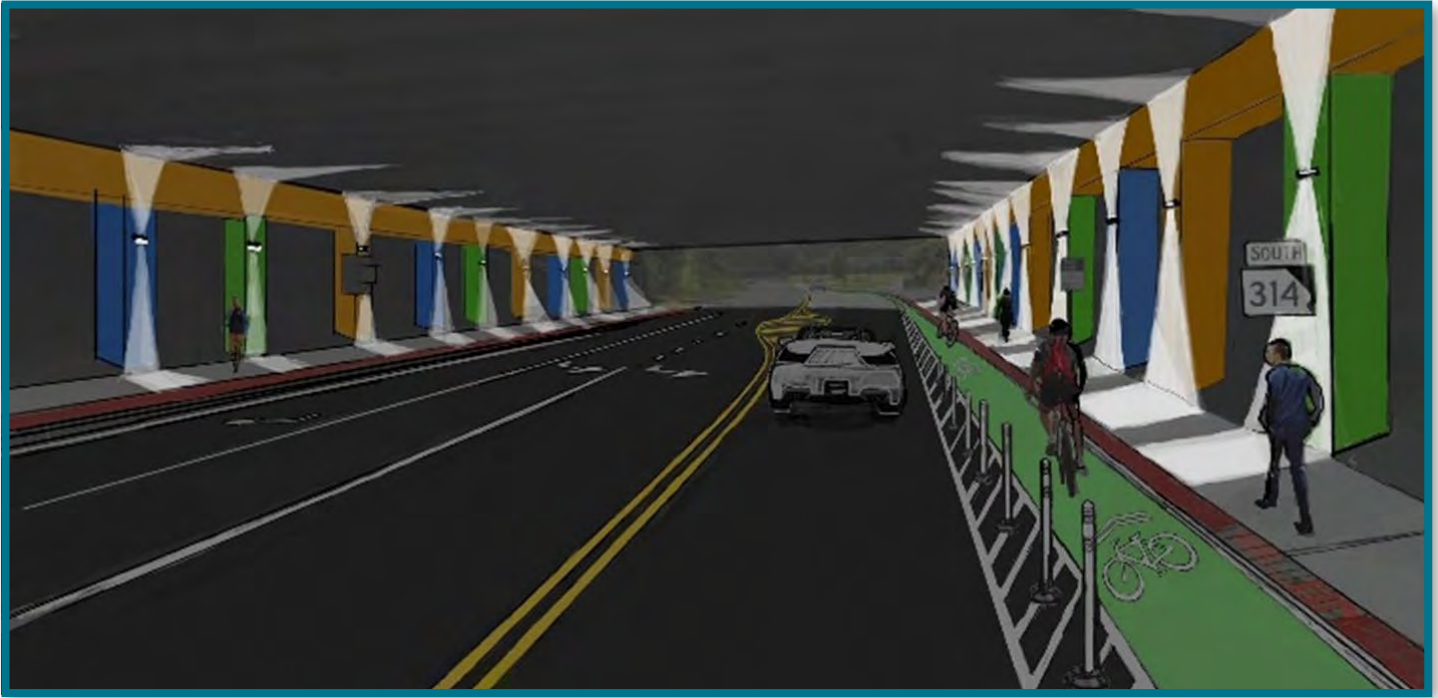


Figure 7-14: SR 139/Riverdale Road/SR 314/W. Fayetteville Intersection Existing Conditions and Proposed Concept



7.7 Placemaking Strategic Approach

Improvements within the right-of-way and enhancements to the aesthetics of an area are one of the most powerful tools the CID can employ to attract and retain new businesses, improve the quality of life of the residents and provide a unique but consistent look for the district. Private investment typically follows public infrastructure investments, therefore the ASCID has an opportunity to improve not only the transportation facilities of user groups but also to create parks, destinations, and an appealing appearance. This will also promote civic pride for the residents and impress visitors who are visiting the area; first impressions are lasting.

Within the process of developing these guidelines, identifying community champions that take leadership roles in leading community-based efforts to implement and engage the citizens is key. Once these standards and guidance documents are created, ASCID can set the stage for action. These efforts should not be overwhelming but consistent as opportunities arise. As these placemaking improvements become reality, typically the people who live, work, and play within the area will garner improved civic pride and passion for their community while improving their health and welfare and overall quality of life.

Placemaking

8 Implementation Strategy

Transportation

Economic
Development

8 Implementation Strategy

To move towards implementation, two steps must be taken: (1) consider incomplete actions from the previous Livable Centers Initiative (LCI) Studies and (2) form partnerships to collaborate on implementing recommendations. The next two sections will examine these steps and their role in implementation.

8.1 Actions from Previous LCI Studies

Before developing recommendations, the Study team reviewed the work plans from the previous 2004-2011 LCI Studies to determine which actions had been completed. Incomplete actions were considered in the new set of recommendations for

this Study and are listed below in **Table 8-1**. Most incomplete actions are part of new recommendations, except for certain actions pertaining to the Cherry Hills Subdivision Area. As of 2025, the Cherry Hills Subdivision redevelopment has not been completed. The development was slated to be a light industrial, commercial, and high-density residential complex south of Interstate 285 and Riverdale Road. When developing catalytic sites, commercial areas and areas surrounding the future RAPID Southlake BRT stations were considered. The recommendations at catalytic Site Two: Riverdale Road/Norman Drive will positively impact the Cherry Hills Subdivision, which is in close proximity to the site.

Table 8-1: Previous Incomplete Actions from 2004-2011 NW Clayton LCI Study

Description	Type of Improvement	Study/ Suggested Implementation Year	New Recommendation
Transportation			
Riverdale Road: Construct sidewalk/streetscape on the east side from Kingswood to Crystal Lake	Streetscapes	2013-2014	Fill in sidewalk gaps
Construct sidewalk/ streetscape on Phoenix Blvd from West Fayetteville to Riverdale	Streetscapes	2014	Fill in sidewalk gaps
Construct sidewalk along Flat Shoals from West Fayetteville to Riverdale	Streetscapes	2012-2014	Fill in sidewalk gaps
I-285 Interchange Study for Redeveloped area (Cherry Hills Area)	Intersection	2013-2015	None – I-285 interchange not in study area
Improve traffic capacity, safety and operations	Intersection	2013-2015	Addressed in multiple new recommendations
Intersection Improvement (W. Fayetteville and Pleasant Hill)	Intersection	2013-2015	Addressed in multiple new recommendations
Extend East Pleasant Hill Road to Fulton County Line	Roadways	2014-2015	New east/west connections
Extend Denny Drive to Pleasant Hill Road	Roadways	2014-2016	New east/west connections
New Roads to support mixed use development area along Godby Road & W. Fayetteville Road	Roadways	2014-2016	New recommendation for Catalytic Site 1: Godby Road
New roads to support redevelopment area along Godby Road	Roadways	2014-2016	New recommendation for Catalytic Site 1: Godby Road

Description	Type of Improvement	Study/ Suggested Implementation Year	New Recommendation
Construct covered bus stops along transit routes (to include expanded routes)	Transit	2013-2016	Bus stop amenities will be constructed according to MARTA's Amenities Plan; New recommendation for study of new bus routes
Expand transit routes to include Godby Road, W. Fayetteville Road and Pleasant Hill Road	Transit	2004	Study of new bus routes
Construct an off-road Greenway Trail System	Recreation	2011/ 2004	Connect roadway-adjacent pedestrian and bicycle infrastructure to existing and planned trail networks
Housing			
Coordinate with Cherry Hills Task Force to develop new higher density residential housing in this area	Housing	2011	Incorporate a mixture of housing types into the study area; Encourage multi-family housing to increase density in the study area
Encourage conversion of rental multi-family property to condominium ownership where appropriate	Housing	2011	Incorporate a mixture of housing types into the study area
Develop construction and design standards for new and redeveloped multi-family housing in the study area	Housing	2012	Incorporate a mixture of housing types into the study area; Encourage multi-family housing to increase density in the study area
Develop Design Guidelines to supplement the Cherry Hills Overlay District	Housing	2012	New recommendation to develop a system for wayfinding, streetscape enhancements, green infrastructure, and placemaking opportunities
Other			
Establish and Coordinate a Cherry Hills Task Force	Task Force	2012	Not applicable
Establish and Coordinate a Transit Focus Group	Focus Group	2014	Potential as a part of a future study for expanded bus routes
Purchase property for parks and trails as identified in the master plan	Recreation	2011-2016	Incorporate additional greenspace, pocket parks and playgrounds

Description	Type of Improvement	Study/ Suggested Implementation Year	New Recommendation
Amend the County's Future land use map to reflect the recommendation land changes included in the LCI Plan	Land Use	2012	No inconsistencies with Future Land Use; New recommendation to rezone parcels in catalytic sites to support transitoriented development and higher density uses
Develop landscape design standards for the Study Area	Placemaking	2012	Develop a system for wayfinding, streetscape enhancements, green infrastructure, and placemaking opportunities
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	Transportation	2014	New recommendation to support a State Route (SR) 139/Riverdale Road scoping study for freight
Develop a marketing plan for the LCI Study Area, including a database of available land and buildings	Marketing	2014	Addressed in multiple new recommendations
Rezone the Cherry Hills Subdivision area to conform to the recommendations of the LCI Plan	Zoning	2012	Not applicable
Source: NW Clayton LCI Study 2023 Record of Accomplishments			

8.2 Partnerships and Organizational Structure

For implementation of the recommendations, this Study needs partnerships with various partners. **Figure 8-1** shows the potential partners that could help with funding and oversight of the processes for transportation, land use, housing, economic development, and placemaking for projects from the Study. These partners can help ASCID make the recommendations of this Study a reality; additional studies or applications for funding may be needed for these partnerships.

Figure 8-1: Potential Partnerships for Implementation

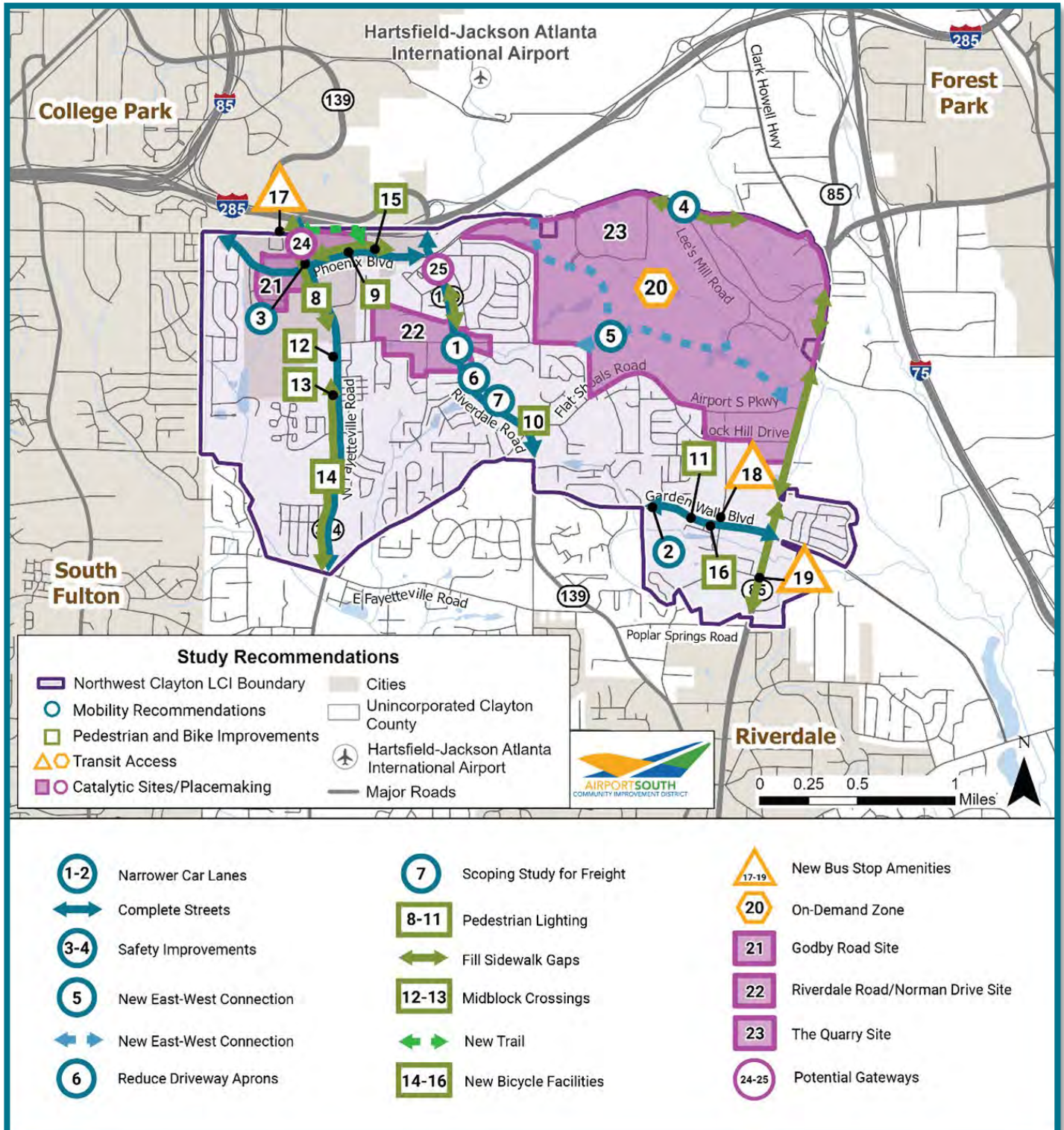


Source: ASCID

8.3 Next Steps

Once partnerships are established and incomplete actions are considered, recommendations can be developed. The recommendations for implementation are split into four plans: Priority Project List, 100-Day Action, 5-Year Implementation Plan, and Long-Term Implementation Plan. The map below, **Figure 8-2**, displays where the recommendations could take place within the Study area. The plans are detailed in subsequent sections, [Sections 8.3.1](#) through [8.3.4](#).

Figure 8-2: Recommendations for Implementation



These recommendations are the starting point for change in the Study area because of the LCI Study. Over time, each recommendation should be further evaluated for feasibility and refined during the process of implementation, from planning to construction. The Priority Project List, 100-Day Action, 5-Year Implementation Plan, and Long-Term Implementation Plan should be reviewed annually for complete projects to track progress towards the LCI Study's goals. Typically, LCI Plans are updated every five years.

8.3.1. Priority Projects

Priority projects are the top projects to be addressed as a result of this Study. Part of the prioritization process involved analyzing the relationship between the LCI Study goals and the recommendations. **Table 8-2** shows how many of the goals each recommendation will achieve. Four recommendations achieve multiple goals: (1) Adopt a key street approach, (2) Conduct a multi-modal network plan, (3) More transit connectivity options, and (4) Foster redevelopment and TOD investments through new land use and zoning policies at catalytic sites. Each of these recommendations were added to the priority list in **Table 8-3**.

Table 8-2: Recommendations and Goal Matrix

#	Strategy Type	Recommendation Type	Description/ Action	Goal 1: Enhance multimodal access, safety and infrastructure	Goal 2: Promote workforce housing and transit oriented development	Goal 3: Expand multimodal and transit connections to the area's largest employers	Goal 4: Establish a regional identity and sense of place and community through art and placemaking
T-1	Transportation	Safety	Narrower car lanes	X			
T-2	Transportation	Safety	Safety improvements at Forest Parkway at Lee's Mill Road	X			
T-3	Transportation	Safety	Conduct Access Management Study to minimize and consolidate driveway aprons and right turn lanes on Riverdale Road	X			
T-4	Transportation	Multimodal	Adopt a complete streets approach for key corridors	X		X	
T-5	Transportation	Multimodal	Add midblock crossings at schools on W. Fayetteville Road	X			
T-6	Transportation	Multimodal	Conduct Multimodal Network Plan to fill in missing sidewalk gaps along key corridors, connect roadway-adjacent pedestrian and bicycle infrastructure to existing and planned trail networks, new bicycle facilities	X		X	
T-7	Transportation	Multimodal	New trail – Walker Creek Road Trail - .40 miles	X			
T-8	Transportation	Freight	Support a State Route (SR) 139/Riverdale Road scoping study for freight	X			
T-9	Transportation	Godby Rd/Phoenix Blvd	Roundabout at Godby Road/Phoenix Blvd	X			
T-10	Transportation	Crystal Lake Road	Roundabout at Crystal Lake Road	X			

#	Strategy Type	Recommendation Type	Description/ Action	Goal 1: Enhance multimodal access, safety and infrastructure	Goal 2: Promote workforce housing and transit oriented development	Goal 3: Expand multimodal and transit connections to the area's largest employers	Goal 4: Establish a regional identity and sense of place and community through art and placemaking
T-11	Transportation	Connectivity	Add new street connections and intersections where possible	X			
T-12	Transportation	Transit	More transit connectivity options	X		X	
T-13	Transportation	Transit	MARTA on-demand zone			X	
ED-1	Land Use/ Economic Development	Catalytic Sites	Foster redevelopment and TOD investments through new land use and zoning policies at catalytic sites		X	X	
ED-2	Land Use/ Economic Development	Catalytic Sites	Rezone parcels in catalytic sites to support transit-oriented development and higher density uses		X		
LU-1	Land Use	Catalytic Sites/ Study Area	Provide a variety of land uses within the study area, including greenspace where appropriate		X		
H-1	Housing	Study Area	Develop Housing Task Force to incorporate a mixture of housing types into the study area, encourage multi-family housing to increase density in the study area, add workforce housing to provide affordable housing in the study area		X		
PM-1	Placemaking	Placemaking	Develop guidelines for wayfinding, streetscape enhancements, green infrastructure, and placemaking opportunities				X
PM-2	Placemaking	Beautification	Develop a beautification and placemaking plan to add street trees and landscaping on selected corridors, provide street furniture and pedestrian-scale lighting				X
PM-3	Placemaking	Placemaking	Create an Art's Framework Master Plan to incorporate public art				X
PM-4	Placemaking	Beautification	Establish gateway features in study area for two gateways				X
PM-5	Placemaking	Community Space	Include space for community events in the study area				X
PM-6	Placemaking	Greenspace	Incorporate additional greenspace, pocket parks and playgrounds				X

These projects were chosen based on public feedback, ability to achieve multiple LCI Study goals, and vitality to the Study area according to AACIDs. Priority projects are detailed in **Table 8-3**.

Table 8-3: List of Priority Projects with Timelines

#	Map-ID	Strategy Type	Recommendation Type	Description/Action	Type of Improvement	Timeline
T-4	N /A	Transportation	Multimodal Network Plan	Adopt a complete streets approach for key corridors	Study	1-3 years
T-5	12-13	Transportation	Multimodal Safety Improvement	Add midblock crossings at schools on W. Fayetteville Road	Multimodal	1-3 years
T-6	14-16	Transportation	Multimodal Network Plan	Conduct Multimodal Network Plan to fill in missing sidewalk gaps along key corridors, connect roadway-adjacent pedestrian and bicycle infrastructure to existing and planned trail networks, new bicycle facilities	Study	1-3 years
T-12	N/A	Transportation	Transit Study	More transit connectivity options	Study	5-8 years
ED-2	21-23	Land Use/ Economic Development	Catalytic Sites	Rezone parcels in catalytic sites to support transit-oriented development and higher density uses	Zoning Amendments	1-5 years
PM-1	N/A	Placemaking	Placemaking Study	Develop a system for wayfinding, streetscape enhancements, green infrastructure, and placemaking opportunities	Study	1-2 years
4	N/A	Placemaking	Litter Management Coordination	Coordinate with Clayton County for enhanced trash management and to reinstate the Keep Clayton Clean & Beautiful Program	Coordination	100 days

8.3.2. The 100-Day Action Plan

Recommendations in the 100-Day Action Plan, shown below in **Table 8-4**, are low-cost actions to be started within 100 days of plan adoption. Within this time, connections can be made to start studies and design guidelines for various transportation, economic development, and placemaking needs in the Study area.

Table 8-4: 100-Day Action Plan

#	Map-ID	Strategy Type	Recommendation Type	Description	Type of Improvement	Timeline
1	17-19	Transportation	Transit	Coordinate with MARTA to implement amenities at bus stops according to MARTA's Amenities Plan	Coordination	1-3 years
2	N/A	Land Use/ Economic Development	Zoning	Coordinate with Clayton County to rezone parcels in catalytic sites to support transit-oriented development and higher density uses	Coordination	1-3 years
3	N/A	Placemaking	Beautification	Coordinate with Clayton County to establish gateways to study area	Coordination	1-3 years
4	N/A	Placemaking	Beautification	Coordinate with Clayton County for enhanced trash management and to reinstate the Keep Clayton Clean & Beautiful Program	Coordination	5-8 years

8.3.3. The Five-Year Implementation Plan

The Five-Year Implementation Plan includes recommendations with a longer timeframe of 1-5 years. **Table 8-5** shows the recommendations with more project detail, such as responsible entities, cost estimates, timelines, and funding sources.

Table 8-5: Five Year-Implementation Plan Recommendations with Timelines

#	Map-ID	Strategy Type	Recommendation Type	Area/Corridor	Description/Action	Type of Improvement	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
T-1	1-2	Transportation	Safety	Riverdale Rd/ Garden Walk Blvd	Narrower car lanes	Request/ Coordination	Clayton County, GDOT	N/A	1-3 years	Surface Transportation Block Grant, Safe Streets and Roads for All (SS4A)
T-2	4	Transportation	Safety	Forest Pkwy/ Lee's Mill Rd	Safety improvements at Forest Parkway at Lee's Mill Road	Study	Clayton County, GDOT	\$250,000	1-3 years	Surface Transportation Block Grant, Safe Streets and Roads for All (SS4A)
T-3	6	Transportation	Safety	Riverdale Rd	Conduct Access Management Study to minimize and consolidate driveway aprons and right turn lanes on Riverdale Road	Study	Clayton County	\$250,000	1-3 years	Safe Streets and Roads for All (SS4A)
T-4	N/A	Transportation	Multimodal	Godby Rd/ Phoenix Blvd, Riverdale Rd, W. Fayetteville Rd, and Garden Walk Blvd	Adopt a complete streets approach for key corridors	Study	Clayton County, GDOT	\$250,000	1-3 years	Surface Transportation Block Grant
T-5	12-13	Transportation	Multimodal	W. Fayetteville Rd	Add midblock crossings at schools on W. Fayetteville Road	Pedestrian Improvement	Clayton County, GDOT	\$50,000	1-3 years	Surface Transportation Block Grant, Safe Streets and Roads for All (SS4A)
T-6	14-16	Transportation	Multimodal	Study Area; Key Corridors: Godby Rd/Phoenix Blvd, Riverdale Rd, W. Fayetteville Rd, and Garden Walk Blvd	Conduct Multimodal Network Plan to fill in missing sidewalk gaps along key corridors, connect roadway-adjacent pedestrian and bicycle infrastructure to existing and planned trail networks, new bicycle facilities	Study	Clayton County, GDOT	\$750,000	1-3 years	Surface Transportation Block Grant
T-7	N/A	Transportation	Multimodal	Walker Creek Road	New trail – Walker Creek Road Trail - .40 miles	Study and Design	Clayton County, AS-CID	\$850,000	3-5 years	Surface Transportation Block Grant/ Re-connecting Communities and Neighborhoods Grant
T-8	7	Transportation	Freight	Riverdale Rd	Support a State Route (SR) 139/Riverdale Road scoping study for freight	Study	Clayton County, College Park, GDOT, City of Riverdale	\$300,000	1-5 years	GDOT Study Funds/ARC Freight Cluster Funds

#	Map-ID	Strategy Type	Recommendation Type	Area/Corridor	Description/Action	Type of Improvement	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
PM-1	N/A	Placemaking	Placemaking	Study Area	Develop guidelines for wayfinding, streetscape enhancements, green infrastructure, and placemaking opportunities	Study	Clayton County, AS-CID	\$500,000	1-2 years	Community Development Block Grant
PM-2	8-11	Placemaking	Beautification	Godby Rd/ Phoenix Blvd, Riverdale Rd, W. Fayetteville Rd, and Garden Walk Blvd	Develop a beautification and placemaking plan to add street trees and landscaping on selected corridors, provide street furniture and pedestrian-scale lighting	Study	Clayton County, GDOT	\$500,000	1-3 years	Roadside Enhancement and Beautification Council, Community Development Block Grant
PM-3	N/A	Placemaking	Placemaking	Study Area	Create an Art's Framework Master Plan to in-corporate public art	Study	Clayton County, AS-CID	\$500,000	1-3 years	Community Development Block Grant

8.3.4.The Long-Term Implementation Plan

The Long-Term Implementation Plan details recommendations with timelines of 5-10 years. These recommendations, shown in **Table 8-6**, may require longer planning, engineering, and construction to implement or longer times to gather the necessary funding and coordination for projects.

Table 8-6: Long-Term Implementation Plan Recommendations with Timelines

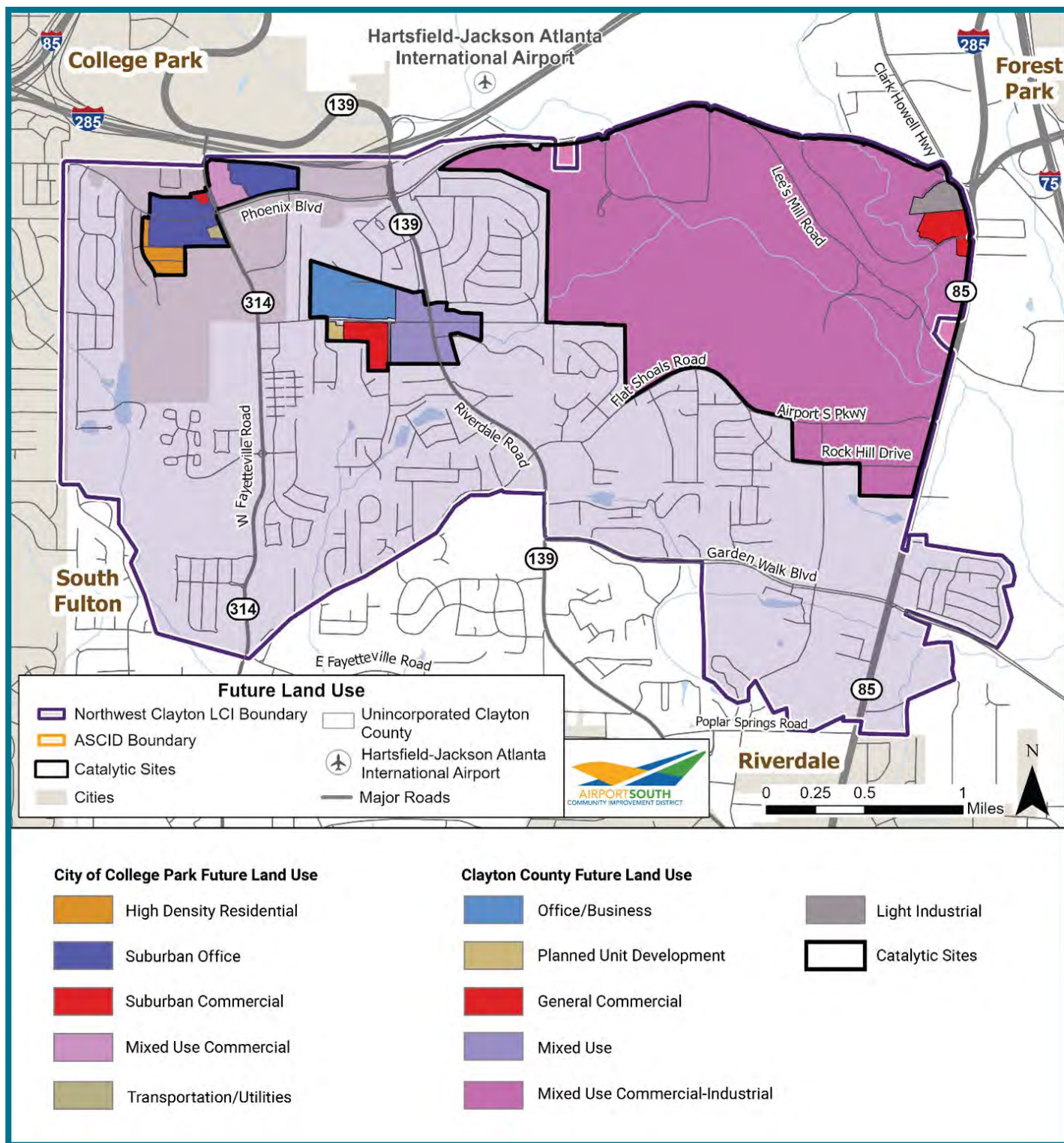
#	Map-ID	Strategy Type	Recommendation Type	Area/Corridor	Description/Action	Type of Improvement	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
T-9	3	Transportation	Godby Rd/Phoenix Blvd	Safety	Roundabout at Godby Road/ Phoenix Blvd	Safety Improvement	Clayton County, AS-CID, GDOT	\$7,500,000	5-10 years	Surface Transportation Block Grant/ Georgia Transportation Infrastructure Bank
T-10	5	Transportation	Crystal Lake Road	Safety	Roundabout at Crystal Lake Road	Safety Improvement	Clayton County, AS-CID, GDOT	\$7,500,000	5-10 years	Surface Transportation Block Grant/ Georgia Transportation Infrastructure Bank
T-11	5	Transportation	Connectivity	Study Area	Add new street connections and intersections where possible	Study and Mobility Improvements	Clayton County, GDOT	\$500,000	5-8 years	Reconnecting Communities and Neighborhoods Grant
T-12	N/A	Transportation	Transit	Study Area	More transit connectivity options	Study	Clayton County, MARTA	\$250,000	5-8 years	Transit Urbanized Area Formula Program, Georgia Transit Trust Fund
T-13	20	Transportation	Transit	Study Area	MARTA on-demand zone	Transit Pilot	MARTA	\$1,000,000	5-8 years	Transit Urbanized Area Formula Program, Georgia Transit Trust Fund
ED-1	21-23	Economic Development	Catalytic Sites	Zoning	Foster redevelopment and TOD investments through new land use and zoning policies at catalytic sites	Zoning Amendments	City of College Park, Clayton County	N/A	5-10 years	Surface Transportation Block Grant/ Southeast Crescent Regional Commission
ED-2	N/A	Land Use/ Economic Development	Catalytic Sites	Zoning	Rezone parcels in catalytic sites to support transit-oriented development and higher density uses	Zoning Amendments	City of College Park, Clayton County	N/A	5-10 years	N/A
LU-1	N/A	Land Use	Catalytic Sites/Study Area	Zoning	Provide a variety of land uses within the study area, including greenspace where appropriate	Zoning Amendments	City of College Park, Clayton County	N/A	5-10 years	Child Care Tax Credit/Housing Tax Credit Program/Southeast Crescent Regional Commission
H-1	N/A	Housing	Study Area	New Program	Develop Housing Task Force to incorporate a mixture of housing types into the study area, encourage multi-family housing to increase density in the study area, add workforce housing to provide affordable housing in the study area	Housing Program	City of College Park, Clayton County	N/A	5-10 years	Housing Tax Credit Program

#	Map-ID	Strategy Type	Recommendation Type	Area/Corridor	Description/Action	Type of Improvement	Responsible Entity	Cost Estimate	Timeline	Potential Funding Source
PM-4	24-25	Placemaking	Beautification	Study Area	Establish gateway features in study area for two gateways	Study and Placemaking Improvements	Clayton County	\$650,000	5-8 years	Community Development Block Grant
PM-5	N/A	Placemaking	Community Space	Study Area	Include space for community events in the study area	Study and Placemaking Improvements	Clayton County	\$250,000	5-8 years	Community Development Block Grant
PM-6	N/A	Placemaking	Greenspace	Study Area	Incorporate additional greenspace, pocket parks and playgrounds	Study and Placemaking Improvements	Clayton County	\$250,000	5-8 years	Community Development Block Grant

8.4 Land Use and Zoning Changes

This section presents the proposed zoning changes in the Study area for the City of College Park and Clayton County. There were no conflicts with Future Land Use (FLU) in the Study area for parcels within the three catalytic sites, as displayed in **Figure 8-3**.

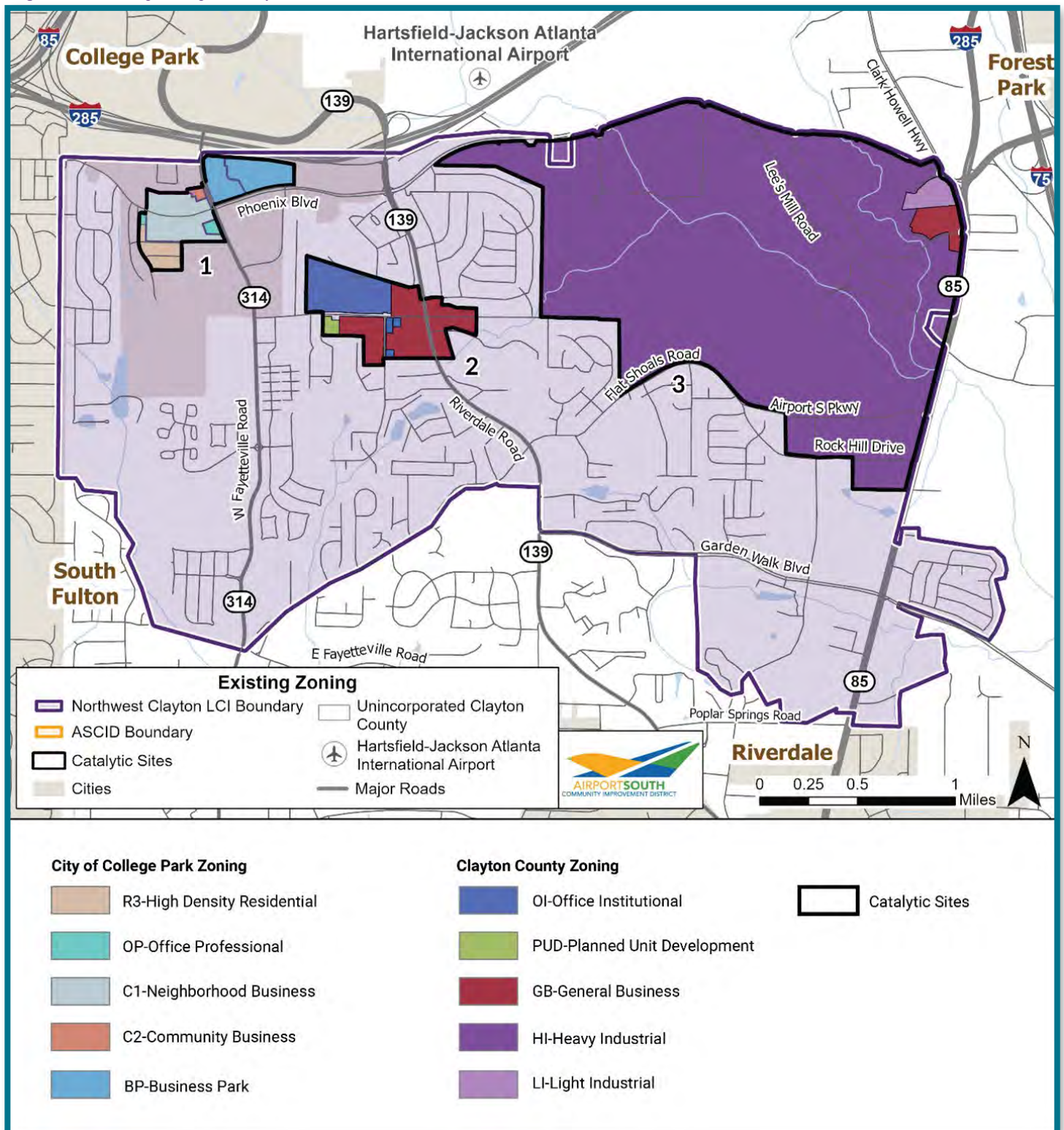
Figure 8-3: Future Land Use in Catalytic Sites



Source: City of College Park and Clayton County Future Land Use

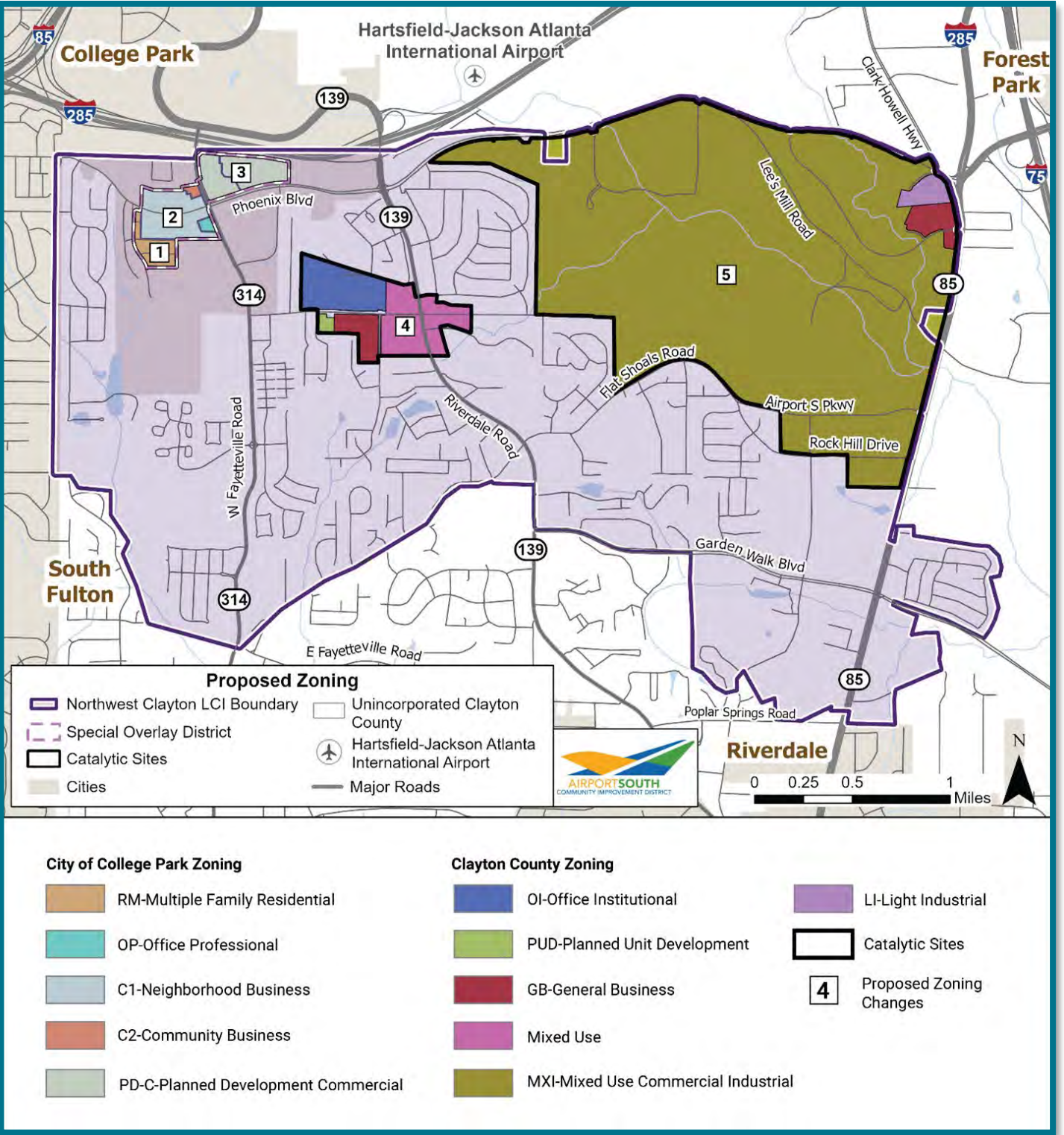
Existing zoning for parcels in each of the catalytic sites are displayed in **Figure 8-4**. Proposed zoning changes are shown in **Figure 8-5**, and more detail is provided in **Table 8-1**. To summarize, in Site One, R3-High Density Residential should change to RM-Multiple Family Residential; BP-Business Park should change to PD-C Planned Development Commercial; in Site Two, GB-General Business should change to Mixed Use; and in Site Three, HI-Heavy Industrial should change to MXI-Mixed Use Commercial-Industrial.

Figure 8-4: Existing Zoning in Catalytic Sites



Source: City of College Park and Clayton County Zoning

Figure 8-5: Proposed Zoning Changes in Catalytic Sites



Source: City of College Park and Clayton County Zoning

Table 8-7: Proposed Zoning Changes

Map ID	Location	Jurisdiction	Current Zoning	Proposed Zoning	Justification
1	0 Godby Road	College Park	OP-Office Professional	RM-Multiple Family Residential	To allow for a variety of housing types including row homes and townhouses
1	0 Yorktowne Drive	College Park	R3-High Density Residential	RM-Multiple Family Residential	
2	1846, 1855, 1860, 1864, 1883, 1897, 1902, 1905, 1930, 1935, 1944, 1945 Godby Road	College Park	C1-Neighborhood Business	C1-Neighborhood Business	Special Overlay District - Allow daycares as a permitted use.
2	5181, 5209, 5237 W. Fayetteville Road	College Park	C1-Neighborhood Business	C1-Neighborhood Business	
3	5100 W. Fayetteville Road	College Park	BP-Business Park	PD-C-Planned Development Commercial	To encourage a mix of uses allowing multi-family housing, business park, and office professional district zoning.
3	1691, 1745, 1895, and 1901 Phoenix Boulevard	College Park	BP-Business Park	PD-C-Planned Development Commercial	
4	1488 and 1474 Norman Drive	Clayton County	OI-Office Institutional	Mixed Use	To encourage a mix of uses: retail, residential, and offices to support the future MARTA RAPID Southlake Station. Also to diversify housing stock.
4	5466 Crestridge Drive	Clayton County	OI-Office Institutional	Mixed Use	
4	5349, 5361, 5390, 5391, 5404, 5407, 5416, 5436, 5431, 5469, 5471 Riverdale Road	Clayton County	GB-General Business	Mixed Use	
4	1448, 1475, Norman Drive	Clayton County	GB-General Business	Mixed Use	
4	0, 1350, 1359 Crystal Lake Road	Clayton County	GB-General Business	Mixed Use	

Map ID	Location	Jurisdiction	Current Zoning	Proposed Zoning	Justification
5	518, 1060, 1264 Forest Parkway	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	To permit office, commercial, light industrial, and recreational uses. Will increase greenspace and recreational activity, while keeping industrial uses.
5	0, 5136, 5139, 5149, 5156, 5169, 5192, 5195 Southridge Parkway	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	0, 5159, 5169, 5176 Pelican Drive	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	0, 447, 502, 521, 664 Lee's Mill Road	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	5349, 5455 W. Lee's Mill Road	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	0, 450, 560, 565, 600, 650, 683, 760, 770, 775, 790, 800 Atlanta South Parkway	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	5125, 5150 Blalock Industrial Boulevard	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	503 Oak Place	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	0, 5281, 5323, 5375, 5647 Highway 85	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	0, 480, 540, 561, 574, 610, 635, 640, 690, 691 Air-port South Parkway	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
5	550 Rock Hill Drive	Clayton County	HI-Heavy Industrial	MXI-Mixed Use Commercial-Industrial	
Source: City of College Park and Clayton County Zoning					

Placemaking

Appendices

Transportation

**Economic
Development**

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List of Acronyms and Abbreviations

AACIDs	ATL Airport Community Improvement Districts
AADT	Average Annual Daily Traffic
AASHTO	American Association of State Highway and Transportation Officials
ADU	Accessory Dwelling Unit
ARC	Atlanta Regional Commission
ASCID	Airport South Community Improvement District
ATL	Atlanta
AWCID	Airport West Community Improvement District
BRT	Bus Rapid Transit
CID	Community Improvement District
CTP	Comprehensive Transportation Plan
GICC	Georgia International Convention Center
GIS	Geographic Information System
HJAIA	Hartsfield-Jackson Atlanta International Airport
LCI	Livable Centers Initiative
MARTA	Metropolitan Atlanta Rapid Transit Authority
MSA	Metropolitan Statistical Area
NW	Northwest
PAC	Project Advisory Committee
RSA	Road Safety Audit
SF	Square Feet
SR	State Route
TAD	Tax Allocation District
TOD	Transit-Oriented Development
YTD	Year to Date

Appendix A: Plan Review

The following sections summarize plans that contain recommendations relevant to the Study area. These plans focus on topics such as transportation, land use, and transit.

A.1 Land Use

A.1.1. Clayton County 2019 Comprehensive Plan

[The Clayton County 2019 Comprehensive Plan \(2019\)](#) by ARC is a long-range plan to guide investment and development in Clayton County. The comprehensive plan discusses a variety of topics pertaining to areas such as land use, transportation, transit, and housing. The future land use designation for a large portion of the Study area between State Route (SR) 314/W. Fayetteville Road and SR 85 is Mixed Use Commercial Industrial. This area is part of the Airport South node, which will allow for commercial and industrial uses that support the airport. Other uses in the study area consist of medium-density residential, high-density residential, general commercial, neighborhood commercial, and mixed use. Study area transportation-specific recommendations were consistent with the Comprehensive Transportation Plan (2018) discussed in **Section A.3.1**. The community work program provides additional projects pertaining to the Study area, as seen in **Table A-1**.

A.1.2. Clayton Moving Forward: 2024 Comprehensive Plan – A Vision for the Future

The [Clayton Moving Forward: 2024 Comprehensive Plan – A Vision for the Future \(2024\)](#) by Clayton County is an update to the 2019 Comprehensive Plan. The future land use was the same in the study area as before. Additional projects from the updated community work program are as follows in **Table A-2**.

Transit-Oriented Development Amendment

The Clayton County 2034 Comprehensive Plan: Plan Amended 2019 by ARC included an amendment in 2022 for transit-oriented development (TOD). For future TOD, the plan recommended two station areas on the MARTA Rapid Southlake Bus Rapid Transit (BRT) line: Norman Drive and Lee’s Mill. The Norman Drive area consists of the commercial areas along SR 139/Riverdale Road from Phoenix Boulevard to Flat Shoals Road, Norman Drive, and Crystal Lake Road. Development ideas for this station area include a multi-family residential development with concentrated parking as well as the allowance of accessory dwelling units (ADUs) to increase the density and diversity of housing. An ADU is a smaller, independent residential dwelling unit located on the same lot as a stand-alone (or detached) single-family

Table A-1: Community Work Program Actions (2024)

Community Work Program Actions	
Category	Program Action
Economic Development	Develop and implement incentives and programs to encourage redevelopment of vacant and underutilized commercial properties.
	Encourage establishment of businesses and activities that will provide for activity in the evening hours, particularly entertainment, shopping, and dining options.
Community Development	Determine land use requirements that would support the concept of Aerotropolis.
	Pursue funding for streetscape improvements to enhance the visual quality of Clayton County’s major roadways.
Transportation	Roadway Capacity Improvements – Godby Road from Southampton Road to SR 314/ W. Fayetteville Road.
	Godby Road – Pedestrian improvements to fill gaps in system from Southampton Road to Phoenix Parkway.
Library	Construct 20,000 square foot library in NW Clayton County (land acquisition, new books, design, and construction).

Source: Clayton County 2019 Comprehensive Plan

home.¹ The Lee's Mill station area is located along Garden Walk Boulevard and SR 85 from Garden Walk Boulevard to Mize Drive. Development ideas for this area consist of increasing multi-family housing, adding senior housing, and allowing ADUs.

Table A-2: Community Work Program Actions (2024)

Community Work Program Actions	
Category	Program Action
Economic Development	Develop and implement incentives and programs to encourage redevelopment of vacant and underutilized commercial properties.
	Encourage establishment of businesses and activities that will provide for activity in the evening hours, particularly entertainment, shopping, and dining options.
	Continue to partner with MARTA during the design phase of the Southlake Rapid and State Route 54 Rapid BRT lines - align with land use and economic development efforts
Community Development	Determine land use requirements that would support the concept of Aerotropolis.
	Pursue funding for streetscape improvements to enhance the visual quality of Clayton County's major roadways.
	Consider development of a mixed-use industrial zoning category that includes residential uses
	Update land use and zoning to support community greenspace policies
	Create TOD regulations/standards unique to Clayton County
	Create multi-family design guidelines to ensure quality of multi-family housing is achieved
Transportation	Identify strategies to deal with investor properties that are mismanaged/blighted, beginning with identifying and cataloging blighted properties in need of maintenance and inventorying investor-owned properties throughout the county.
	County-wide sidewalk construction
Transit	Landscaping/Lighting
	Assist, as needed, with MARTA improvements to high ridership bus stop locations
Parks and Recreation	Identify missing sidewalk infrastructure in high pedestrian locations, high ridership bus stops, and planned MARTA Bus Rapid stops
	Participate in the development of Flint River trails with adjacent cities, counties, and the Atlanta Regional Commission

Source: Clayton Moving Forward: 2024 Comprehensive Plan – A Vision for the Future

¹ Accessory Dwelling Units. American Planning Association. <https://www.planning.org/knowledgebase/accessorydwellings/>

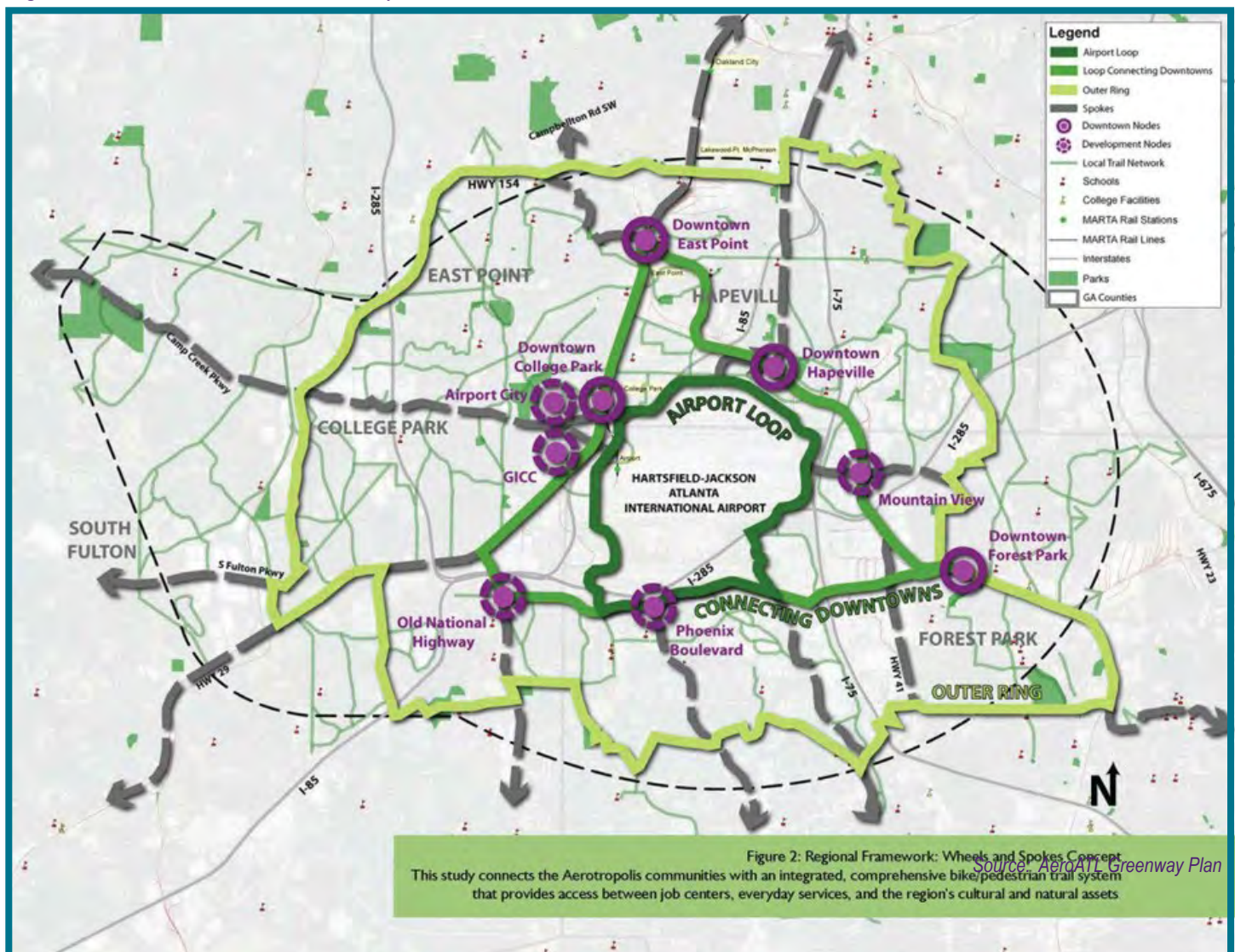
A.2 Trails

This section provides highlights of plans for trails in the Atlanta region and Clayton County.

A.2.1. AeroATL Greenway Plan

The executive summary of the [AeroATL Greenway Plan \(2018\)](#) for the Aerotropolis Atlanta CID, by Sizemore Group, CDM Smith, CRJA-IBI Group, Perez Planning + Design, Planning-4Health Solutions, Sycamore Consulting, Vaughn & Melton, proposed over 350 miles of trails in the area surrounding HJIA. These trails, shown in Figure A-1 would connect several areas including East Point, College Park, Hapeville, Forest Park, Six West, the Georgia International Convention Center (GICC), Mountain View, Old National Highway, Phoenix Boulevard, and the City of Atlanta.

Figure A-1: Trails from the AeroATL Greenway Plan



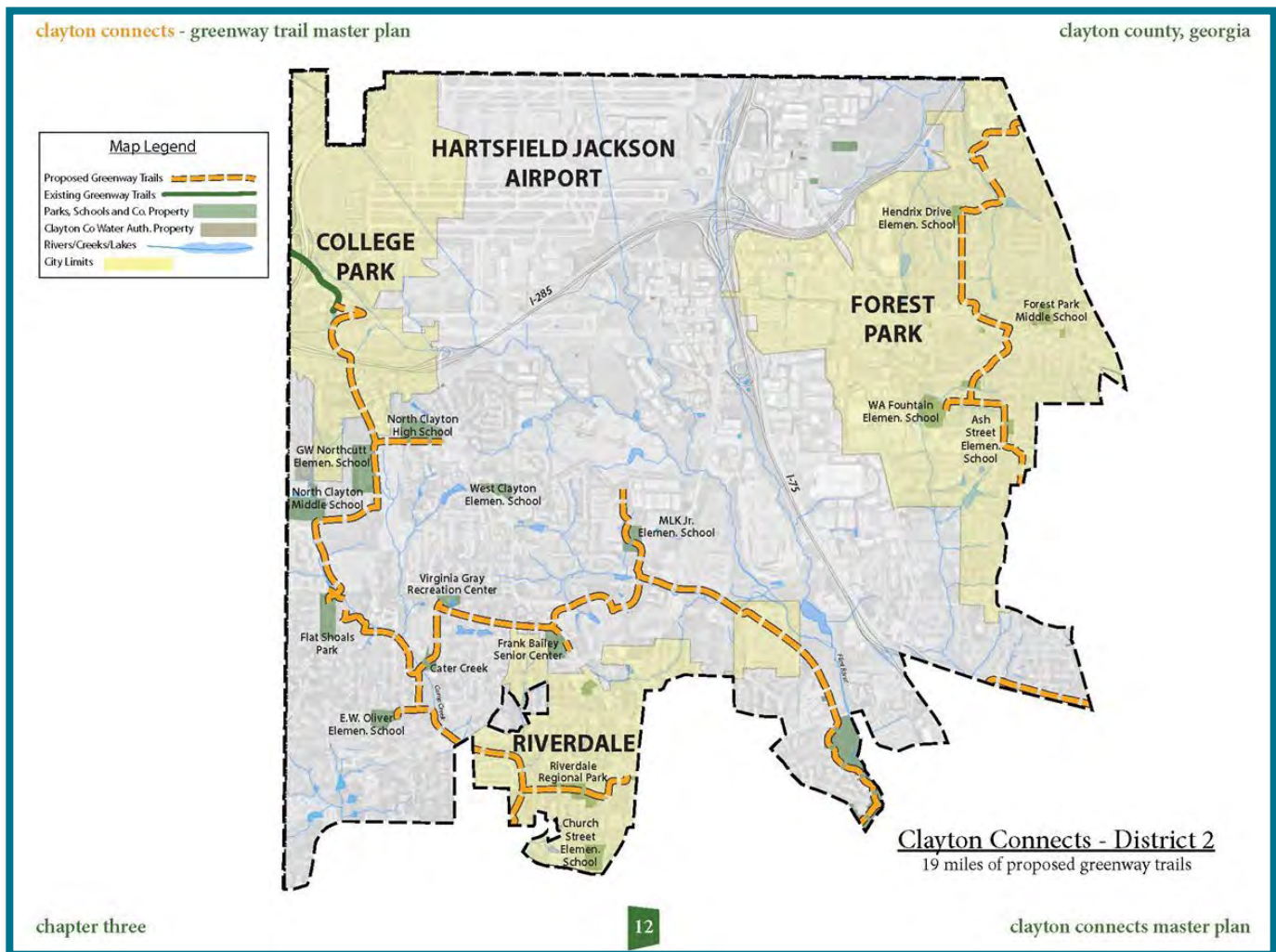
² AeroATL Greenway Plan. Aerotropolis. https://aeroatl.org/wp-content/uploads/2020/03/AeroATL-Greenway_Exec-Summ-Final.pdf

A.2.2. Clayton County's Greenway Trail Master Plan

Clayton County's Greenway Trail Master Plan (2015)

by the PATH Foundation and KAIZEN Collaborative, recommended over 160 miles of trails throughout Clayton County. This trail network would connect neighborhoods to schools, shopping, employment centers, and parks to promote car-free travel. The District 2 portion of the report, displayed in **Figure A-2**, proposed trails in the Study area that will connect to HJAIA and the existing trail system in College Park, with eventual connections to the Atlanta Beltline trails.

Figure A-2: District 2 Trails from the Greenway Trail Master Plan

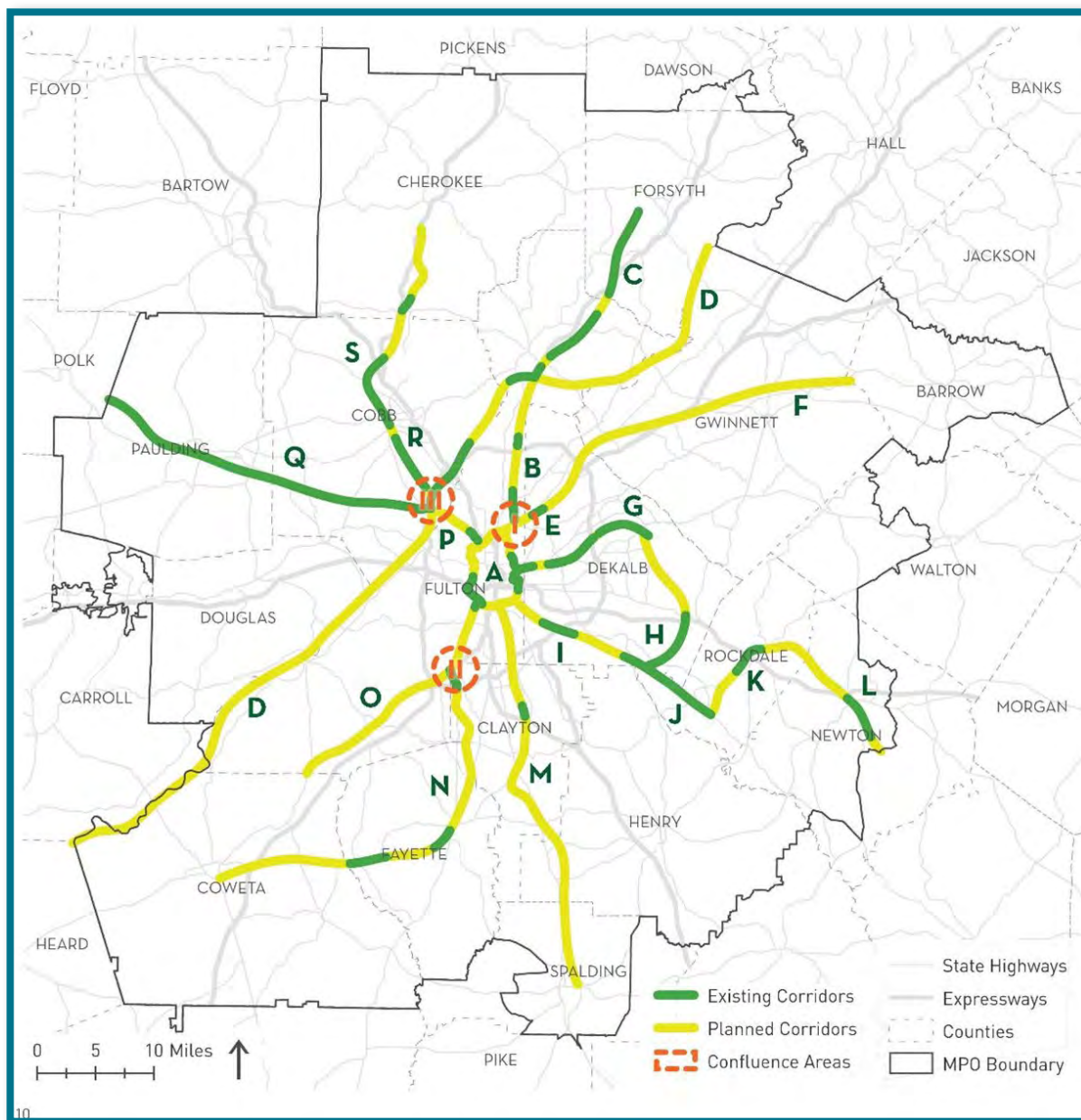


Source: Clayton County's Greenway Trail Master Plan

A.2.3. Regional Trail Vision

The Regional Trail Vision (2020) is an addition to Walk. Bike. Thrive! by ARC, the Atlanta region's bicycle and walking plan. The vision consisted of a system of trails across the Atlanta region to promote regional connectivity. Part of this system is regionally significant trails, essential for connecting cities, regional activity centers, and parks. These trails are also highly considered by ARC for the metropolitan Atlanta's Transportation Alternatives Program funding and other funding sources for transportation. For more information on these trails, presented in **Figure A-3**, please see **Table A-3**.

Figure A-3: Regionally Significant Trails of the Regional Trail Vision



Source: Regional Trail Vision

Table A-3: Regionally Significant Trails of the Regional Trail Vision

ID	Corridor Name	Jurisdictions	Source Documentation
A	Atlanta Beltline	City of Atlanta	Atlanta Beltline Trail Map
B	PATH 400	Atlanta, Sandy Springs	Atlanta Transportation Plan North Fulton Comprehensive Transportation Plan (CTP)
C	Big Creek Greenway	Alpharetta; Fulton and Forsyth Counties	Big Creek Greenway Map
D	Chattahoochee River-Lands	Forsyth, Gwinnett, Fulton, Cobb, Douglas, Coweta	Chattahoochee River Greenway Study
E	Peachtree Creek Greenway	Atlanta, Brookhaven, Chamblee; DeKalb County	Atlanta Transportation Plan DeKalb County CTP
F	Piedmont Pathway	Gwinnett County	Gwinnett County Trails Plan
G	Stone Mountain Trail	Decatur; DeKalb County	DeKalb County CTP
H	Arabia & Panola Trails	DeKalb County	DeKalb County CTP
I	South River	DeKalb County	DeKalb County CTP
J	Rockdale River Trail	Rockdale County	Rockdale County CTP
K	Conyers Trail	Conyers; Rockdale County	Rockdale County CTP
L	Cricket Frog Trail	Rockdale, Newton Counties	Rockdale County CTP Newton County CTP
M	Clayton-Henry-Spalding	Clayton, Henry, Spalding Counties	Clayton County Trails Master Plan Henry County CTP Spalding-Griffin CTP
N	Clayton-Fayette-Coweta Corridor	Clayton, Fayette, Coweta Counties	Fayette County Transportation Plan Coweta County Greenway Master Plan
O	Roosevelt Highway	Atlanta; Fulton County	Atlanta Transportation Plan South Fulton CTP
P	Connect the Comet	Atlanta; Cobb County	Atlanta Transportation Plan Cobb Trails Master Plan
Q	Silver Comet Trail	Cobb, Paulding Counties	Silver Comet Trail Map
R	Mountain to River Trail	Cobb County	Cobb Trails Master Plan
S	Noonday Creek Trail	Cobb, Cherokee Counties	Cobb Trails Master Plan
ID	Confluence Areas	Jurisdictions	Source Documentation
I	Lindbergh Area	Atlanta, Brookhaven	Plan in development
II	Aerotropolis Area	Clayton, Fulton Counties	AeroATL Greenway Plan
III	Cumberland Area	Cobb County	Cobb Trails Master Plan
Source: Regional Trail Vision			

A.3 Transportation

A.3.1. Clayton County Comprehensive Transportation Plan Update

The [Clayton County Comprehensive Transportation Plan \(CTP\) Update \(2018\)](#) by WSP USA, presents Clayton County's future transportation network based on current and future needs. The plan included recommendations for roadways, bridges, transit, bicycle and pedestrian facilities, and freight. The plan suggested several capacity and operational improvements:

- SR 85 at Garden Walk Boulevard Capacity and Operational Improvement
- Access Management along SR 139/Riverdale Road near I-285 interchange
- Access Management along SR 139/Riverdale Road between Shoreham Drive and Kingswood Circle
- SR 139/Riverdale Road at Flat Shoals Road Operations Improvement

The plan suggested a Road Safety Audit (RSA) for the SR 139/Riverdale Road corridor. In addition, a freight study was suggested for SR 139/Riverdale Road. For pedestrian safety, it was recommended that Clayton County adopt a sidewalk program. That program should also consider the lack of sidewalks on SR 85, preventing safe access to bus stops. For pedestrian and bicycle safety, the plan suggested several Clayton County departments work together to implement some of the sidewalks or trails proposed in Clayton County's Greenway Trail Master Plan, as well as adopting a Complete Streets approach to consider all users of roadways, including motorists, transit riders, pedestrians, bicyclists, and others. The plan suggested coordinating with CIDs for beautification programs on SR 85 and SR 139/Riverdale Road, particularly recommending the use of gateways to enhance entrances to key areas along the corridors.

A.3.2. Road Safety Audit – SR 139/Riverdale Road from Riverwalk Lane to Garden Walk Boulevard

An RSA by AECOM was conducted in 2020 for SR 139/Riverdale Road between the intersections of Kingswood Circle and Garden Walk Boulevard, a distance of 1.2 miles. This stretch of SR 139/Riverdale Road had a high number of crashes, with 2,254

crashes reported along the corridor between January 2013 and April 2022. The purpose of the RSA was to analyze needs, determine the feasibility of potential intersection improvements, and improve safety by reducing the number of crashes. The RSA provided five recommendations:

- A pedestrian hybrid beacon at the intersection of Kingswood Circle and SR 139/Riverdale Road,
- A midblock crosswalk at Kingswood Circle,
- Crosswalks installed at approaches of Old Riverdale Road,
- A midblock crosswalk at Old Mill Court, and
- A multi-lane roundabout with pedestrian accommodations at the intersection of Garden Walk Boulevard and SR 139/Riverdale Road.

A.4 Transit

A.4.1. Aerotropolis Transit Feasibility Study

The executive summary of the Aerotropolis Transit Feasibility Study (2019) for Aerotropolis Atlanta, by VHB, Nelson Nygaard, and Nickel Works, recommended several transit projects in the area surrounding HJAIA. A few of the projects are also located in the Study area. First, the study recommended the creation of a mobility district that includes the northern half of the Study area, which would create an on-demand mobility service featuring smart phone and automated routing technology that would support transit rides outside of MARTA operating hours. Second, the study recommended the implementation of MARTA Clayton BRT routes along both SR 139/Riverdale Road and SR 85. Lastly, the study recommended advancing the second phase of the Corporate Crescent Circulator to create a full loop around HJAIA on Godby Road, Phoenix Boulevard, and Forest Parkway in the Study area.

A.5 Freight

A.5.1. Freight Cluster Plan

The executive summary of the [Freight Cluster Plan \(2020\)](#) for Aerotropolis Atlanta CIDs, by Gresham Smith, Modern Mobility Partners, and PEQ, discussed the freight industry in the Aerotropolis area. The plan was developed to improve operations and travel time reliability, maintain the economic competitiveness of the area, educate partners about best practices and

trends, identify strategic investment opportunities, and serve as a foundation for recommendations and proposed improvements. Recommendations in the Study area consist of intersection improvements at SR 139/Riverdale Road at Phoenix Boulevard/SR 331/Forest Parkway, sidewalks on Phoenix Boulevard and SR 331/Forest Parkway, a SR 139/Riverdale Road scoping study for freight, and SR 139/Riverdale Road truck prohibition signage.

A.6 Housing

A.6.1. Metro Atlanta Housing Strategies Toolkit

The [Metro Atlanta Housing Strategies Toolkit](#) by ARC was researched for information and resources regionwide on housing. The Metro Atlanta Housing Strategy Toolkit is a part of the 2020 The Atlanta Region's Plan, a larger plan for the Atlanta Region. This toolkit is a series of strategies that have been placed into six categories for housing:

1. Increase Supply
2. Preserve Affordable Supply
3. Expand Capital Resources
4. Promote Housing Stability
5. Develop Leadership & Collaboration on Affordability
6. Reduce Housing & Transportation Costs

Recommendations in this plan speak to most of the categories to increase the housing supply while also restoring the existing housing. Strategies in the toolkit recommend exploring existing home repair programs, partnering with the housing authority, partnering for workforce housing, and identifying developable land around transit stops. Several of these strategies will be explored later in this document.

A.7 Economic Development

A.7.1. The Aerotropolis Atlanta Blueprint

The [Aerotropolis Atlanta Blueprint \(2016\)](#) for Aerotropolis Atlanta, by Jacobs, MXD Development Strategists, GLDPartners, Jones Worley, and Populous, stems from the partnership between the Aerotropolis

Atlanta Alliance and ARC. The Study area is part of the Aerotropolis boundary and within the five-mile radius of the airport. The Blueprint aimed to provide a framework for growth in the area around HJAIA in a five-year timeframe. Considerations in the Study area pertain to Cargo City, HJAIA's south cargo area, south of the airport and north of the Study area. The key considerations for Cargo City were as follows:

- Study the potential to expand industrial and logistics development on the south side of the airport,
- Conduct a truck/freight study to improve access, and
- Leverage the location of the headwaters of the Flint River to:
 - Encourage new open space,
 - Improve overall mobility, and
 - Increase access to employment opportunities and existing communities.

The Blueprint highlighted the Flint River as a part of Cargo City as an opportunity for improved access to the community, local and regional connections, and greenspace. HJAIA has three cargo complexes, all totaling 1.5 million square feet: north, midfield, and south. Cargo City involves the relocation of HJAIA north cargo and expansion of the south cargo. In addition to handling cargo, HJAIA also handles perishables like produce and pharmaceuticals, and fish and wildlife shipments.³

The Flint River presented an opportunity to incorporate much desired greenspace into the Study area. It is also possible that the Flint River to the Atlanta Beltline Trail project, in tandem with the recommendations from this Study, could increase the Study area's local and regional transportation connections, while also improving access to the community through a multi-use trail.

A.7.2. Northwest Clayton Redevelopment Area and Tax Allocation District Plan

The Northwest Clayton Tax Redevelopment Area and Tax Allocation District Plan (2008) by Huntley Partners, Inc., highlighted NW Clayton County's commercial and residential development potential. A TAD, which uses a financing method typically referred to as tax increment financing, is a tool used to publicly finance

³ South Fulton: Chamber of Commerce. Hartsfield-Jackson: Gateway to Global Commerce. <https://www.southfultonchamber.com/economic-development/hartsfield-jackson-air-cargo>

certain redevelopment activities in underdeveloped or blighted areas. The plan had five goals and eight principles for redevelopment in NW Clayton County, which are presented in **Table A-4**.

A.8 Wayfinding

A.8.1. Signage and Wayfinding Phase 1: Concept Design

The Signage and Wayfinding Phase 1: Concept Design (2018) for Aerotropolis Atlanta CIDs, by Kimley Horn and Huie Design is a unified signage and wayfinding system for the Aerotropolis Atlanta CIDs Master Plan. The system will highlight the Aerotropolis district through unified branding. The plan proposes signage at I-285 and SR 139/Riverdale Road/Phoenix Boulevard. Signs should be placed on either side of the interstate approaching interstate exit ramps. This signage is classified by the plan as regional: large/monumental in

size, used to establish a gateway entrance, and located along major corridors and interstates. The signs could be vertical or horizontal; both types would include a sculpture. The intersection would need landscape and hardscape improvements with consideration for the placement of the signage. Additional signage would be located at Phoenix Boulevard/SR 331/Forest Parkway. This signage would be local: scaled for pedestrians, direct pedestrians to local landmarks, and located along local roadways and high-foot-traffic areas. The signage would include beautification improvements at the intersection and be designed for vehicular direction.

Table A-4: Goals and Principals for Redevelopment in NW Clayton TAD

Goals and Principals	
Goals	
1	Realize the economic potential of NW Clayton County's location adjacent to HJIA
2	Develop a hub for business, commercial, residential, and recreational activities with strong regional and international identity
3	Address air quality and the mobility and accessibility needs of residents, employees, businesses, and visitors
4	Mitigate the potential impact of airport noise on adjacent land uses
5	Achieve long-term, constructive change as a result of the cooperative efforts of Clayton County, College Park, HJIA, and other governmental and private entities
Principals	
1	Encourage quality infill development and redevelopment
2	Provide redevelopment incentives
3	Increase employment opportunities
4	Enhance retail opportunities
5	Increase the mix of housing alternatives
6	Expand transportation options, both county-wide and regionally
7	Improve options for pedestrians and bicyclists
8	Enhance public spaces and parks

Source: NW Clayton Redevelopment Area and Tax Allocation District Plan

Appendix B: Transportation Assessment

B.1 Multimodal and Roadway

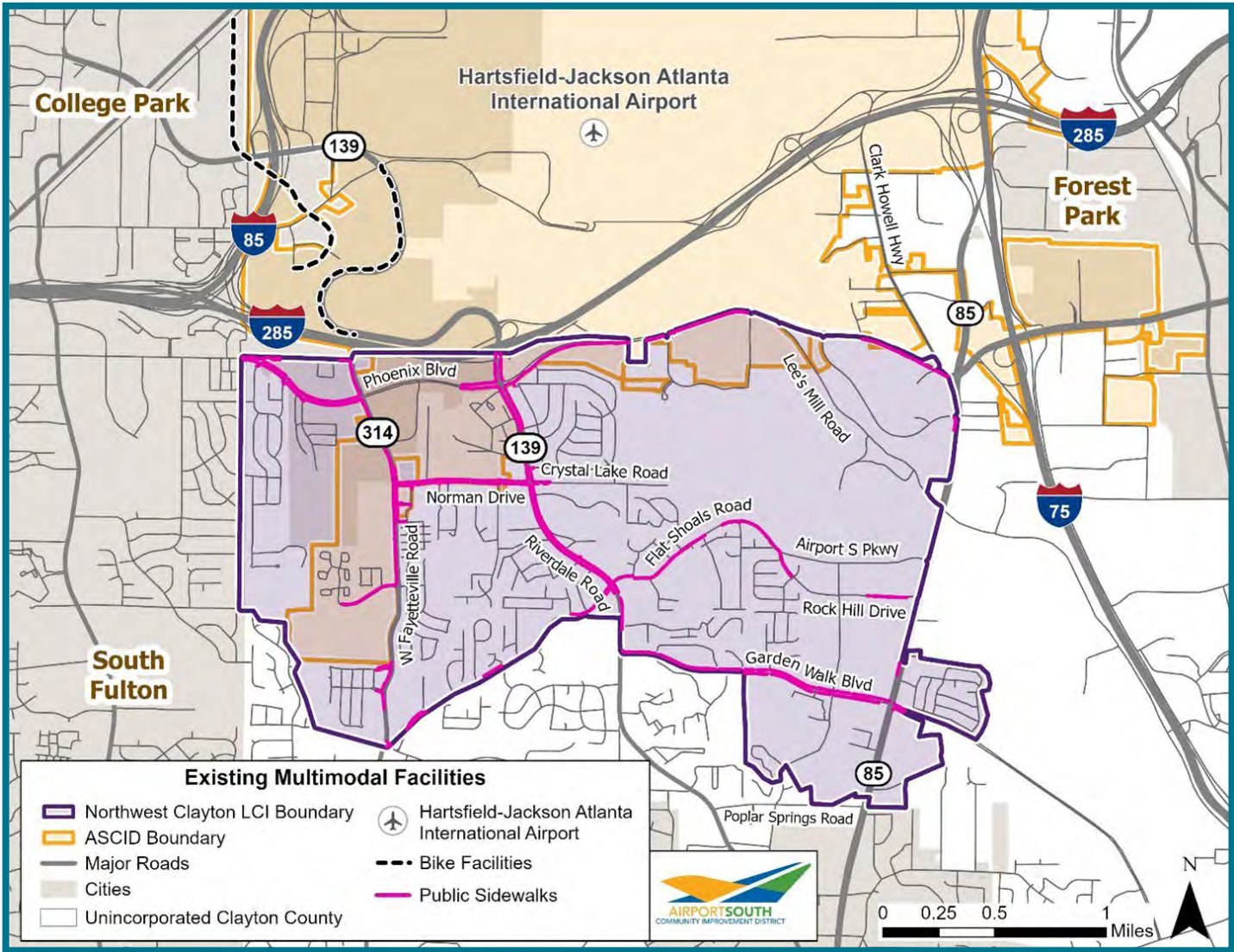
B.1.1. Pedestrian & Bicycle Facilities

Existing bicycle and pedestrian facilities in or adjacent to the Study area consist of sidewalks and bicycle lanes, as seen in **Figure B-1**. The nearest bike lanes are outside of the study area on Riverdale Road and Phoenix Trail crossing Riverdale Road. There are approximately 11 miles of public sidewalks in the Study area. Two of three state routes in the Study area have sidewalks, including SR 314/W. Fayetteville Road and SR 139/Riverdale Road. Large gaps in sidewalks are present on the east side of SR 314/W. Fayetteville

Road, both sides of Phoenix Boulevard, both sides of Flat Shoals Road, the south side of SR 331/Forest Parkway, and the west side of SR 85. Some large gaps in sidewalks are due to the presence of wooded areas on W. Fayetteville Road, Flat Shoals Road, and SR 85.

Planned multimodal improvements in the Study area consist of 12 planned trails from three different plans: AeroATL Greenway Plan, Southern Fulton Comprehensive Transportation Plan (CTP), and Clayton County's Greenway Trail Master Plan. The names and descriptions of these trails are displayed in **Table B-1**. These trails, presented in **Figure B-2**, will add

Figure B-1: Pedestrian and Bicycle Facilities in the Study Area



Source: Google Earth and ARC

Table B-1: Planned Multimodal Improvements in the Study Area

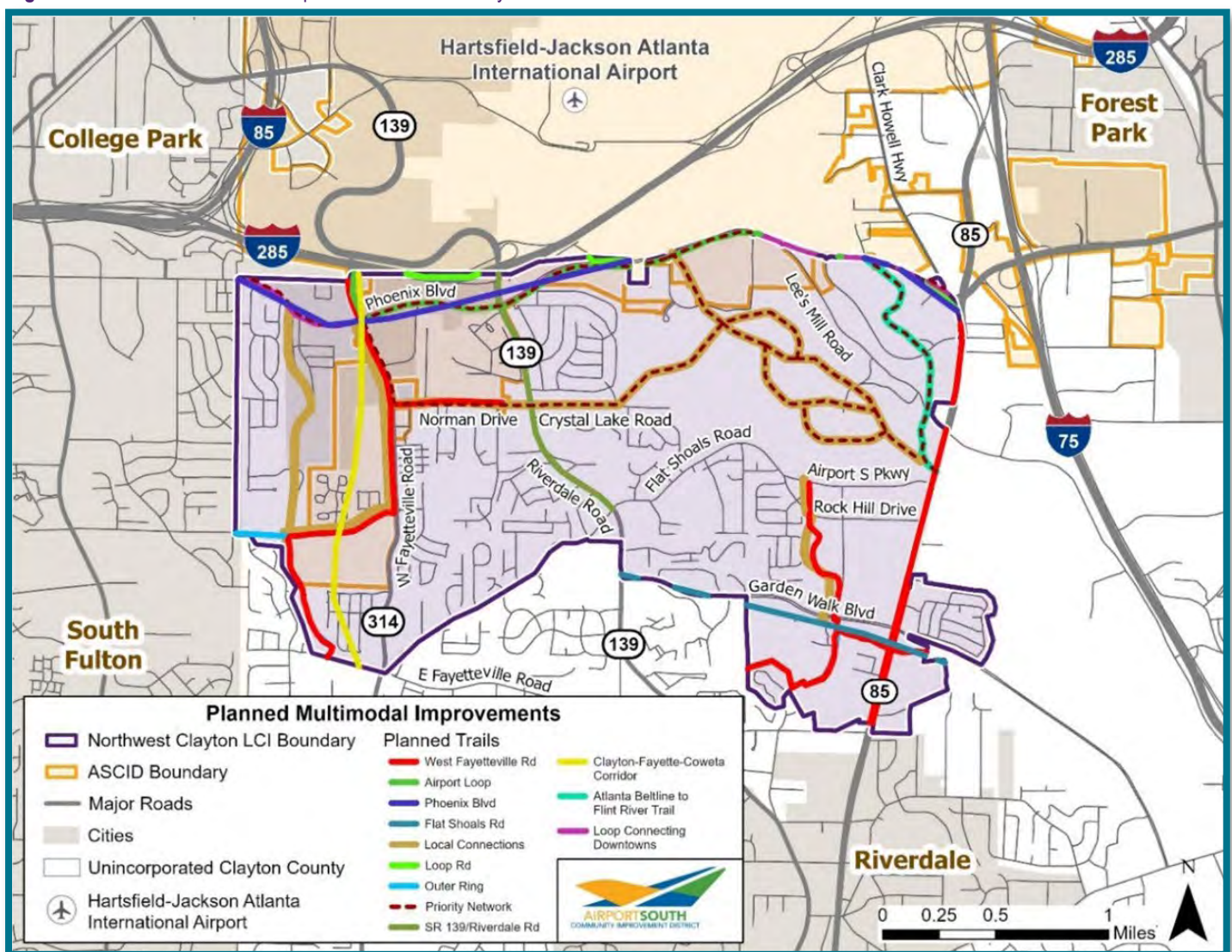
Name	Description	Type	Plan	Length (miles)	
				In Study Area	Total
Airport Loop	15-mile trail circling HJAIA.	Multi-use trail	AeroATL Greenway Plan	2.0	11.2
Atlanta Beltline to Flint River Trail	Trail connecting East Point, College Park, Hapeville, Forest Park, Airport City, GICC, Mountain View, Old National Highway, and Phoenix Boulevard.	Multi-use trail	Atlanta Regional Commission	1.2	31.5
Clayton-Fayette-Coweta Corridor	Trail connecting Clayton, Fayette, and Coweta Counties. Clayton County would contain over five miles of this trail.	Multi-use trail	Regional Trail Vision	1.8	5.5
Flat Shoals Road	Trail connecting East Point, College Park, South Fulton, Flat Shoals Road, Forest Park, Mountain View, Hapeville, and the City of Atlanta.	Multi-use trail	Southern Fulton CTP	1.1	31.4
Local Connections	Trail system connecting residents to schools, parks, retail centers, and more.	Multi-use trail	AeroATL Greenway Plan	8.0	153.5
Loop Connecting Downtowns	Trail connecting the downtowns of East Point, College Park, Hapeville, Forest Park and Mountain View with Airport City, GICC, Old National Highway, and Phoenix Boulevard.	Multi-use trail	AeroATL Greenway Plan	2.8	19.6
Loop Road	Trail along N. Outer Loop Road, Airport Road, Perry J Hudson Parkway, Inner Loop Road, SR 85, SR 331/Forest Parkway, and SR 139/Riverdale Road.	Multi-use trail	Southern Fulton CTP	0.7	12.8
Outer Ring	Trail connecting local amenities including parks, schools, retail, and community centers.	Multi-use trail	AeroATL Greenway Plan	1.9	41.6
Phoenix Boulevard	Trail connecting East Point, College Park, Hapeville, Forest Park, Airport City, GICC, Mountain View, Old National Highway, and Phoenix Boulevard.	Multi-use trail	Southern Fulton CTP	2.2	16.5
Priority Network	System of priority trails designated by local partners and stakeholders of Aerotropolis Atlanta, including several municipalities.	Multi-use trail	AeroATL Greenway Plan	8.7	72.3
SR 139/ Riverdale Road	Multimodal facilities from US 29/ Roosevelt Highway to Flat Shoals Road.	Bicycle and pedestrian improvements	Rockdale County CTP Newton County CTP	1.2	4.7
SR 314/W. Fayetteville Road	Trail that comprises part of a nearly 160-mile network of trails throughout Clayton County.	Multi-use trail	Clayton County's Greenway Trail Master Plan	6.8	159.8
Total				38.4	560.4

Source: ARC Open Data: Atlanta Regional Trail Plan Inventory

approximately 38 miles of trails in the Study area. The AeroATL Greenway Plan recommends five trails in the Study area: Airport Loop, Local Connections, Loop Connecting Downtown, Outer Loop, and Priority Network. Part of the Southern Fulton CTP is to recommend trails separate from the roadway. In the Study area, these trails are along Phoenix Boulevard, SR 331/Forest Parkway, and SR 139/Riverdale Road. The plan also proposes pedestrian and bicycle improvements for SR 139/Riverdale Road. Clayton County's Greenway Trail Master Plan proposes a system of trails throughout the County; in the Study area, these trails would be located along SR 314/W. Fayetteville Road, Norman Drive, and SR 85.

significant trails throughout the Atlanta region. One of these trails, the Clayton-Fayette-Coweta Corridor, is located in the Study area west of SR 314/W. Fayetteville Road. Recently, ARC, Clayton County, and the cities of College Park, East Point, and Hapeville received a federal grant for a multi-use trail.⁴ This \$50 million grant will connect the Atlanta Beltline and the Flint River, with a one-mile trail segment in Clayton County picked as one of the first segments to be built. Overall, the planned trails in the Study area would contribute to a total of over 560 miles of trails planned in the Atlanta region.

Figure B-2: Planned Multimodal Improvements in the Study Area



Source: ARC Open Data: Atlanta Regional Trail Plan Inventory

The Regional Trail Vision by ARC suggests regionally

⁴ ARC and Four Communities Receive \$50 M Federal Grant for Multi-use Trail Connecting Atlanta Beltline and Flint River. ARC. <https://atlantaregional.org/news/transportation-mobility/arc-and-four-communities-receive-50m-federal-grant-for-multi-use-trail-connecting-atlanta-beltline-and-flint-river/>

B.1.2. Roadway Network

Description of Major Roads

The existing roadway system within the Study area includes a network of state and local roads for a variety of purposes and lengths. The existing roadway network includes arterial roads, which accommodate both long and short trips on an area-wide basis, and local roads that provide access to commercial, office, and residential destinations. Table B 3: Major Roadways in Study Area lists the current roadway facilities in the Study area and indicates their functional class, directions, and number of travel lanes.

State Routes – Major North/South Roadways

The Study area includes three state routes: SR 314/W. Fayetteville Road, SR 139/Riverdale Road, and SR 85. These state routes are major north-south thoroughfares running parallel across the Study area.

Functionally classified as minor arterials, SR 314/W. Fayetteville Road and SR 139/Riverdale Road provide existing residential areas with regional access to HJAIA, the City of College Park, and City of Riverdale. SR 314/W. Fayetteville Road is a two-lane roadway, connecting Flat Shoals Road to the south with Phoenix Boulevard and SR 139 in College Park to the north. SR 139/Riverdale Road passes through the heart of Study area and interchanges with I-285 near its northern boundary. South of Norman Drive, SR 139/Riverdale Road has four lanes (two in each direction). North of Norman Drive, SR 139/Riverdale Road widens to five lanes after passing Village Green Drive and then to six lanes after its interchange with Phoenix Boulevard.

SR 85 operates as a principal arterial for the Study area, connecting commuters between HJAIA and the City of Riverdale. It passes through the eastern boundary of the Study area and interchanges with SR 331/Forest Parkway to the north. South of Lee's Mill Road, SR 85 has four lanes with two in each direction. North of Lee's Mill Road, SR 85 widens to five lanes.

Table B-2: Major Roadways in Study Area

Major Study Area Roadways	Functional Class	Direction	Travel Lanes
SR 314 – W. Fayetteville Road	Minor Arterial	North/South	2
SR 139 – Riverdale Road	Minor Arterial	North/South	4, 5, 6
SR 85	Principal Arterial – Other	North/South	4, 5
Phoenix Boulevard	Minor Arterial	East/West	4
Norman Drive	Minor Arterial	East/West	2
Flat Shoals Road	Major Collector	East/West	2
Garden Walk Boulevard	Local Road	East/West	4

Source: GDOT Traffic Analysis and Data Application (TADA)

Other Prominent Roads – Major East/West Roadways

In addition to the north/south connectivity, four roads serve east/west traffic in the study area: Phoenix Boulevard acts as a minor arterial, running west from SR 314 to SR 139. Located in the northwest corner of the study area, Phoenix Boulevard provides a four-lane connection for the residential area on Godby Road to the Royal Phoenix Business Park, where office properties are concentrated.

Norman Drive is a two-lane local road running west from SR 314 to SR 139 through the center of the study area. It provides access to a mix of single- and multi-family developments, community facilities (including a school and a church), and strip commercial centers along the SR 139/Riverdale Road corridor.

Flat Shoals Road is a two-lane major collector. Residential developments on Flat Shoals Road are primarily single-family housing. The Flat Shoals corridor also provides access to industrial areas including warehouse distribution and rock quarries. Garden Walk Boulevard is a four-lane local road running west from SR 139 to SR 85 in the southeastern portion of the Study area. It connects a mix of single- and multi-family residential developments, as well as several vacant parcels, to the arterial roadway system.

Average Annual Daily Traffic Volumes and Growth Rates

Historical Average Annual Daily Traffic (AADT) data within the Study area was obtained from the Georgia Department of Transportation (GDOT) database for the time period of 2018 to 2023 (see **Table B-3**). Historical traffic counts for all vehicle trips indicate an overall downward trend in traffic volumes within the Study area, with an average AADT decrease of 8 percent from 2018 to 2022. Most major roadways saw declines during this period. Although Phoenix Boulevard had relatively lower traffic volumes compared to other major roadways, it saw the steepest decline at 13 percent, decreasing from an AADT of 11,400 in 2018 to 9,930 in 2023. The busiest roadway in the area, SR 85, recorded an AADT of 43,800 in 2023, reflecting a 10 percent drop from 2018. SR 134 and SR 139 also had decreases of 6 percent and 4 percent, respectively, due to notable declines in traffic

volumes between 2022 and 2023. The exception to this trend over this period was Flat Shoals Road which saw a decrease in traffic volumes from 2018 and 2020 but rebounded after 2021 and then surpassed the 2018 level by 2023.

Historical traffic counts reveal an overall increase in truck traffic volumes from 2021 to 2023 on the major north/south roadways, as depicted in **Table B-4**. SR 85 had the most truck traffic over the years which comprised 6 percent of all trips on that route by 2023. Truck AADT on SR 85 increased at 9 percent from 2,394 in 2021 to 2,617 in 2023. SR 134, despite having the lowest truck traffic volumes, had the largest growth of 20 percent in truck AADT, reaching 504 in 2023, making up 3 percent of all trips. SR 139 yet showed a decline of 4 percent with a truck AADT of 969 in 2021 to 934 in 2023.

Table B-3: Historical AADT

Major Study Area Roadways	2018	2019	2020	2021	2022	2023	2018-2022	2018-2022 (%)
SR 134 – W. Fayetteville Road	20,100	19,600	18,000	19,300	20,100	18,800	-1,300	-6%
SR 139 – Riverdale Road	35,800	40,000	36,800	35,600	37,100	34,300	-1,500	-4%
SR 85	48,900	50,100	46,100	43,800	45,600	43,800	-5,100	-10%
Phoenix Boulevard	11,400	9,480	8,730	9,440	9,820	9,930	-1,470	-13%
Flat Shoals Road	5,000	5,100	4,740	5,030	4,950	5,080	80	2%
Average	24,240	24,856	22,874	22,634	23,514	22,382	-1,858	-8%

Source: GDOT Traffic Analysis and Data Application (TADA)

Table B-4: Historical Single- & Combo-Unit Truck AADT

Major Study Area Roadways	2021	2022	2023	2021-2023	2021-2023 (%)
SR 134 – W. Fayetteville Road	421 (2% of all trips)	438 (2%)	504 (3%)	83	20%
SR 139 – Riverdale Road	969 (3%)	1,008 (3%)	934 (3%)	-35	-4%
SR 85	2,394 (5%)	2,491 (5%)	2,617 (6%)	223	9%

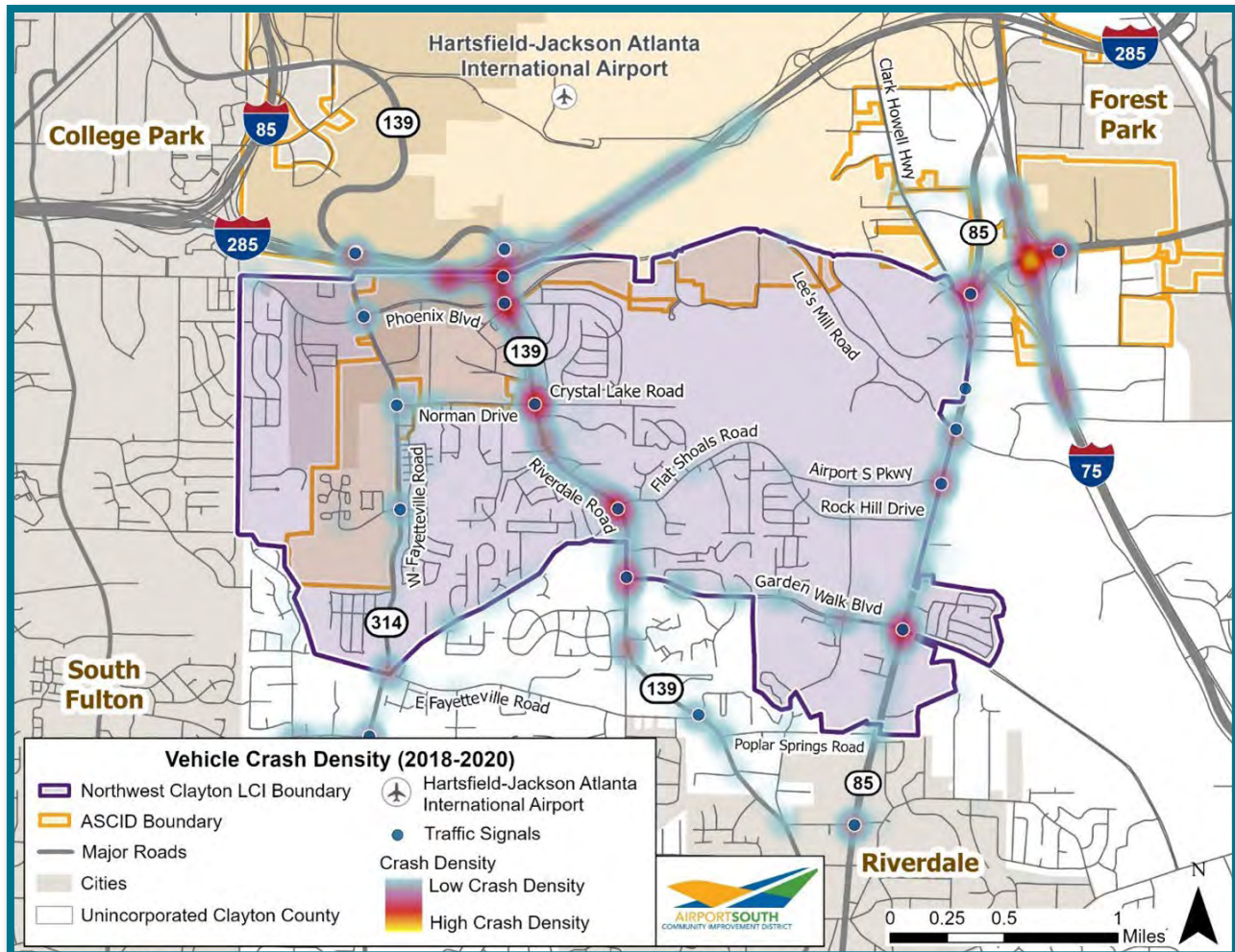
Source: GDOT Traffic Analysis and Data Application (TADA)

Crash Density

Three years of vehicle and pedestrian crash incident data were obtained from Numetric American Association of State Highway and Transportation Officials (AASHTO) AASHTOWare Safety. **Figure B-3** provides the location and density of vehicle crashes for the period of 2018 to 2020 at intersections in the Study area. Top vehicle crash intersections between 2018 and 2020⁵ are listed below:

- SR 139/Riverdale Road and Flat Shoals Road (217 crashes in total)
- SR 139/Riverdale Road and Norman Drive/
Crystal Lake Road (194 crashes)
- SR 139/Riverdale Road and SR 331/Forest
Parkway/Phoenix Boulevard (172 crashes)
- SR 85 and Garden Walk Boulevard (167 crashes)
- SR 139/Riverdale Road and Garden Walk
Boulevard (148 crashes)

Figure B-3: Vehicle Crash Density in the Study Area



Source: Numetric AASHTOWare Safety

⁵ The number of crashes at the intersections were estimated based on a clustering of individual incident records happened from 2018 to 2020.

Figure B-4 provides the location and density of pedestrian crashes for the period of 2018 to 2020 at intersections and midblock sections in the Study area.

Top Crash Intersections

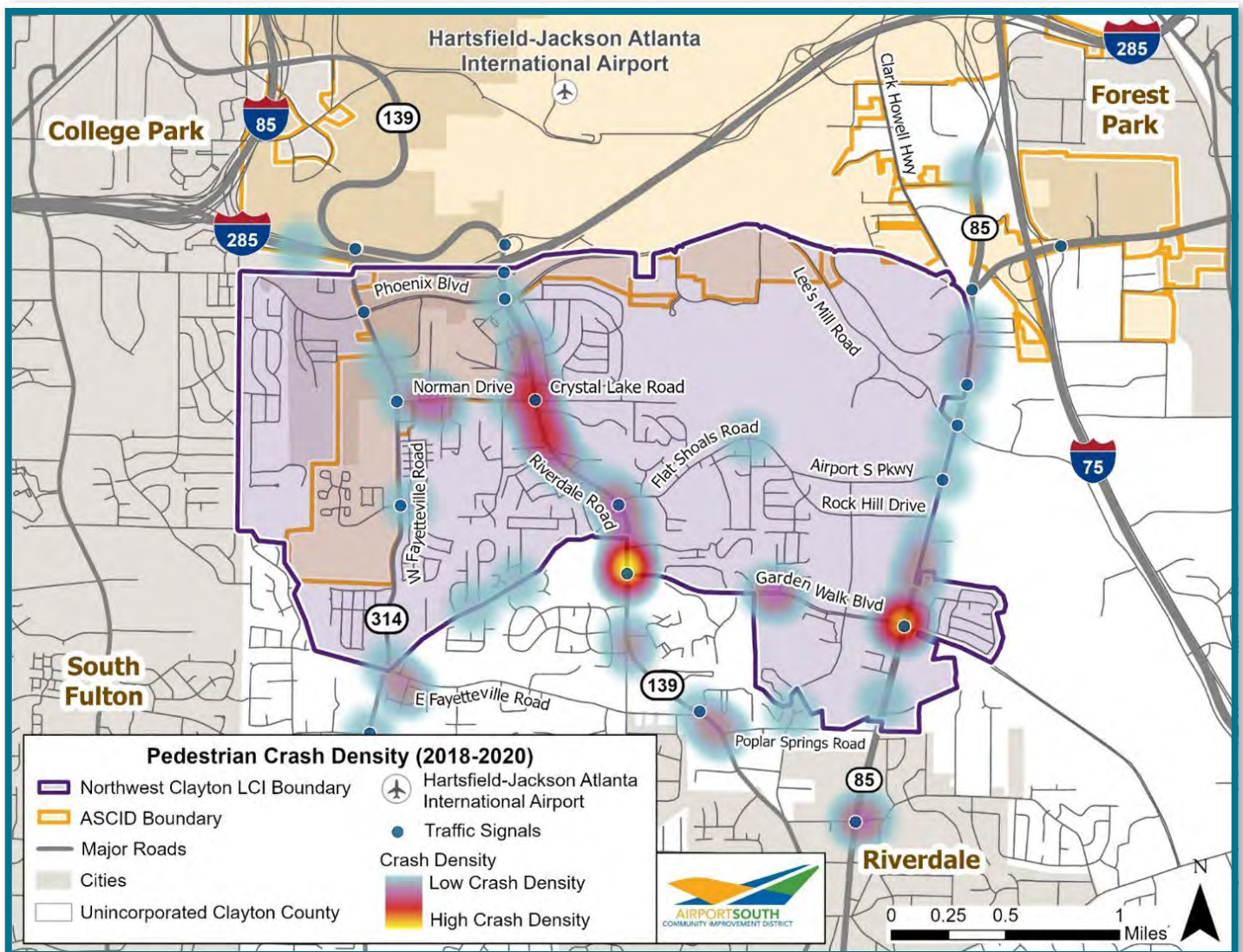
- SR 139/Riverdale Road and Garden Walk Boulevard (9 crashes)
- SR 85 and Garden Walk Boulevard (8 crashes)

Midblock Crashes

- SR 139/Riverdale Road (12 crashes)
- Garden Walk Boulevard (3 crashes)

Site visits to these high-incident intersections identified the lack of pedestrian facilities as a significant factor causing pedestrian crashes. For example, transit stops along SR 139 were found to lack nearby pedestrian crossings. Slip lanes at major intersections like SR 139 and Garden Walk Boulevard create dangerous conditions for pedestrians. While the density of pedestrian crashes along SR 314 remains relatively lower than along SR 139, it was also noted that sidewalks were missing throughout the SR 314 corridor and there were large blocks with few safe pedestrian crossings at midblock sections.

Figure B-4: Pedestrian Crash Density in the Study Area



B.2 Transit

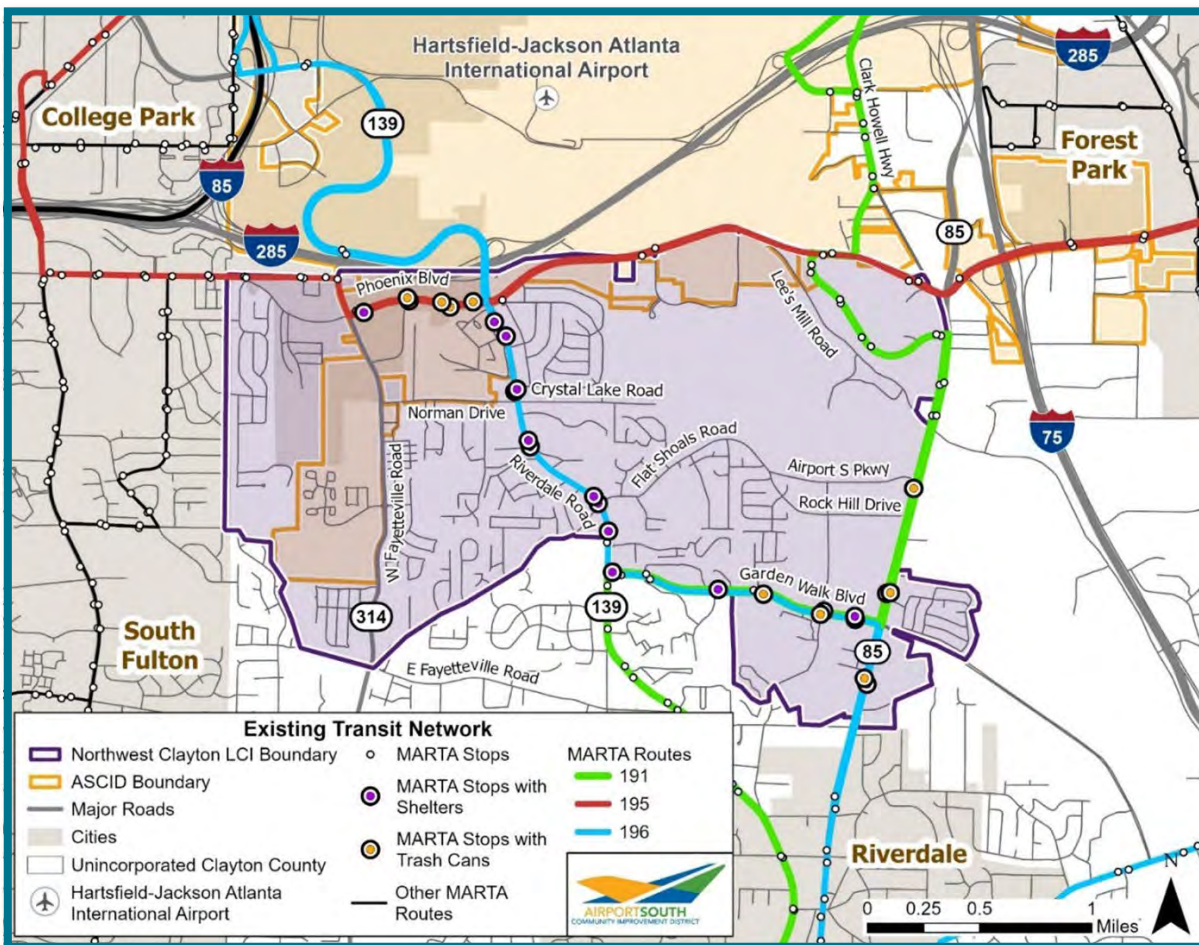
B.2.1. Existing Transit

Transit in the Study area consists of bus routes provided by MARTA. The bus routes are 191, 195, and 196 and follow the routes listed below:

- Route 191 (Riverdale/HJAIA International Terminal) – Route 191 starts at Lakewood MARTA Station and runs north/south, ending at the Justice Center in Jonesboro on Tara Boulevard.
- Route 195 (Forest Parkway) – Route 195 begins at College Park MARTA Station and travels east/west to loop around SR 331/Forest Parkway and Anvil Block Road.
- Route 196 (Upper Riverdale) – Route 196, starts at College Park MARTA Station and runs east/west to Southlake Mall.

There are 49 bus stops in the Study area (shown in **Figure B-5**), including stops located along Southampton Road, Phoenix Boulevard/SR 331/Forest Parkway, Riverdale Road, Garden Walk Boulevard, Atlanta S. Parkway, and Highway 85. Of these 49 bus stops, 17 have bus shelters and 10 have trash cans. In the fall of 2019, Route 196 was the top performing bus route in Clayton County, with 31.0 weekly passengers per revenue hour⁶. Routes 195 and 191 were both considered medium in performance, with 21.7 and 19.2 weekly passengers per revenue hour, respectively.⁷

Figure B-5: Existing Transit Routes and Stops in the Study Area



Source: MARTA and Google Earth

⁶ Weekly passengers per revenue hour pertains to the average of passengers per bus per hour throughout the week. It is calculated by dividing Weekday Unlinked Trips by Weekday Vehicle Revenue Hours.

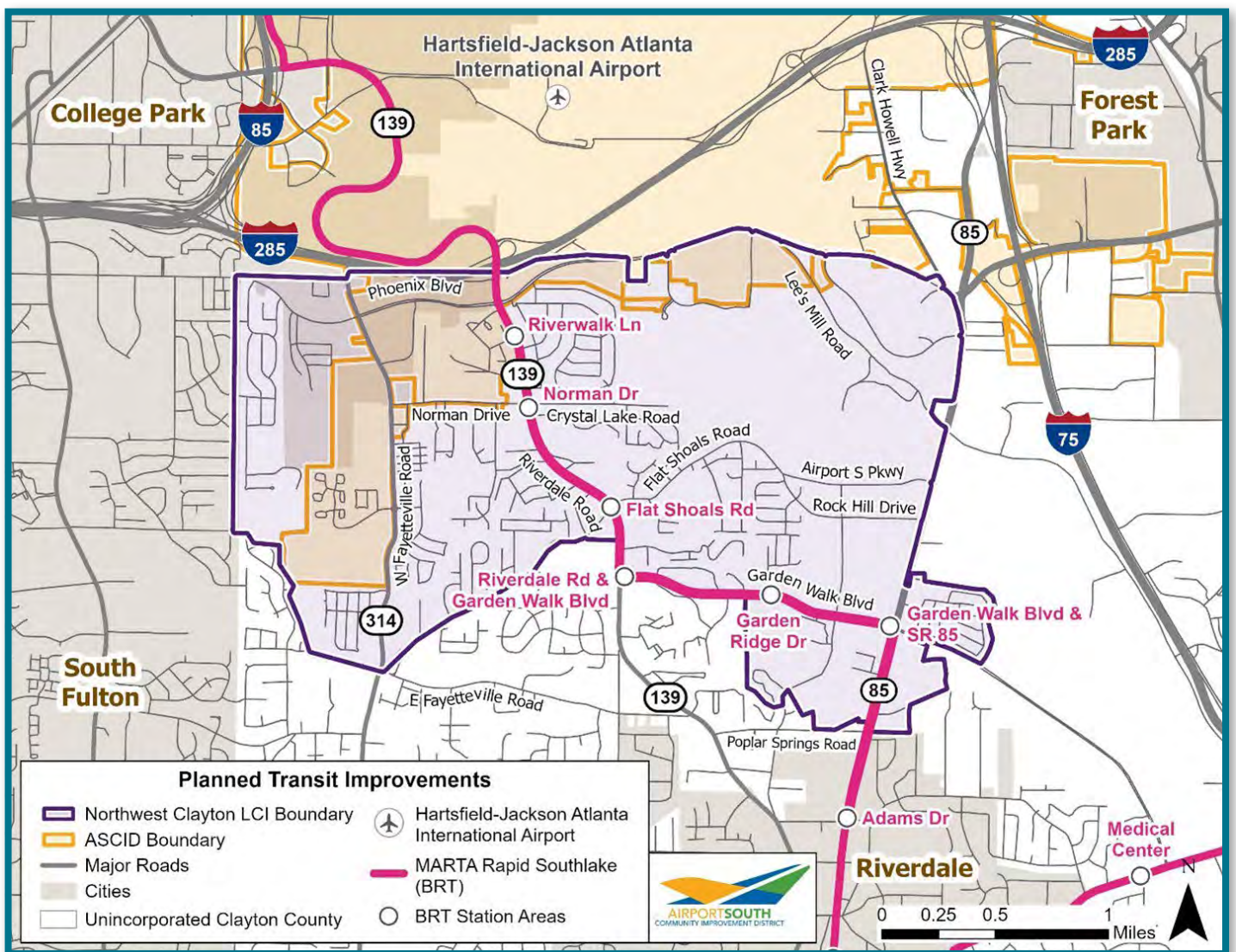
⁷ Transit Basics. MARTA Next Gen Bus. [Discover | MARTA NextGen Bus \(marta2040nextgenbus.com\)](https://www.marta2040nextgenbus.com)

B.2.2. Planned Transit

MARTA Rapid Southlake, MARTA's future BRT, will traverse through the Study area on Riverdale Road, Garden Walk Boulevard, and SR 85. The BRT will connect to the MARTA heavy rail system at MARTA Airport Station and end at Southlake Mall in Morrow. It will be approximately 15 miles in length and connect several destinations like the Shops of Riverdale and Southern Regional Medical Center. MARTA Rapid Southlake is slated to begin service in 2030.⁸ Six stations are proposed within the Study area, as shown in Figure B-6:

- Riverwalk Lane
- Norman Drive
- Flat Shoals Road
- Riverdale Road and Garden Walk Boulevard
- Garden Ridge Drive
- Garden Walk Boulevard and SR 85

Figure B-6: Planned Transit in the Study Area



Source: MARTA

⁸ MARTA. MARTA Rapid Southlake. <https://connectclayton.com/southlake-bus-rapid-transit/>

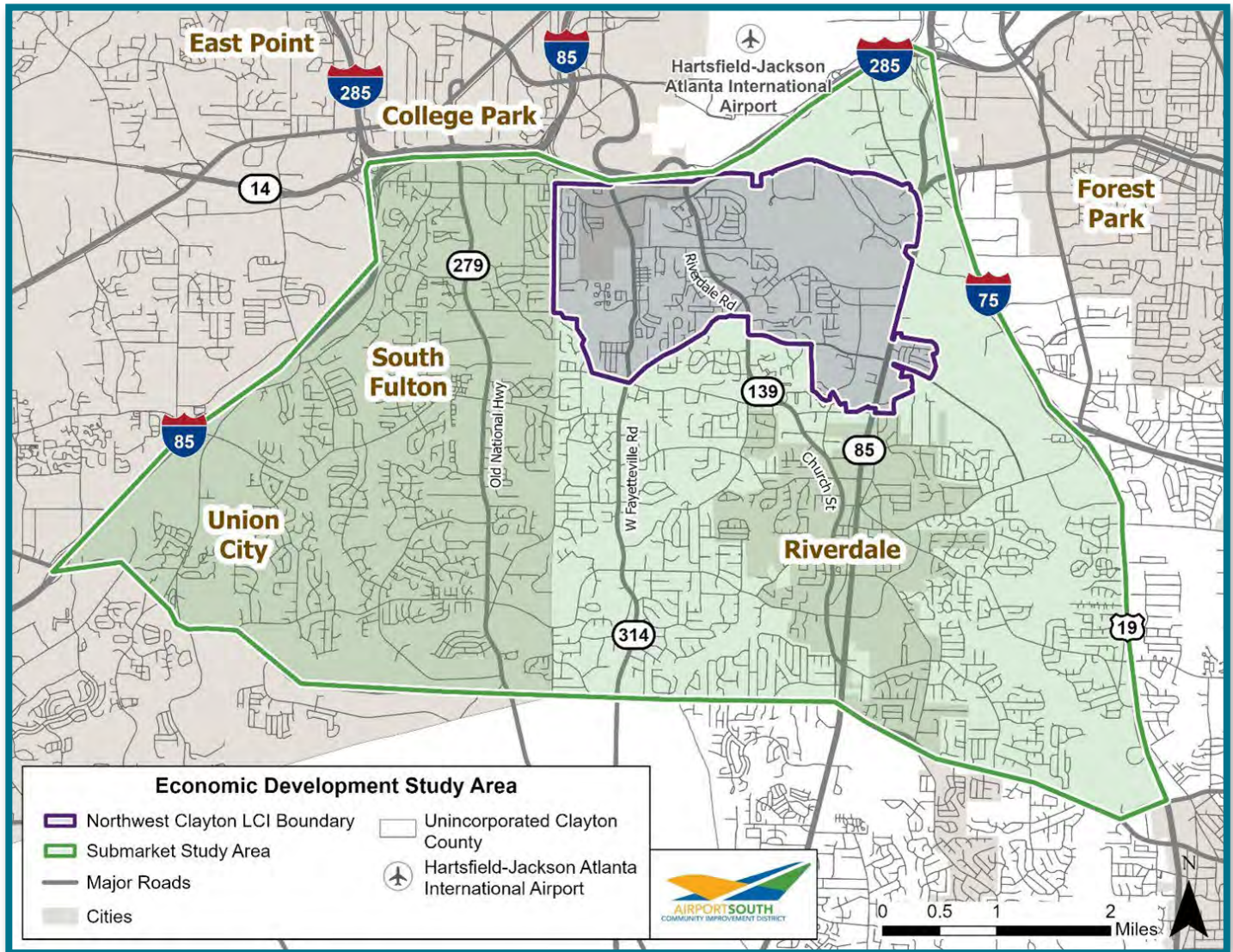


Appendix C: Market Analysis

C.1 Economic Development

The following section summarizes findings from a real estate market analysis performed for a larger Submarket study area which surrounds the Northwest Clayton LCI boundary (see **Figure C-1**). The intent of the market analysis is to understand how the confluence of demographic, employment, and real estate trends in play across this larger study area inform opportunities for revitalization and reinvestment within the LCI boundary.

Figure C-1: Economic Development Submarket Study Area



Source: EMSI/Lightcast, CoStar, and the U.S. Census Bureau

The analysis also considers additional geographies to provide context for the analysis. These additional geographies include:

1. Clayton County
2. The Atlanta-Sandy Springs-Roswell Metropolitan Statistical Area (MSA)
3. A five-mile radius from the centroid of HJAIA to provide context regarding broader trends in play around the airport.

The analysis incorporates data from sources such as EMSI / Lightcast (employment), CoStar (real estate), and the U.S. Census Bureau (demographics) in a GIS context to ensure that tract, point, or block-group-level data aligned as closely as possible to the Submarket study area boundary.

C.1.1. Household and Employment Trends

A comparison of 2010 and 2022 demographic and employment data for the Study area, Clayton County, and the MSA reveal patterns of change and helps to position the Submarket study area within the context of larger regional trends.

Submarket study area population has increased since 2010, having grown at a faster average annual rate compared to Clayton County and the MSA (**Table C-1**). As of 2022, the Study area population comprised 9 percent of Clayton County's population. A quarter of the population increase since 2010 in Clayton County occurred in the Study area. In all three geographies, household formation took place at a marginally faster rate compared to population growth between 2010 and 2022.

Table C-1: Population and Household Summary Table (2010-2022)

Population					
Geography	2010	2019	2022	2010-2022 % Change	2010-2022 Annualized Growth Rate
Submarket Study Area	17,279	20,240	26,323	52%	3.6%
Clayton County	260,156	283,538	296,312	14%	1.1%
MSA	5,125,113	5,862,424	6,094,752	19%	1.5%
Number of Households					
Geography	2010	2019	2022	2010-2022 % Change	2010-2022 Annualized Growth Rate
Submarket Study Area	7,092	8,585	11,089	56%	3.8%
Clayton County	86,546	94,279	104,820	21%	1.6%
MSA	1,874,002	2,104,360	2,243,738	20%	1.6%

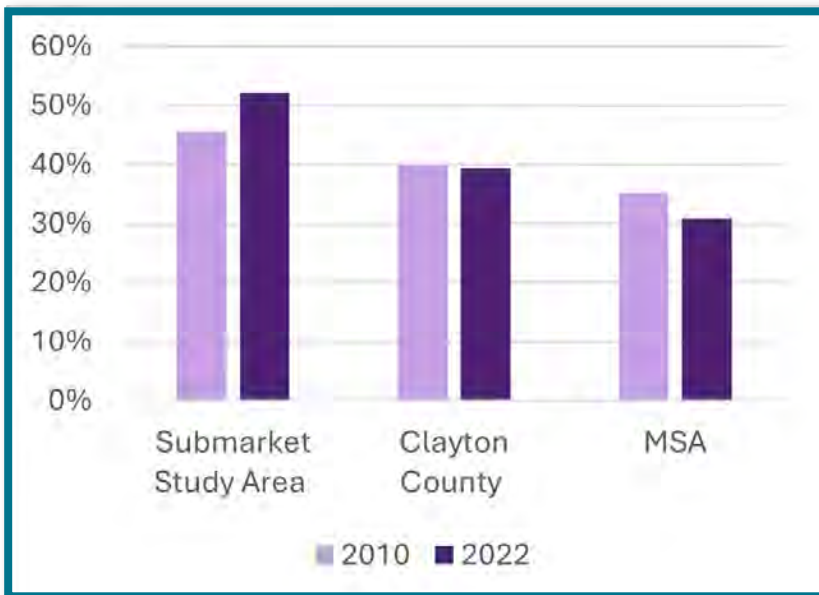
Table C-2: Median Household Income (2010 and 2022)**

	2010	2022
Submarket Study Area	\$42,800	\$43,000
Clayton County	\$57,400	\$56,200
MSA	\$76,300	\$82,600

** In 2022 dollars, adjusted for inflation

Table C-2 and **Figure C-2** provide an overview of household income for the Submarket study area and comparison geographies. As of 2022, the MSA had the highest median household income of the three geographies in context with the Submarket study area which had the lowest at \$43,000. Median household income between 2010 (adjusted for inflation) and 2022 in the Submarket study area and Clayton County remained flat over the 12-year period, while median household income in the MSA increased. Limited income growth in the Submarket study area is a concern, which may correlate with constrained resident access to quality jobs as well as other factors.

Figure C-2: Percent Households by Income Break (2010 and 2022)



The change in households by income breaks between 2010 and 2022 shown in **Figure 3-9** demonstrates that the number of households earning less than \$50k annually has decreased across all analysis geographies and the number of households in higher annual income ranges increased. The MSA's proportion of households earning more than \$100k increased from about 25 percent in 2010 to 40 percent in 2022.

Figure C-3: Percent Cost-Burdened Households (2010 and 2022)



The disparities in income affect housing affordability for lower income households. A cost-burdened household is defined as a household spending over 30 percent of its gross income on rent or mortgage. **Figure C-3** shows the cost-burdened household estimates from 2010 and 2022 for the three geographies. Notably, while the percentage of cost-burdened households did not increase in Clayton County and the MSA, it did increase in the Submarket study area from about 47 percent in 2010 to above 50 percent in 2022. This indicates that although the proportion of households in the Study area with annual incomes below \$50k decreased during this time period, incomes did not increase fast enough to keep pace with the increase in housing costs.

Table C-3: Total Employment Summary Table

Geography	2010	2022	2010-2022 Annualized Growth Rate
Submarket Study Area	19,311	26,401	2.6%
Clayton County	112,728	134,895	1.5%
MSA	2,426,808	3,117,316	2.1%

Employment trends in the Submarket study area saw a sharp increase in jobs between 2011 and 2012, likely in part due to recovery from the “great recession”, after which employment was fairly stable, with marginal increases until a period of decrease from 2018 to 2020 (**Figure C-4**). Since bottoming out in 2020 at around 22,000 jobs, the Study area recovered jobs throughout 2022. Relative to Clayton County and the MSA, the Submarket study area experienced faster employment growth rate between 2010 and 2022 (**Table C-3**). Of the 22,000 jobs added in Clayton County between 2010 and 2022, the Submarket study area accounted for 32 percent of these jobs.

Figure C-4: Total Employments in Submarket Study Area (2010-2022)



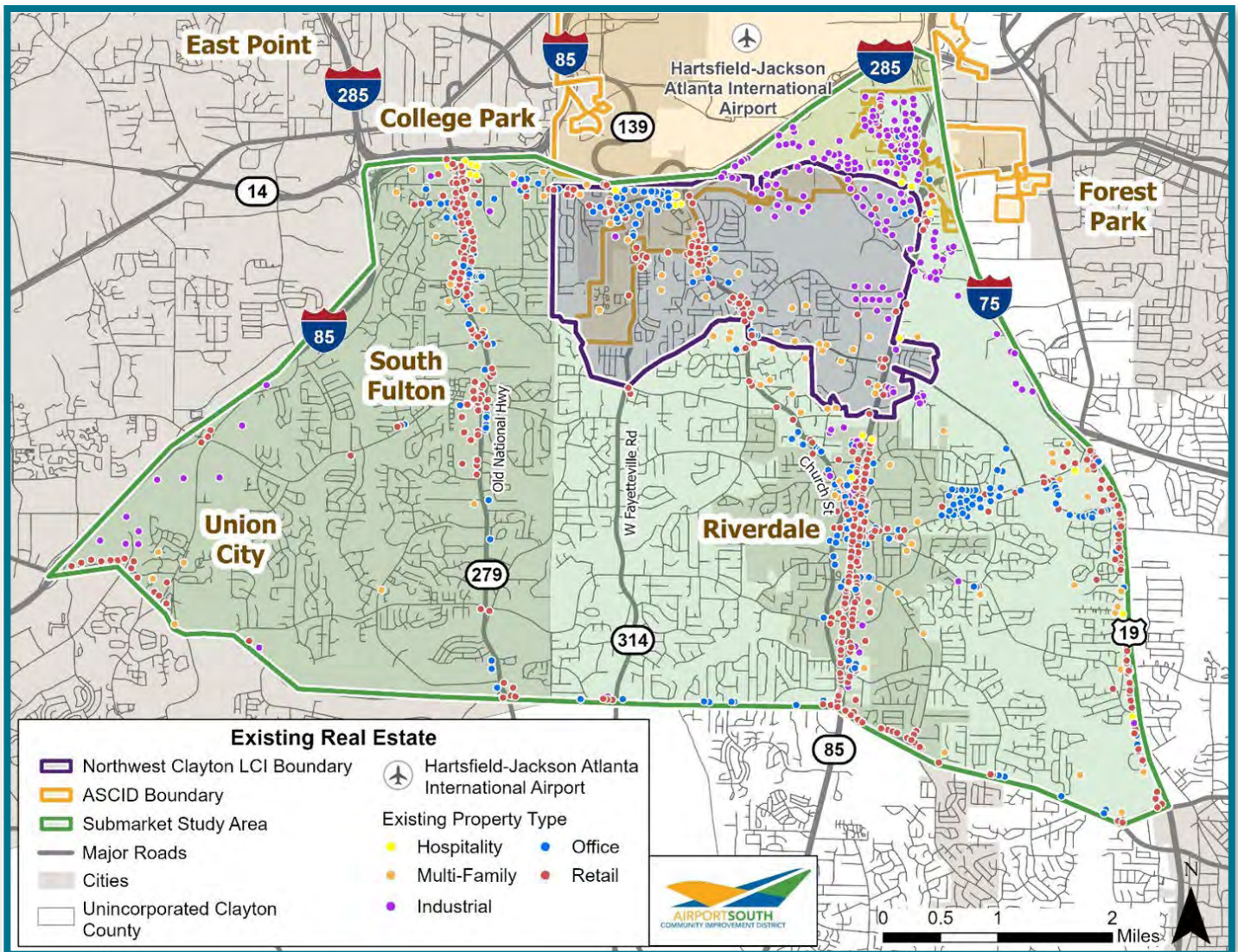
C.1.2. Existing Real Estate

This section provides an assessment of the Submarket study area's real estate market across different property types. The analysis aims to identify development trends and evaluate market performance relative to a wider airport-related market area (defined as a five-mile radius from the HJAIA centroid and referred to as airport radius for the rest of this section), and the MSA.

type and **Figure C- 6** shows the inventory square footage by decade built. Multifamily real estate makes up about 51 percent of total inventory square footage in the study area at more than 4 million square feet (SF) or 4,500 units. This is followed by industrial real estate (3 million SF), office (1 million SF), and retail (700,000 SF). Overall, the analysis points to a real estate inventory which is relatively older compared to noted benchmarks, with a majority of space having been built before 2000 across all product types.

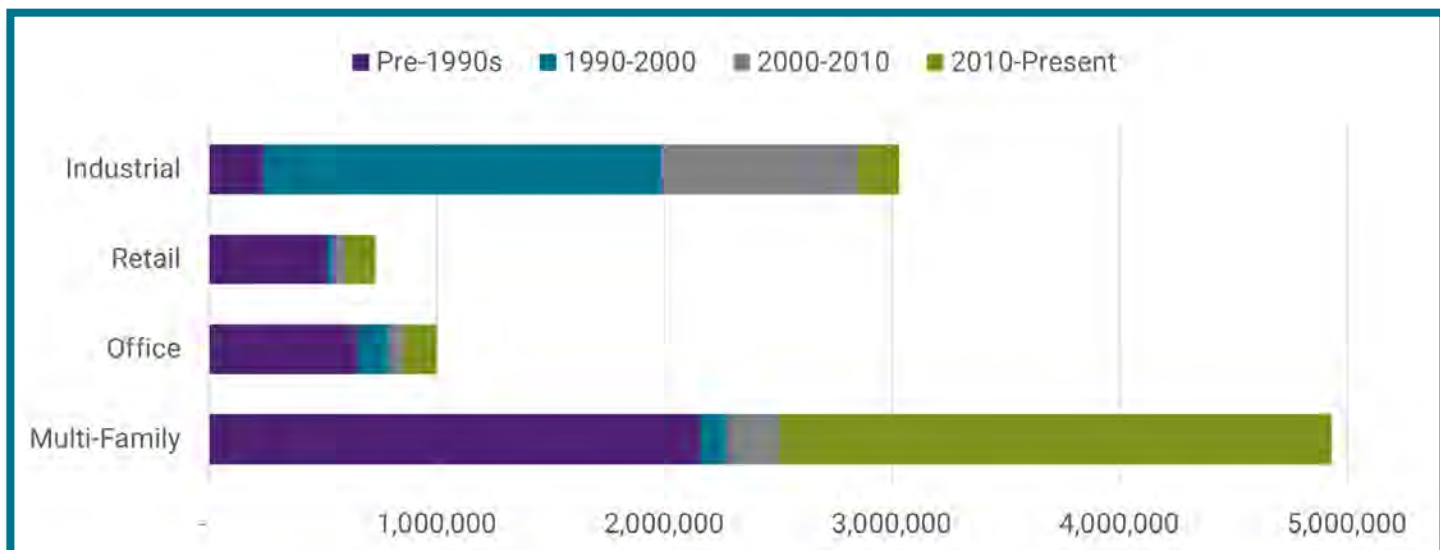
Figure C-5 is a map of the existing real estate inventory in the Submarket Study area by property

Figure C-5: Existing Real Estate by Property Type in the Study Area



Source: EMSI/Lightcast, CoStar, and the U.S. Census Bureau

Figure C-6: Submarket Study Area Real Estate Inventory Square Footage by Decade Built (as of 2024 Year-to-Date (YTD))



Multifamily

The Submarket study area's multifamily inventory was mostly built either before the 1990s or after 2010 (**Figure C-7**). Although about half of the Submarket study area's multifamily inventory was delivered after 2010, the rate of inventory growth has been slower relative to the MSA (**Figure C-8**).

Within the MSA, newer multifamily buildings command a rent premium, but this trend is not clearly exhibited in the Submarket study area and airport radius. The airport radius and the Study area also have

lower average multifamily asking rent, both at around \$1,200 per unit, relative to the MSA's \$1,600 average rent per unit (**Figure C-9**), and rent growth has lagged behind the MSA as well (**Figure C-10**). Since 2021 however, all three geographies have experienced an uptick in vacancies (**Figure C-11**) as the market adjusts to absorb units delivered during the COVID-19 pandemic. Relative under-performance of existing older apartments within the Submarket study area is a concern, with possible connections to slower rates of income growth for local residents suggested in U.S. Census Data.

Figure C-7: Existing Multifamily Inventory by Decade Built (as of 2024 YTD)

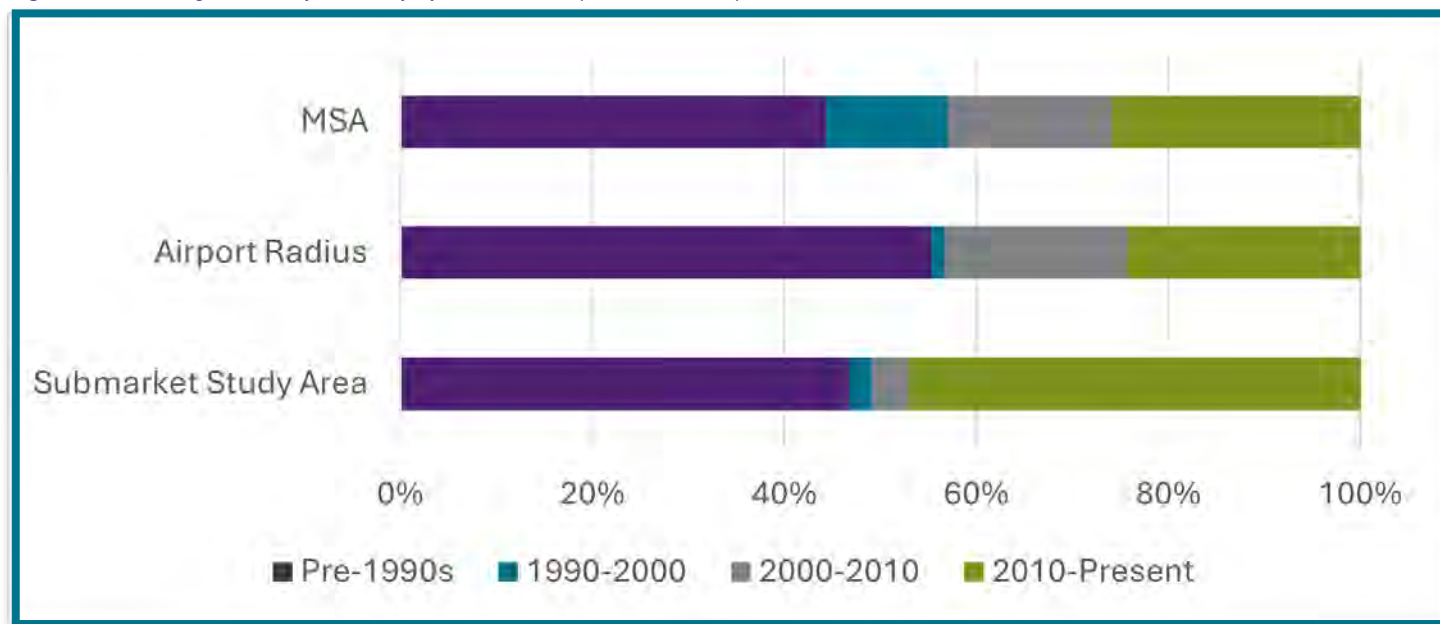


Figure C-8: Multifamily Inventory Growth % Over Baseline (Baseline 100 = 2010) (2010-2024 YTD)

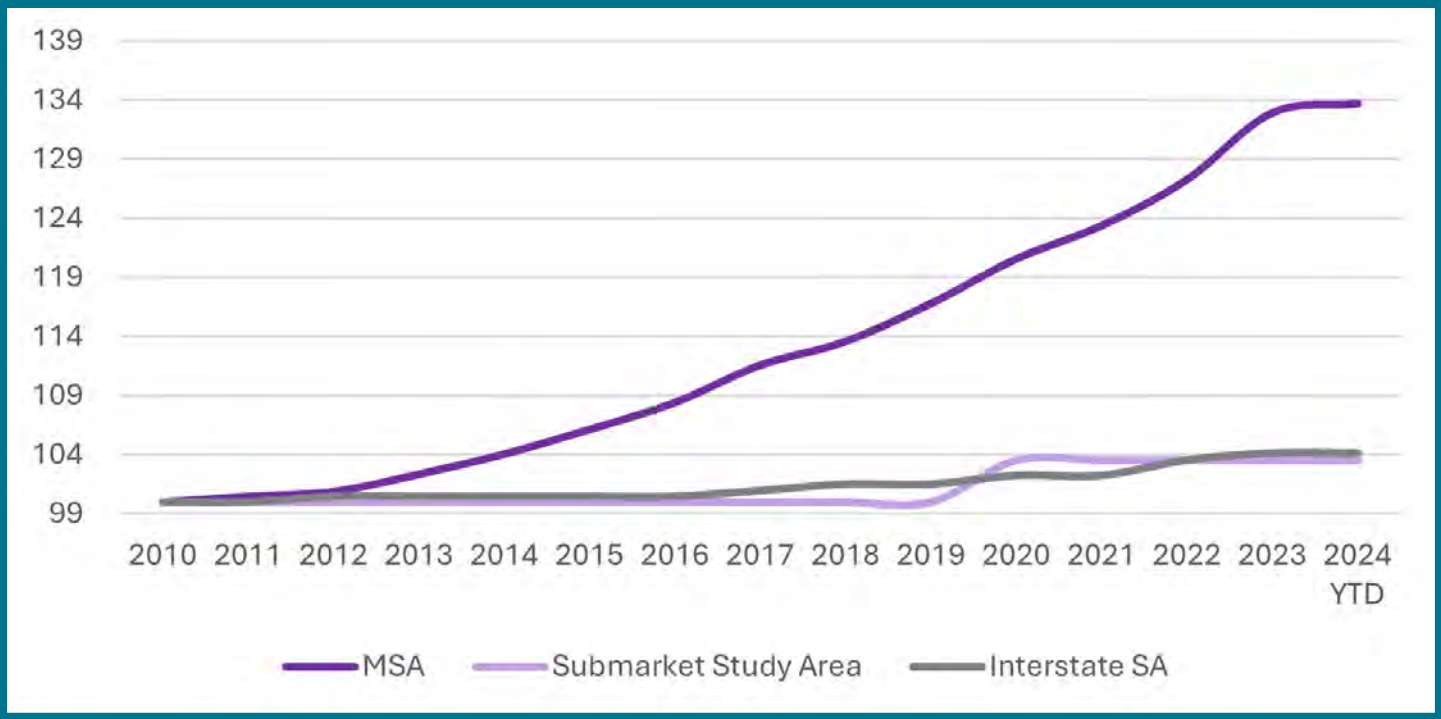


Figure C-9: Multifamily Average Rent/Unit by Decade Built (as of 2024 YTD)

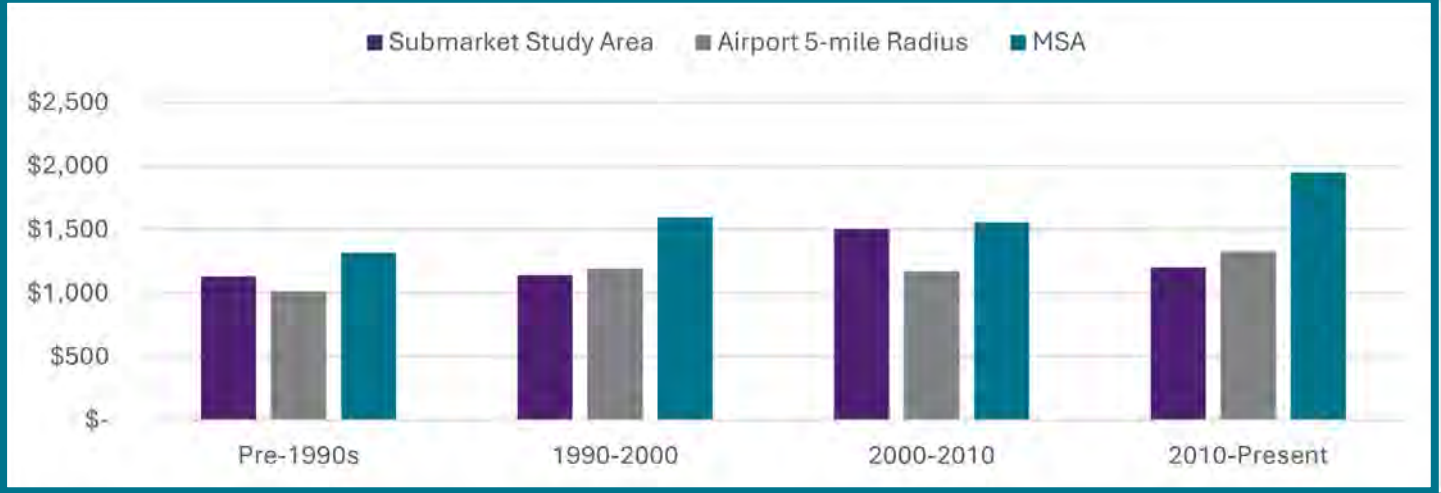
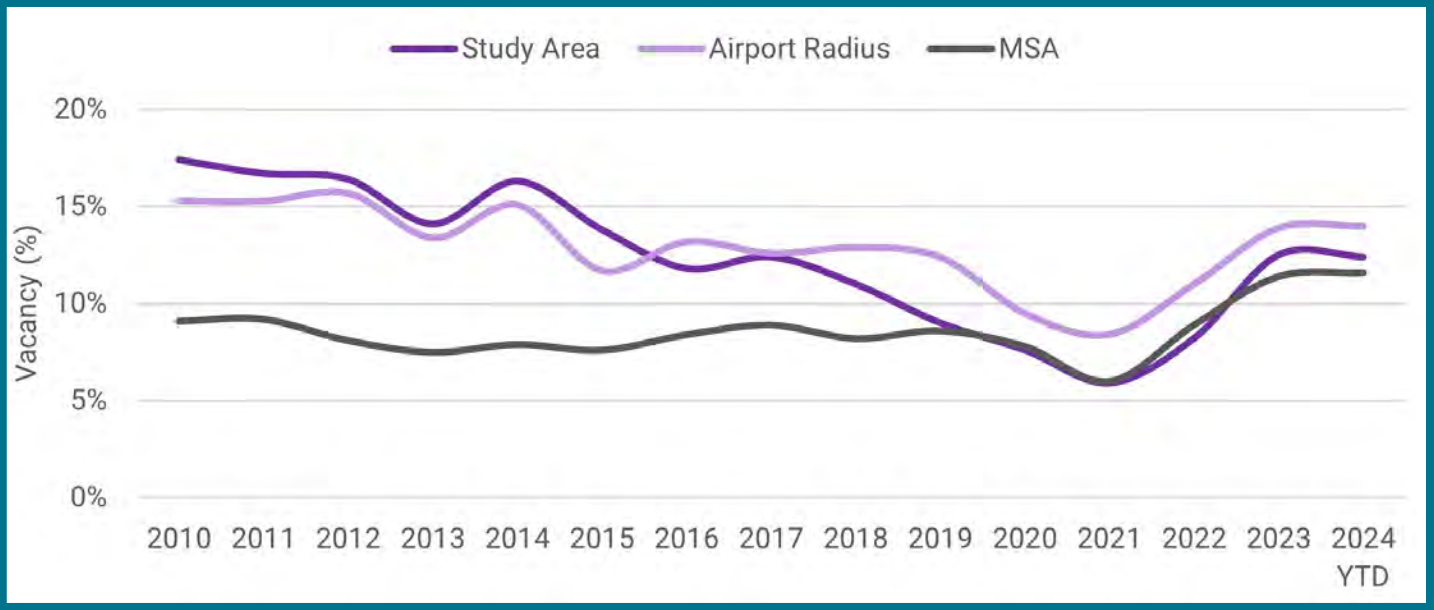


Figure C-10: Multifamily Rent Growth % Over Baseline (Baseline = 2010) (2010-2024 YTD)



Figure C-11: Multifamily Vacancy % (2010-2024)



Industrial

The Submarket study area's industrial inventory is newer relative to the comparison geographies, as only 8 percent was built before the 1990s whereas more than half of the industrial inventory in the airport radius and the MSA were built before the 1990s (**Figure C-12**). Since 2010, the Submarket study area's rate of inventory growth has slowed compared to the MSA (**Figure C-13**). However, the MSA's industrial inventory growth since 2010 indicates a positive trend in the sector within the wider region. Stronger performance for industrial since 2010 is generally consistent with national trends and linked in part to growth of e-commerce.

Overall, the Submarket study area has a larger average industrial building size (71,000 SF) compared to the airport radius (64,000 SF) and the MSA (62,000 SF). Across all three geographies, properties constructed before the 1990s have smaller average building sizes, all measuring less than 60,000 SF. Since 2010, industrial properties have become larger on average (**Table C-4**).

Figure C-12: Existing Industrial Inventory by Decade Built (as of 2024 YTD)

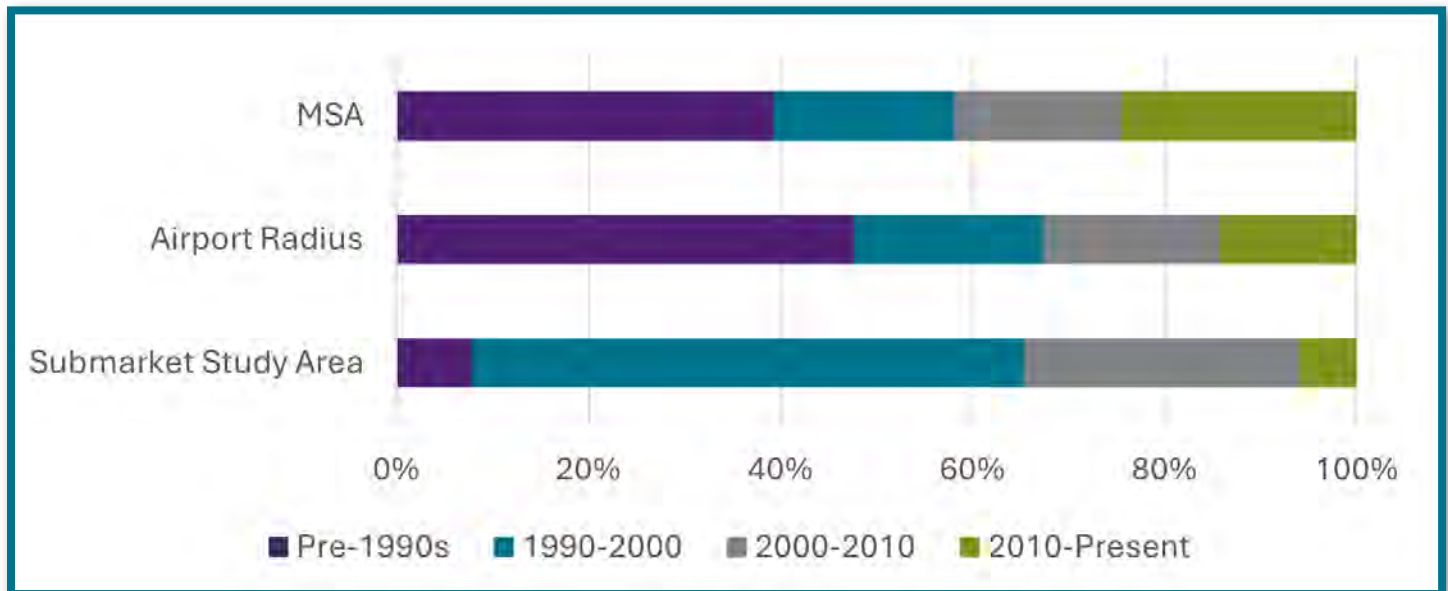


Figure C-13: Industrial Inventory Growth % Over Baseline (2010 Baseline = 100) (2010-2024 YTD)

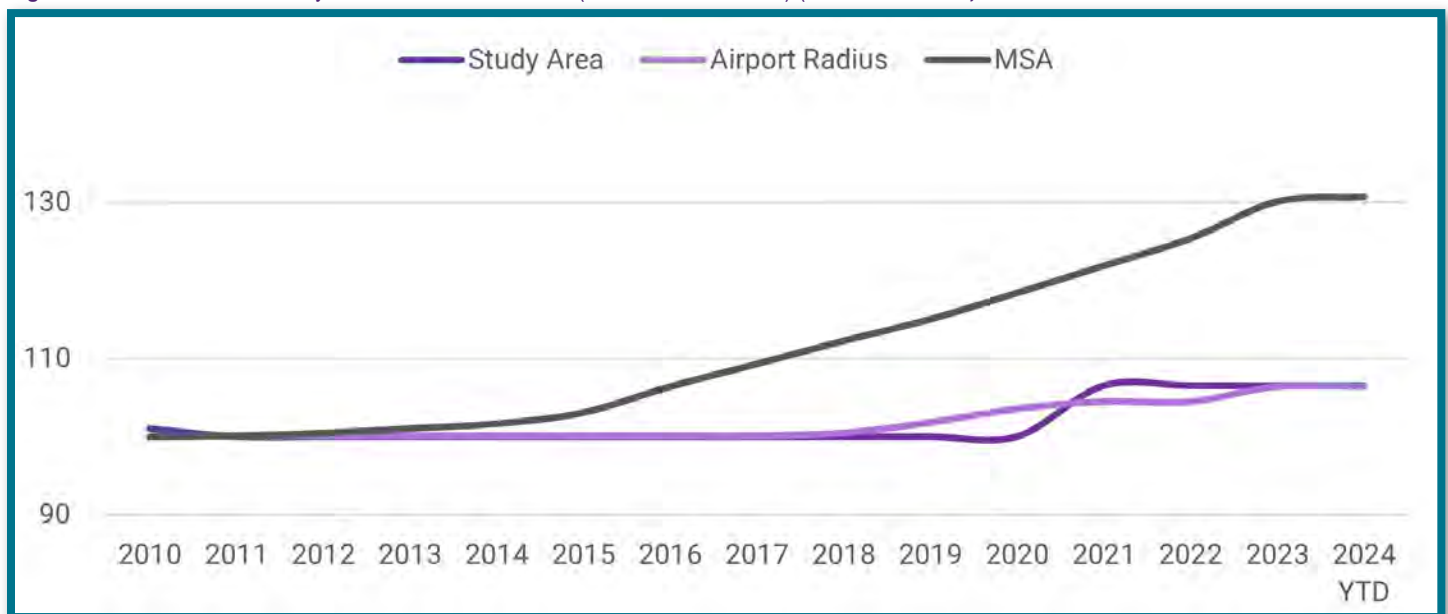


Table C-4: Average Industrial Property Size by Decade (as of 2024 YTD)

	Submarket Study Area	Airport Radius	MSA
All	70,505	64,461	61,959
Pre- 1990s	21,717	43,387	43,972
1990- 2000	79,213	90,908	60,149
2000- 2010	96,648	111,972	58,822
2010-Present	180,300	198,469	221,761

Industrial rents in the Submarket study area experienced slight decreases between 2010 and 2018 before increasing slightly in 2019, industrial rents within the airport radius have been trending positively since 2014, increasing from \$3.40/SF in 2014 to \$6.20/SF in 2020 (**Figure C-14**). This indicates that the wider airport-related industrial market has been increasing in value even though rents in this market remain lower than average industrial rents across the

MSA (**Figure C-15**). Supporting this trend in increasing rents is the decrease in industrial vacancy across all geographies since 2010 (**Figure C-16**).

Figure C-14: Industrial Average Rent/SF by Decade Built (2024 YTD)

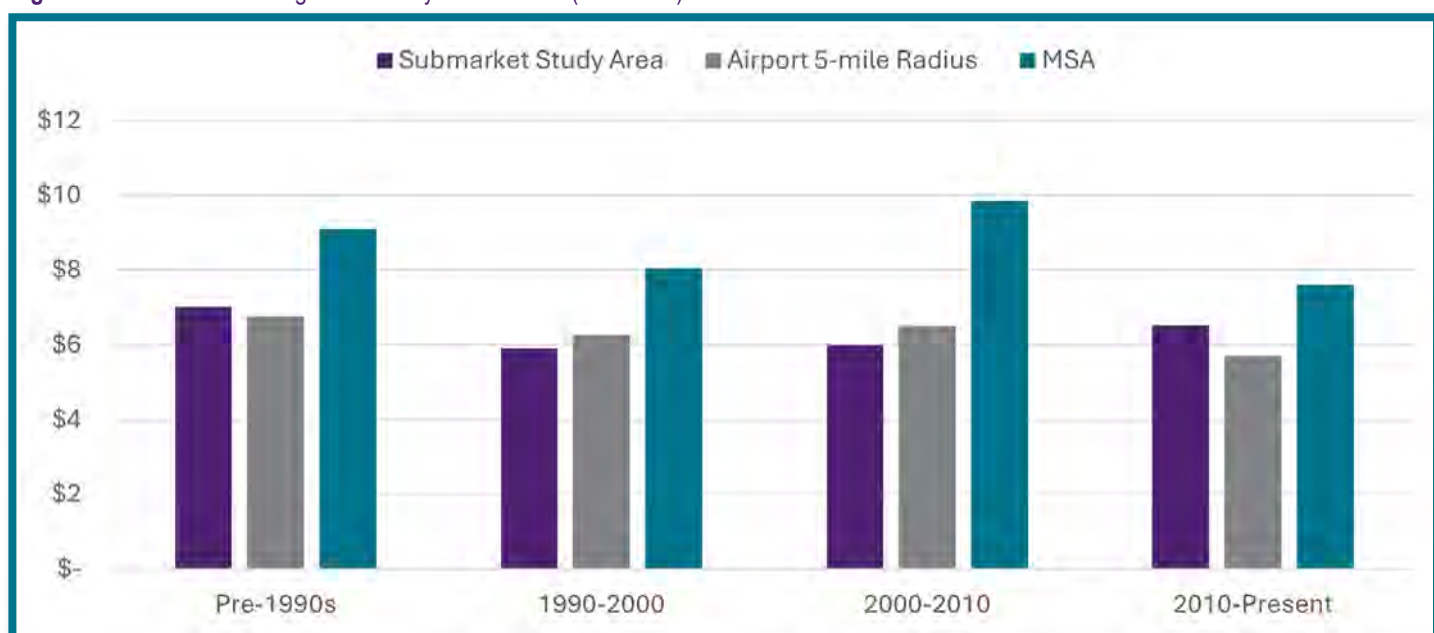
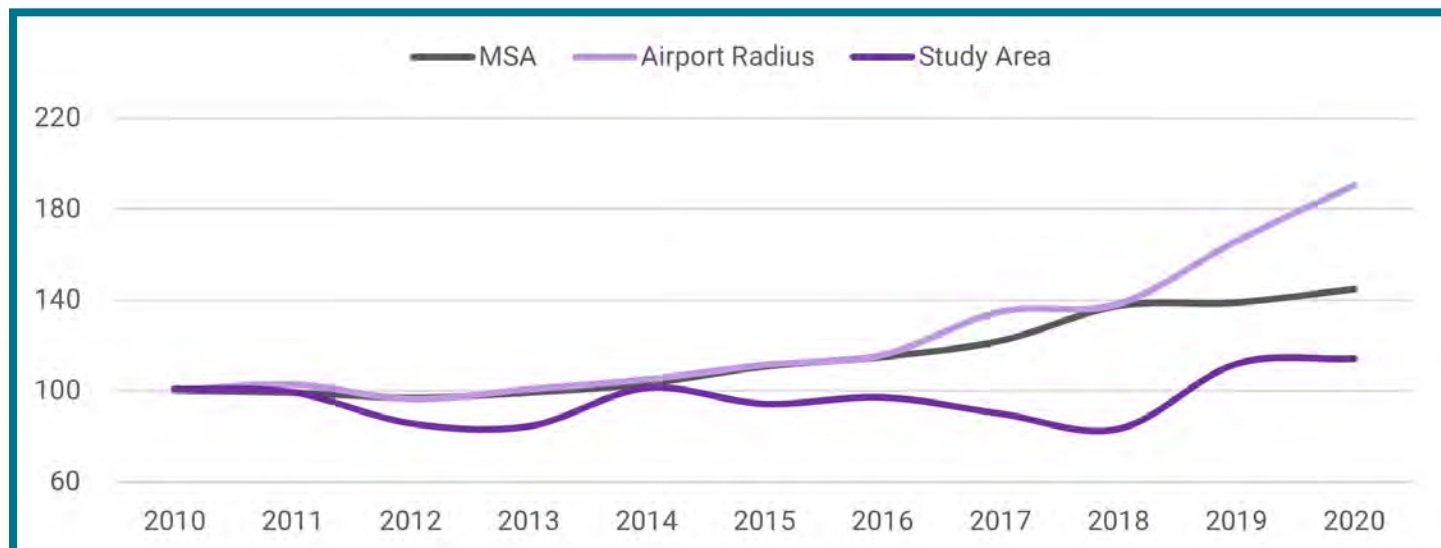
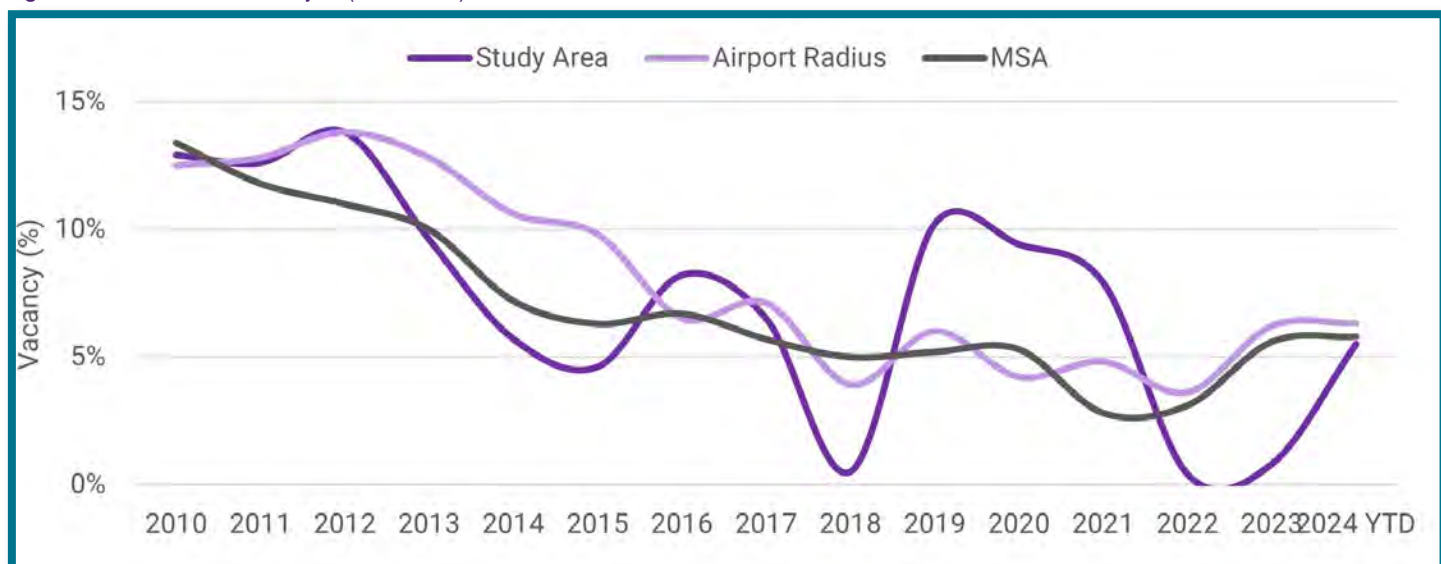


Figure C-15: Industrial Rent Growth % Over Baseline (2010 Baseline = 100)*



* This chart only shows data up to 2020 due to data limitations on industrial rents in the Study area since 2020.

Figure C-16: Industrial Vacancy % (2010-2024)



Office

Across the three geographies, existing office inventory is mostly made up of square footage built before 2000 (**Figure 3-24**). Most prominently, the Submarket study area office inventory is made up of over 60 percent stock that was built before the 1990s. Although the MSA saw the fastest increase in office inventory relative to the airport radius (**Figure 3-25**), it only saw an 11 percent increase in inventory square footage

between 2010 and 2024 YTD, indicating a regional slowdown in office construction. The older age of existing office stock in the Submarket study area is a concern given broader impacts of remote / hybrid work on office demand. While there are expectations for recovery in office demand into 2025 and beyond, tied to market interest in modern buildings with access to enhanced amenities in mixed use environments, older office buildings with limited mixed-use amenities are increasingly at a competitive disadvantage.

Figure C-17: Existing Office Inventory by Decade Built

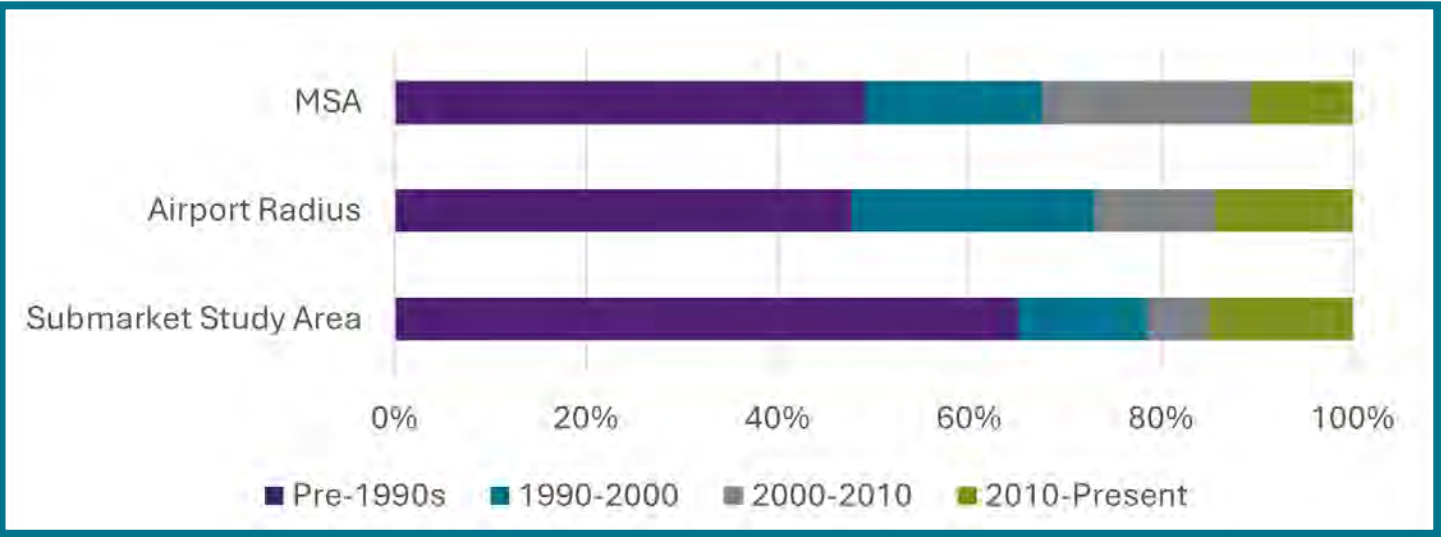
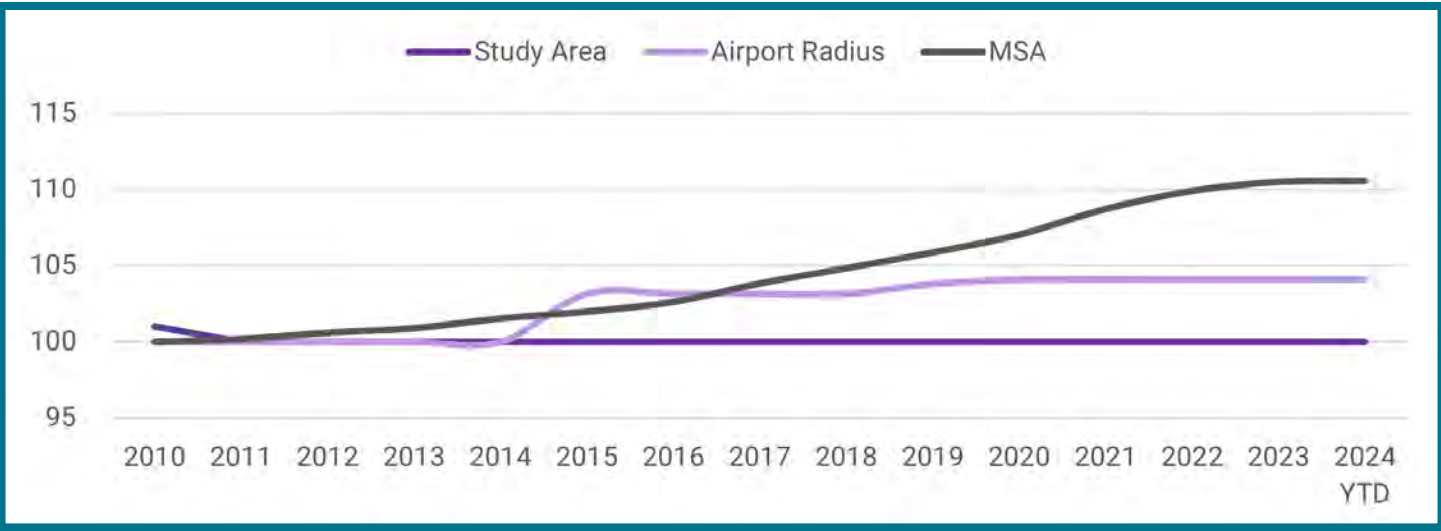


Figure C-18: Office Inventory Growth % Over Baseline (Baseline = 2010)

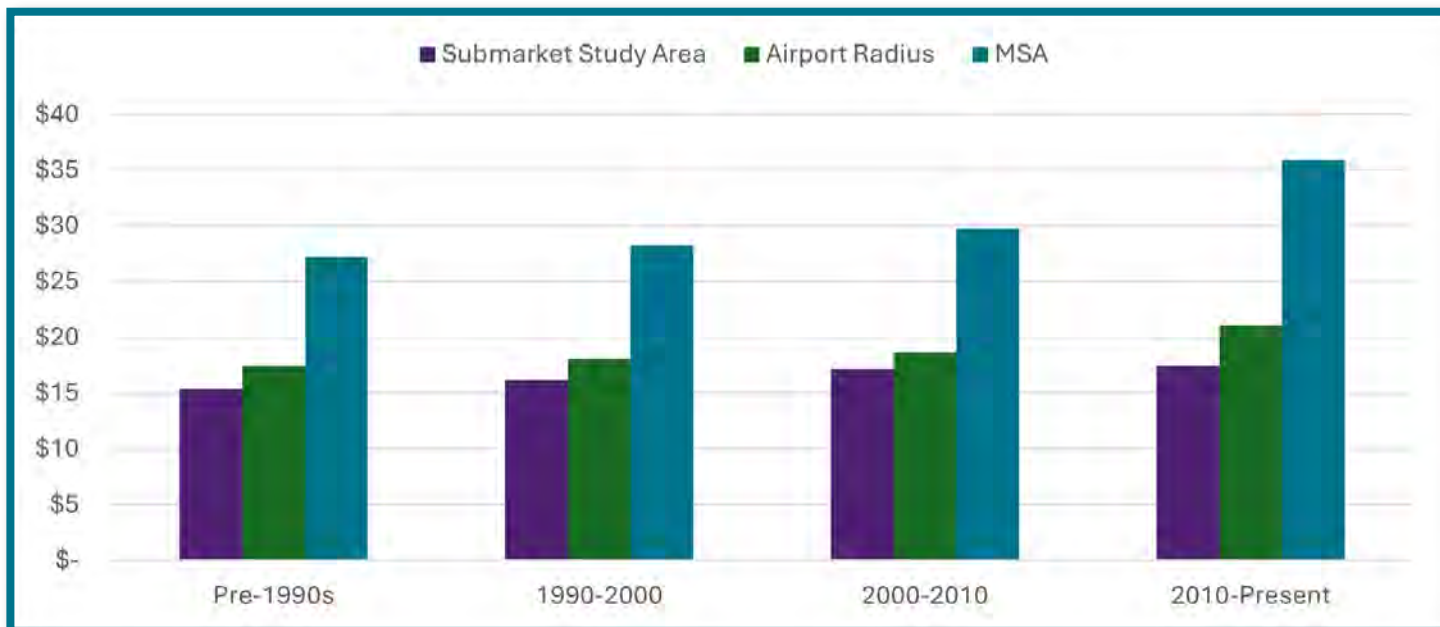


As of 2024, MSA office rents are higher on average at \$28.97/SF compared to the airport radius (\$21.05/SF) and the Study area (\$13.52/SF). Office rents in the Study area and the airport radius for newer buildings are only marginally higher than rents in older properties (Figure C-19), despite being larger in size (Table C-5).

Table C-5: Average Office Property Size by Decade Built (as of 2024 YTD)

	Submarket study Area	Airport Radius	MSA
All	20,447	16,456	21,117
Pre-1990s	16,732	9,853	16,829
1990-2000	33,605	57,072	32,144
2000-2010	21,711	24,446	21,255
2010-Present	49,927	51,581	48,743

Figure C-19: Office Average Rent/SF by Decade Built (2024 YTD)



Despite having lower rents compared to the MSA average, both the airport radius and the Submarket study area have experienced steady rent growth since 2019 (Figure C-20) and have low vacancies (Figure C-21).

Figure C-20: Office Average Rent/SF by Decade Built (2024 YTD)

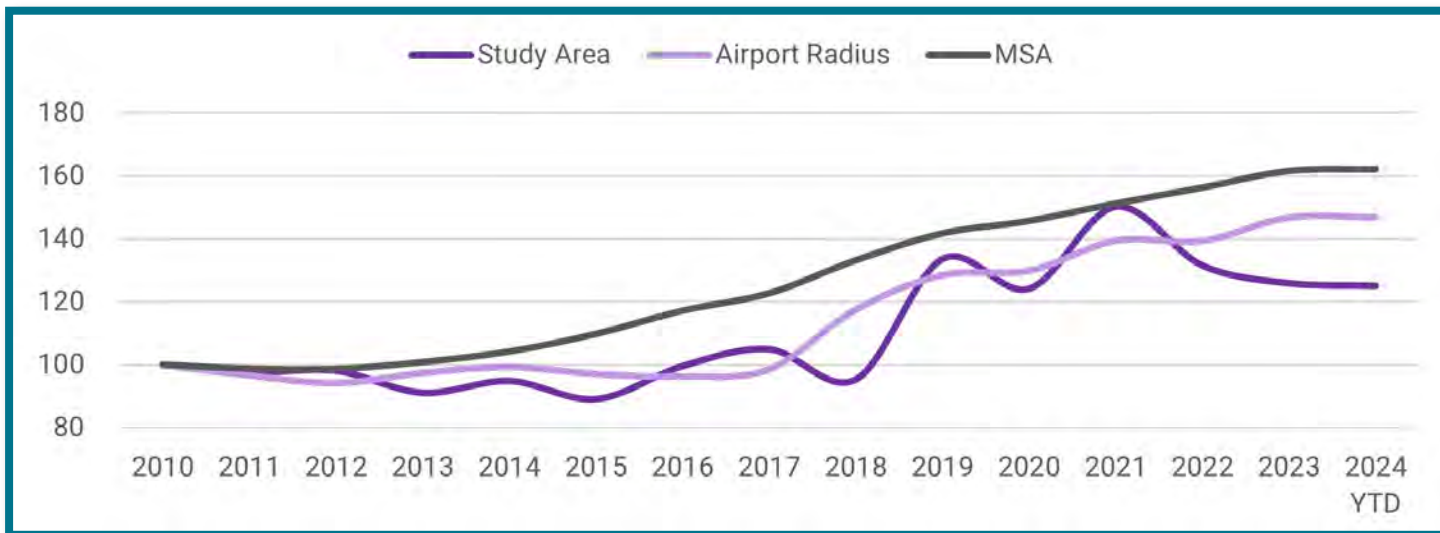
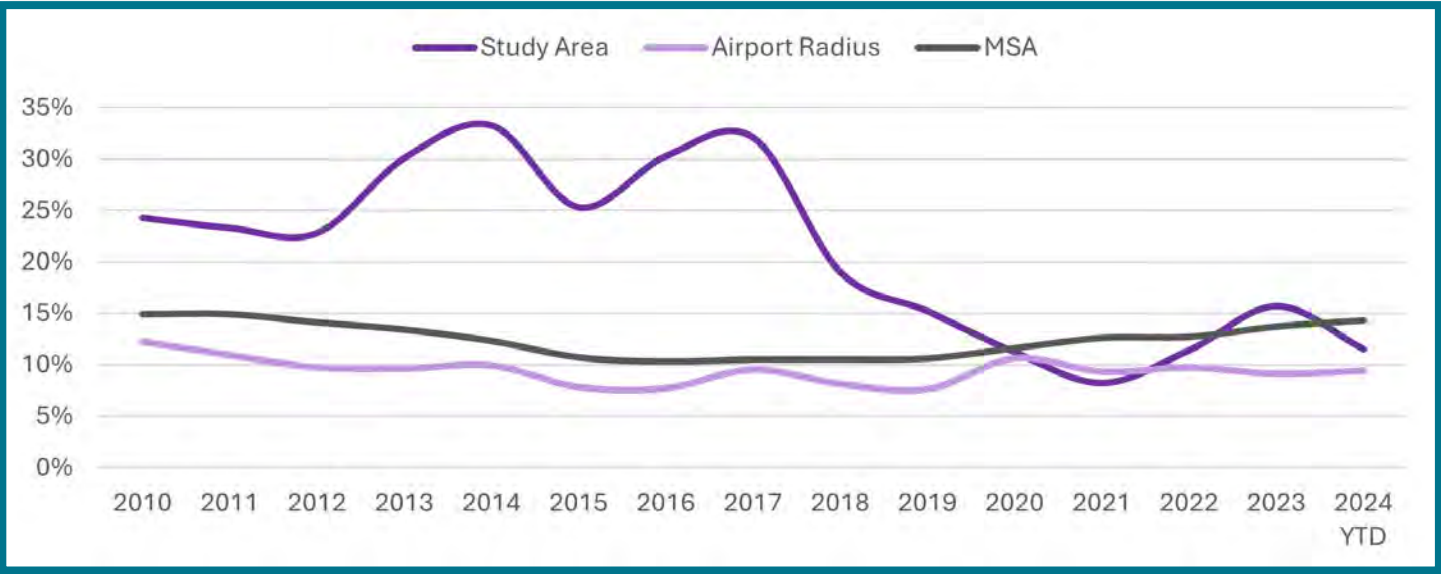


Figure C-21: Office Vacancy (%) (2010-2024 YTD)



Retail

The retail inventory in the Submarket study area and the airport radius are made up of more than 70 percent stock built before the 1990s compared to only 40 percent in the MSA (Figure C-22). This is reflected in stagnant retail inventory growth (Figure C-23) in recent years, a trend which is not inconsistent with national trends, as the retail sector adjusts to the impact of the “retail apocalypse” and e-commerce. Retail rent growth had been subdued across the MSA since 2016 despite being higher on average per SF (Figure C-24) compared to the Study area and the airport radius (Figure C-25). Comparatively, the Study area’s retail rents had increased between 2010 and

2011, this was followed by a slow decline from 2011 to 2018. Between 2018 and 2023, rents experienced two cycles of ups and down. Since 2010, all three geographies experienced decreases in average vacancies (Figure C-26). However, the Study area has experienced an uptick in vacancy since 2021. Looking forward to 2025 and beyond, expectations for recovery and growth in retail are emerging, albeit with a firmer link to growth in rooftops within 3-5 miles. One primary difference moving forward are retailer expectations that 25 percent to 50% of all retail transactions will start electronically.

Figure C-22: Existing Retail Inventory by Decade Built (as of 2024 YTD)

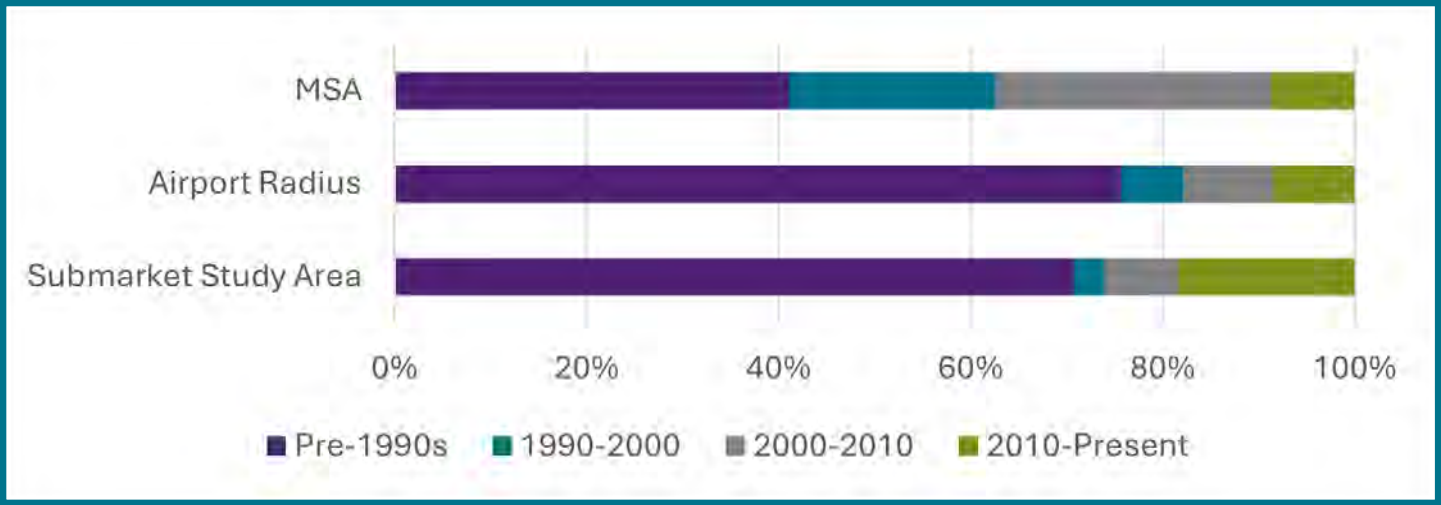


Figure C-23: Retail Inventory Growth % Over Baseline (Baseline = 2010) (2010-2024 YTD)



Figure C-24: Retail Average Rent/SF (as of 2024)

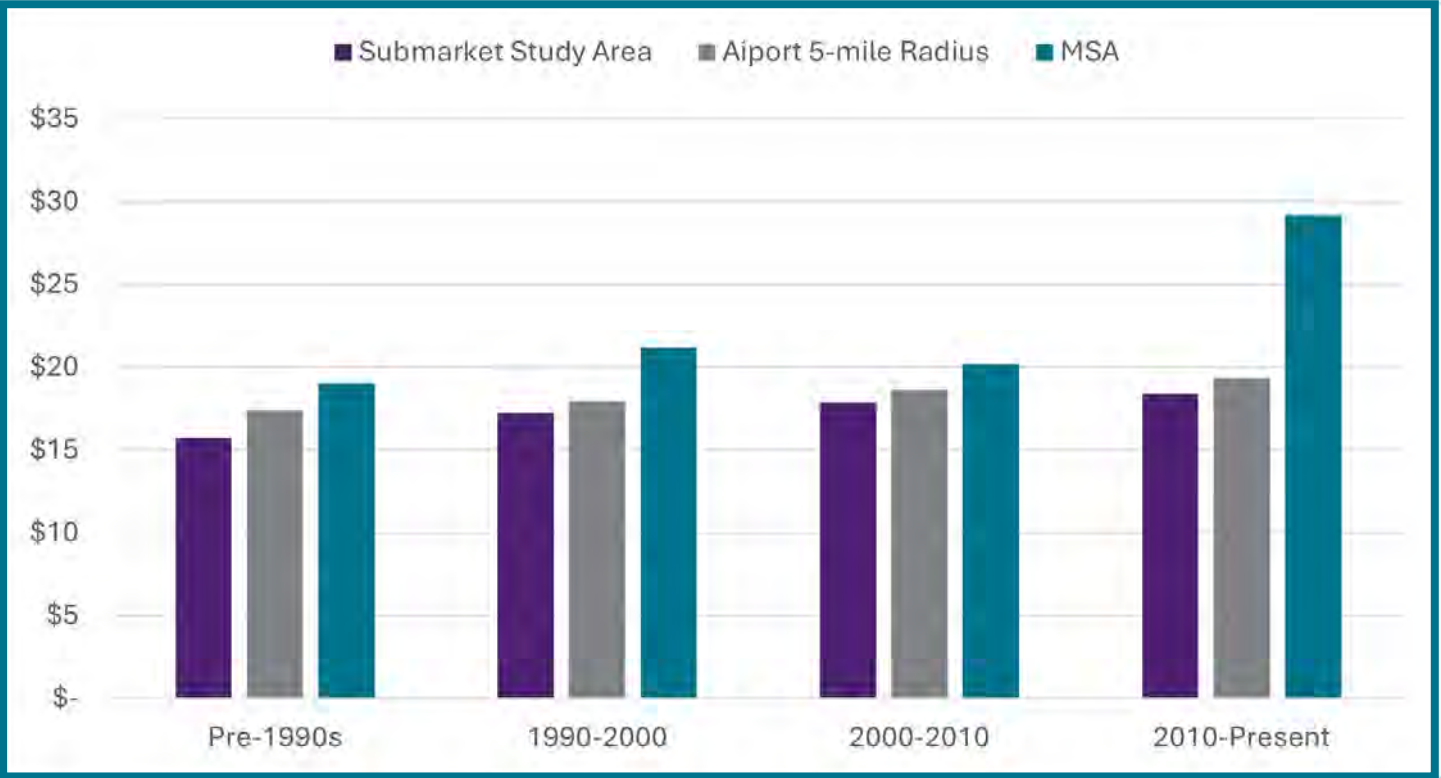


Figure C-25: Retail Rent Growth % Over Baseline (Baseline=2010) (2010-2024 YTD)

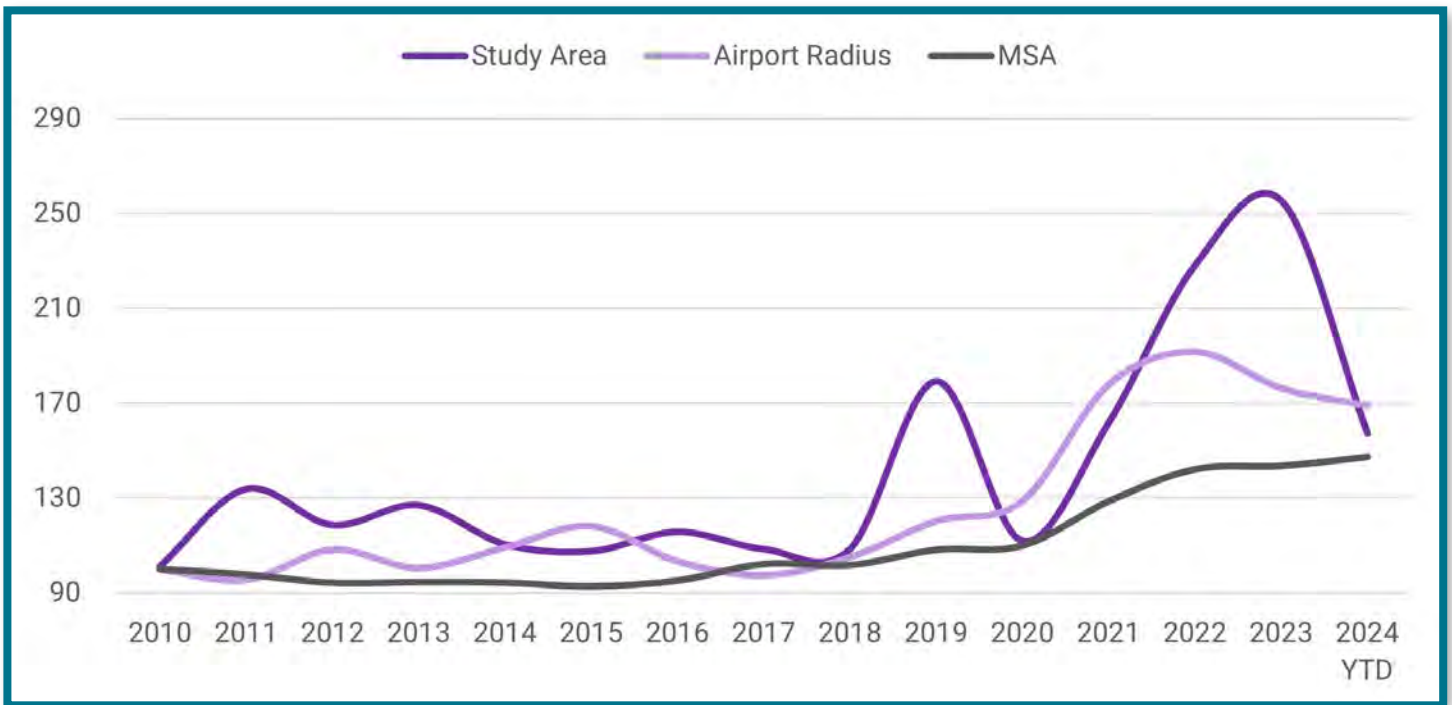
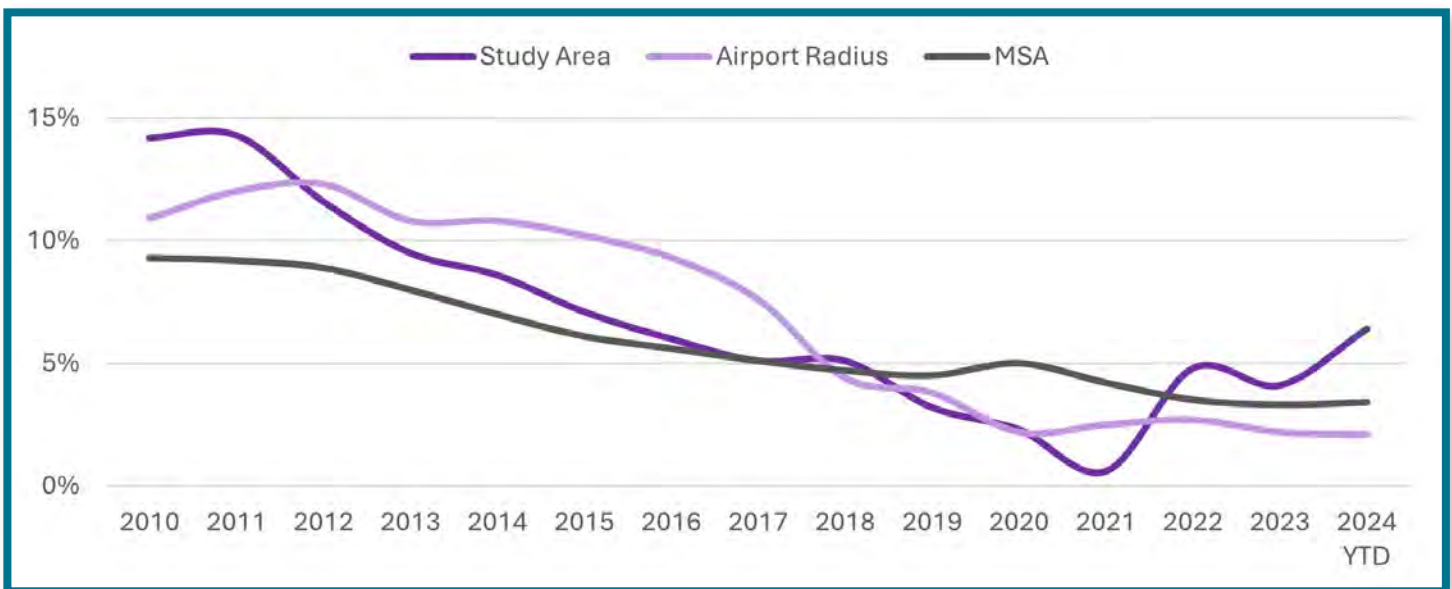


Figure C-26: Retail Vacancy (%) (2010-2024 YTD)



Appendix D: Public Engagement Materials

D.1 Flyers and Eblasts

Figure D-1: Flyer for Public Meeting #1

Only Action Will Improve Airport South

Residents, business owners, employers, developers, and members of the NW Clayton Community are asked to provide feedback on the area's growth, development, and improvements. By attending the upcoming virtual public meeting for the NW Clayton Livable Centers Initiative Study, participants will learn how the Airport South Community Improvement District (ASCID) is addressing challenges and exploring opportunities for improving multi-modal access and connectivity, safety, workforce housing, placemaking, and transit-oriented development.

Don't miss this opportunity for your voice to be heard. Your input is critical to the success of the study and the future of NW Clayton.




JOIN US VIA ZOOM!

**Tuesday, May 21,
6:00 p.m.**



Learn more at aacids.com



SCAN TO REGISTER

Figure D-2: E-Blast for Public Meeting #1

Dear Valued Stakeholder,

WE WANT TO HEAR FROM YOU!

Join us **May 21st at 6:00PM** for our **1st virtual public meeting** to share your valuable feedback!

Northwest Clayton County is in the process of updating the Airport South Community Improvement District's comprehensive recommendations to enhance the livability, sustainability, and accessibility of the Northwest Clayton study area.

The study will build a set of recommendations aimed at enhancing multimodal access, safety, and infrastructure for the area's residents, employers, and visitors; promoting workforce housing and transit-oriented development; expanding multimodal connections to the area's largest employers; and establishing a regional identity and sense of place through art and placemaking.

The public meeting is a virtual opportunity for the community to provide essential input on these changes and your vision for the future!

Be sure to register! We look forward to meeting with you soon!
Virtual Public Meeting | Tues, May 21st at 6:00 p.m.
 Click [HERE](#) to register & join via Zoom:

Thank you in advance for your support!
 - Airport CID_LCI Project Team

Figure D-3: Flyer for Public Meeting #2

NW Clayton Livable Centers Initiative Study

2nd Virtual Public Meeting

We want to hear from you!

Your input is needed to help shape the future of NW Clayton. Join us for our 2nd virtual public meeting to review concepts and recommendations for community improvement, including:

- Catalyst sites for housing, market and economic development
- Multimodal Projects
- Regional Art Placemaking locations and theme opportunities

More information regarding the study:

Airport South Community Improvement District (ASCID) is conducting a study in NW Clayton area designed to build a set of recommendations aimed at enhancing multimodal access, safety, economic development and transit-oriented development while defining a regional identity by establishing multimedia art placemaking throughout the community.

Visit aacids.govocal.com to leave feedback, or read more at aacids.com



ATL
AIRPORT
Community Improvement District
Growing Together. Building Value

AIRPORTSOUTH
Community Improvement District



SCAN TO REGISTER

Join us via Teams
Sept. 23 at 6:00 p.m.

Figure D-4: E-Blast for Public Meeting #2

Dear Valued Community Member,

Your input is needed to help shape the future of NW Clayton! Join us for our 2nd virtual public meeting on September 23rd to review concepts and recommendations for community improvements on housing, market and economic development, transportation, community art projects, and more!

We're hosting our 2nd Virtual Public Meeting on September 23rd @ 6:00 pm

Join via teams at <https://msteams.link/OMNL>

Click on the digital flyer below for meeting details and project updates.

We thank you in advance for your valuable time and input!
NW Clayton LCI Project Team

Figure D-5: Flyer for Public Meeting #3

NW Clayton Livable Centers Initiative Study

3rd Virtual Public Meeting

Join us for the 3rd virtual public meeting to hear what we learned from the community! Participate to discuss final concepts and recommendations for community improvements, including:

- Catalyst sites for housing, market and economic development
- Multimodal Projects
- Regional Art Placemaking locations and them opportunities

More information regarding the study:

Airport South Community Improvement District (ASCID) is conducting a study in NW Clayton area designed to build a set of recommendations aimed at enhancing multimodal access, safety, economic development and transit-oriented development while defining a regional identity by establishing multimedia art placemaking throughout the community.

Visit aacids.govocal.com to leave feedback, or read more at aacids.com



SCAN TO REGISTER:
[MSTEAMS.LINK/4Z2J](https://msteams.link/4Z2J)

Join us via Teams
Jan. 28 at 6:00 p.m.



Figure D-6: E-Blast for Public Meeting #3

Dear Valued Community Member,

Thank you for your participation and input in the NW Clayton LCI Study!

We invite you to join us for our 3rd virtual public meeting on Jan 28th at 6pm to share what we heard and learned from the public for this important initiative. This 3rd and final meeting will be an opportunity to share with you the final key recommendations for housing, market and economic development, transportation, community art projects, and more!

Join via teams at <https://msteams.link/4Z2J>

We look forward to connecting with you soon!
NW Clayton LCI Project Team

D.2 Social Media Graphics

Figure D-7: Social Media Graphics

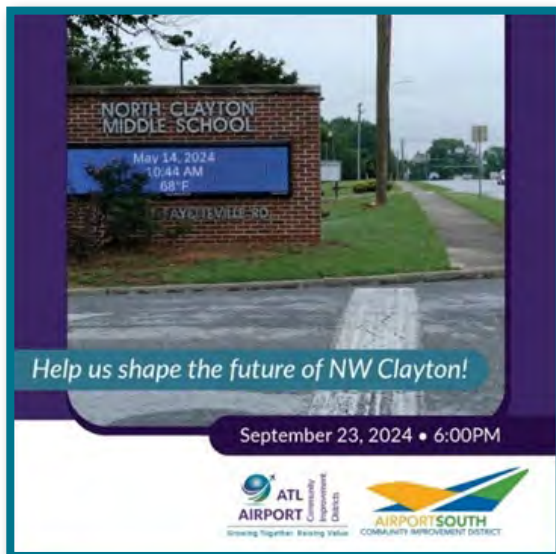
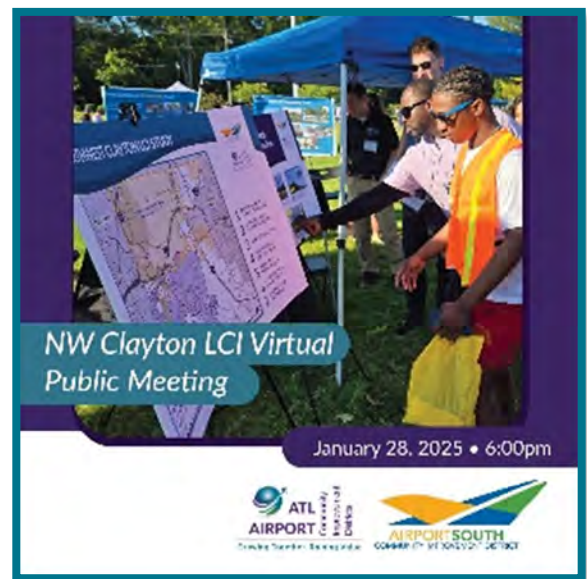


Figure D-8: Social Media Graphics (Cont.)



D.3 Media Advisories

Figure D-9: Media Advisory for Public Meeting

Airport South Community Improvement District NW Clayton LCI Study

Airport South Community Improvement District (ASCID) is hosting a 2nd Virtual Public Meeting on September 23rd at 6:00pm to discuss the current NW Clayton LCI Study designed to enhance the livability, sustainability, and accessibility in the study area.

The project team conducted the 1st public meeting on May 21, 2024, and will now present to the public a set of draft concepts and recommendations aimed at enhancing multimodal access, safety, economic development and transit-oriented development that also defines regional identity by establishing multimedia art placemaking throughout the community.

Join us to be part of the conversation, review the recommendations and share your valuable feedback on the future of NW Clayton!

WHAT:	NW Clayton LCI Study: Virtual Public Meeting #2
WHEN:	September 23, 2024 6:00 p.m.
WHERE:	Join via TEAMS: https://msteams.link/OMNL

D.4 Pop-Up Events

Figure D-10: Pop-Up Event Photos



Figure D-11: Pop-Up Event Photos (cont)



D.5 Pop-Up Event Boards

Figure D-12: Project Overview Board

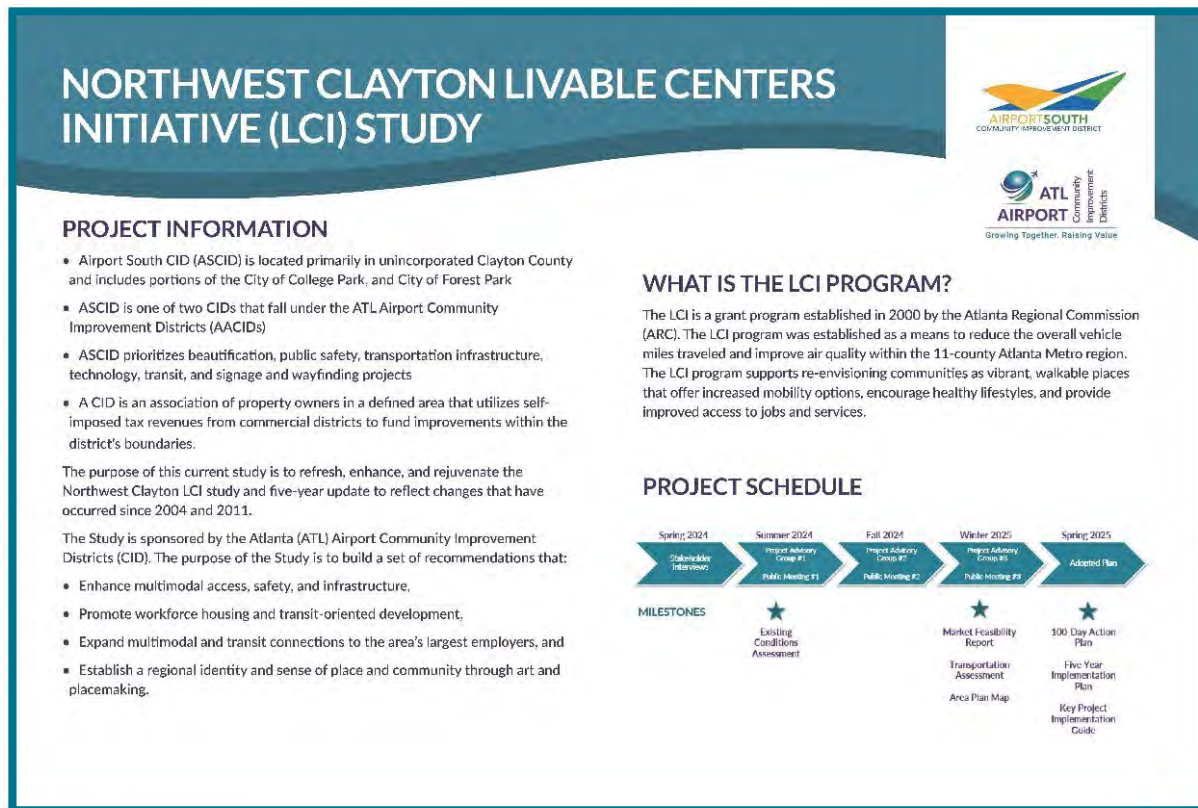


Figure D-13: Intersections for Beautification Board

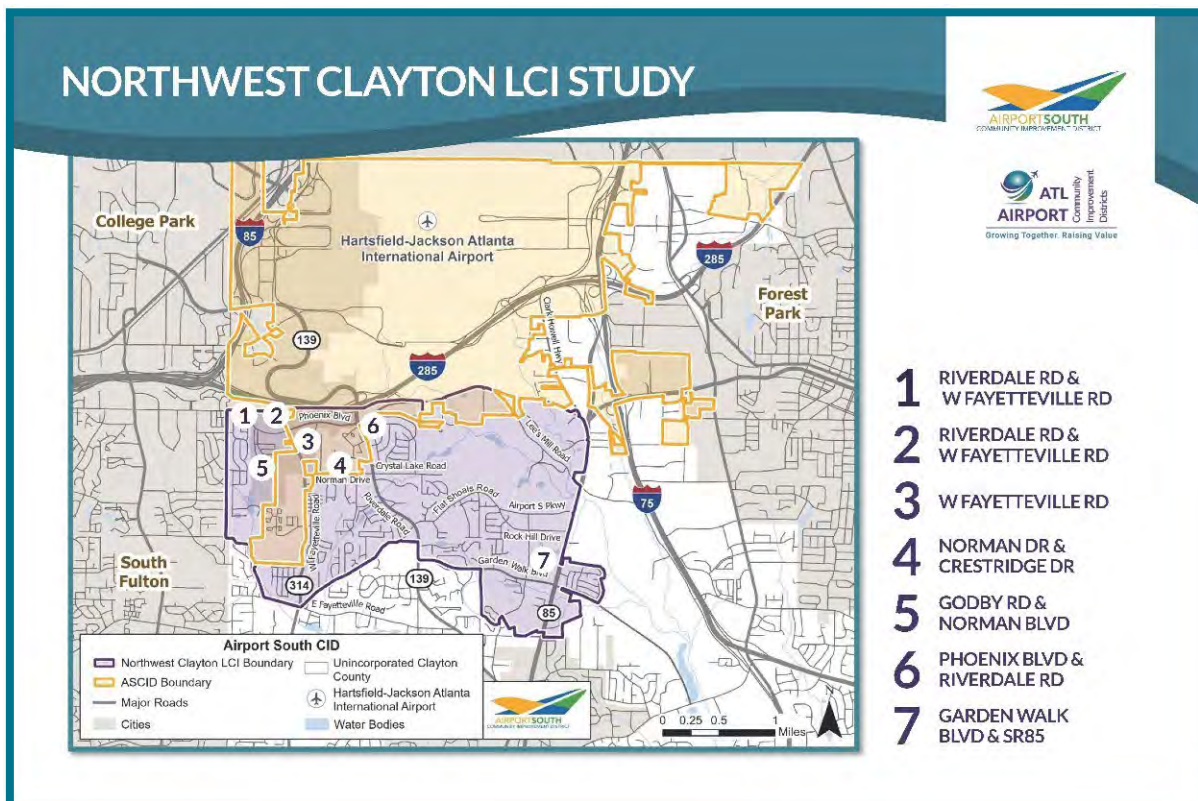


Figure D-14: Intersections for Beautification with Images Board

NW CLAYTON LCI STUDY

Which two locations would you like to see beautification improvements such as public art installations?

i.e. Murals, Statues, Water Features, Gardenscapes, etc.



1 RIVERDALE RD & W FAYETTEVILLE RD



2 RIVERDALE RD & W FAYETTEVILLE RD



3 W FAYETTEVILLE RD



4 NORMAN DR & CRESTRIDGE DR



5 GODBY RD & NORMAN BLVD



6 PHOENIX BLVD & RIVERDALE RD



7 GARDEN WALK BLVD & SR85




Figure D-15: Additional Pop-Up Board: What is Placemaking?

What is *Placemaking*?

As both an overarching idea and a hands-on approach for improving a neighborhood, city, or business development, *placemaking* inspires people to collectively reimagine and reinvent public spaces as the heart of every community or development.

Placemaking is:

- Community-driven
- Visionary
- Adaptable
- Inclusive
- Focused on creating destinations

- Context-specific/Unique
- Dynamic
- Transformative
- Flexible
- Collaborative
- Sociable








Figure D-16: Additional Pop-Up Board: What is Placemaking? (Cont.)



Figure D-17: Additional Pop-Up Board: Some Examples of Placemaking Tools?

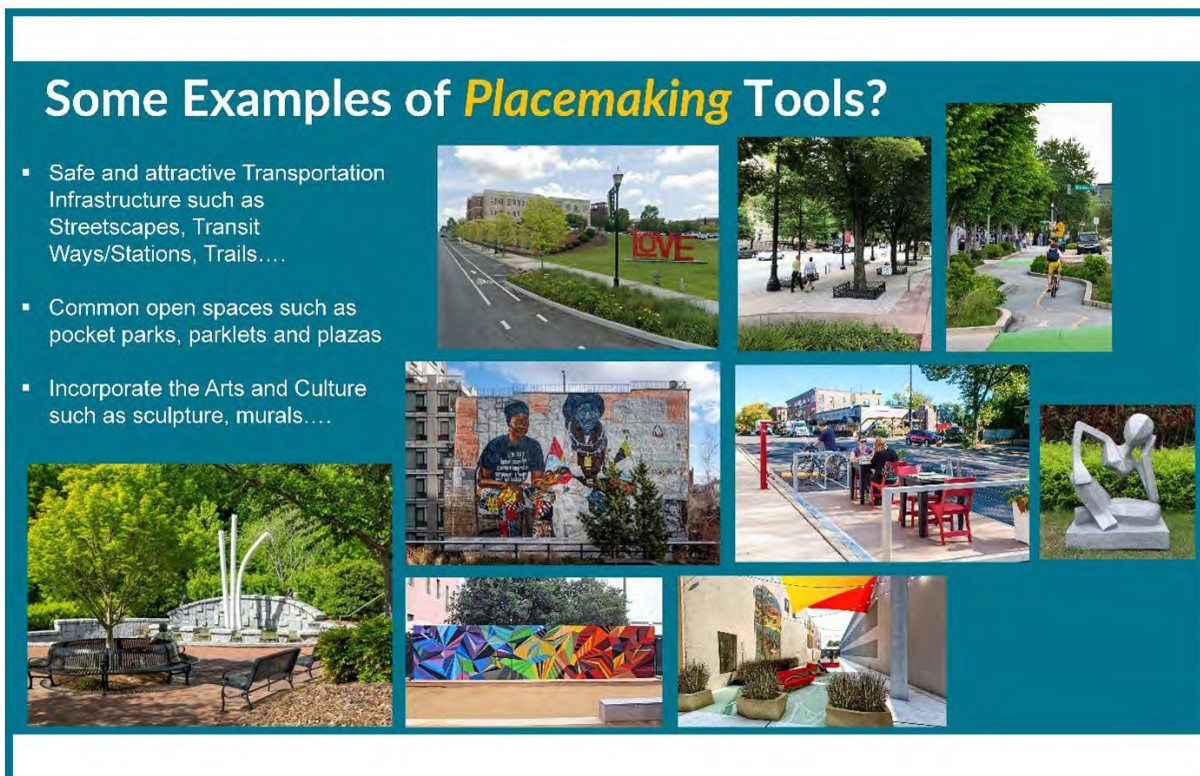


Figure D-18: Additional Pop-Up Board: Some Examples of Placemaking Tools? (Cont.)

Some Examples of *Placemaking* Tools?

- Activate the streets; programmed events, food trucks, art festivals, musicians, farmers markets....
- Gateway features, new wayfinding an informative signage
- Immersive lighting



D.6 Yard Signs

Figure D-19: Yard Signs



D.7 Postcards

Figure D-20: Front of Postcard

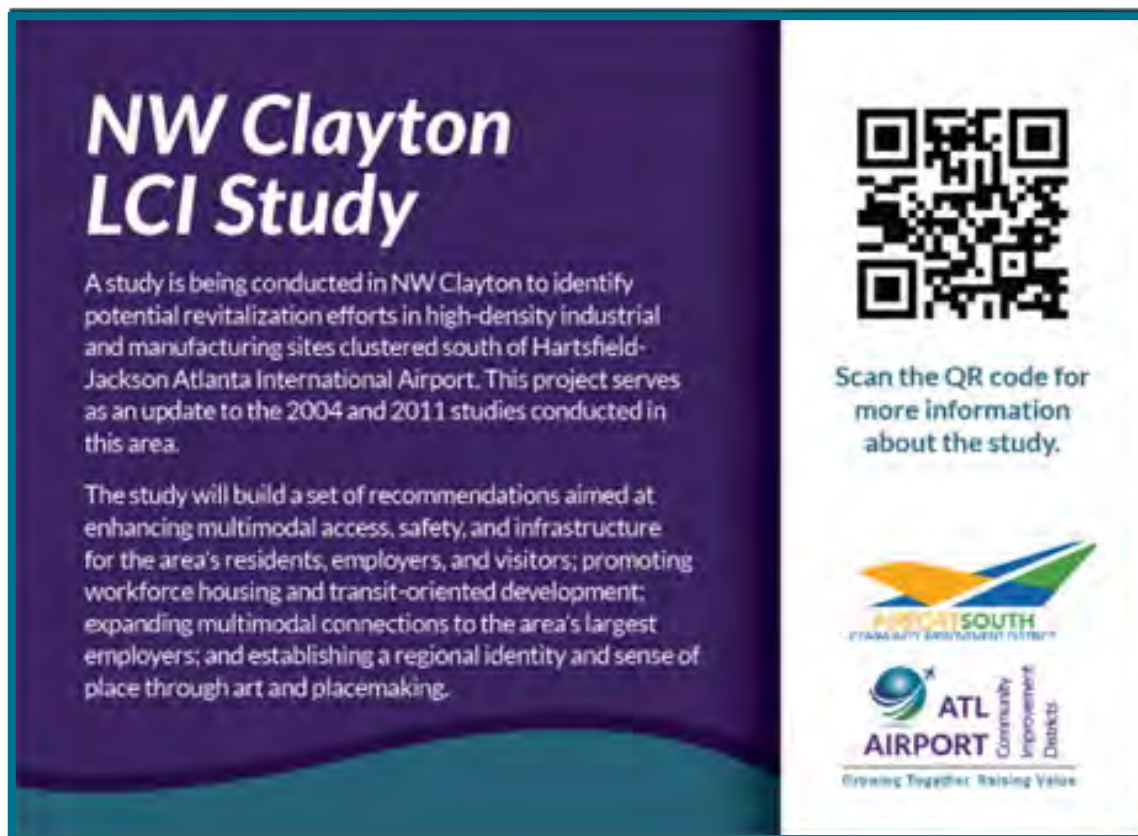


Figure D-21: Back of Postcard



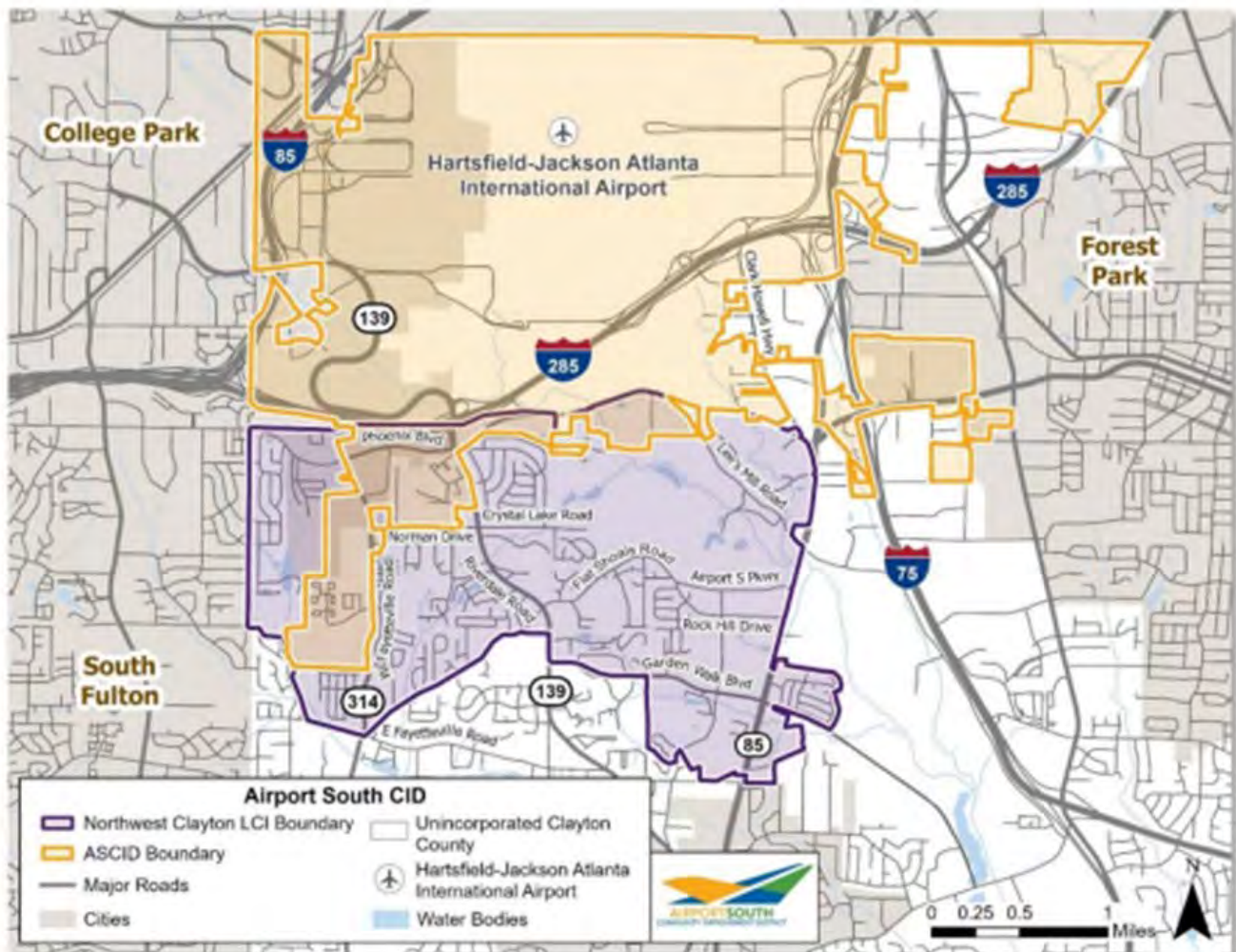
D.8 Public Survey

Figure D-22: Screenshot of Online Public Survey

NW Clayton LCI Study Survey

This survey is being conducted for the 2025 Northwest (NW) Clayton Livable Centers Initiative (LCI) Study. The study is sponsored by Airport South Community Improvement District. The goal of the study is to build a set of recommendations that:

- Enhance multimodal access, safety, and infrastructure
- Promote workforce housing and transit-oriented development
- Expand multimodal and transit connections to the area's largest employers
- Establish a regional identity and sense of place and community through art and placemaking



1) Do you live in the NW Clayton LCI Study Area?

- ☐ Yes
- ☐ No

Appendix E: Study Area Vehicle and Pedestrian Crash Data

E.1 Vehicle and Pedestrian Crash Data by Numetric AASHTOware Safety

Table E-1: Number of Vehicle Crashes by Route/Intersection and Crash Type

Route Name	Intersection Name	Manner of Collision (Crash Type)	Number of Crashes
CRYSTAL LAKE ROAD	RIVERDALE ROAD	Rear End	3
CRYSTAL LAKE ROAD	RIVERDALE ROAD	Head On	2
CRYSTAL LAKE ROAD	NORMAN DRIVE	Rear End	1
CRYSTAL LAKE ROAD	RIVERDALE ROAD	Angle	1
CRYSTAL LAKE ROAD	RIVERDALE ROAD	Angle	1
CRYSTAL LAKE ROAD	RIVERDALE ROAD	Rear End	1
FLAT SHOALS ROAD	RIVERDALE ROAD	Rear End	11
FLAT SHOALS ROAD	RIVERDALE ROAD	Angle	6
FLAT SHOALS ROAD	RIVERDALE ROAD	Sideswipe-Same Direction	5
FLAT SHOALS ROAD	RIVERDALE ROAD	Sideswipe-Opposite Direction	4
FLAT SHOALS ROAD	RIVERDALE ROAD	Not A Collision with Motor Vehicle	3
FLAT SHOALS ROAD	STATE ROUTE 139	Angle	2
FLAT SHOALS ROAD	RIVERDALE ROAD	Head On	1
FLAT SHOALS ROAD	STATE ROUTE 139	Rear End	1
FLAT SHOALS ROAD	RIVERDALE ROAD	Angle	8
FLAT SHOALS ROAD	RIVERDALE ROAD	Rear End	8
FLAT SHOALS ROAD	FLAT SHOALS PARK	Not A Collision with Motor Vehicle	1
FLAT SHOALS ROAD	RIVERDALE ROAD	Head On	1
FLAT SHOALS ROAD	STATE ROUTE 139	Rear End	1
FLAT SHOALS ROAD	RIVERDALE ROAD	Rear End	2
FOREST PARKWAY	STATE ROUTE 85	Sideswipe-Same Direction	1
FOREST PARKWAY	STATE ROUTE 85	Rear End	13
FOREST PARKWAY	STATE ROUTE 85	Angle	6
FOREST PARKWAY	STATE ROUTE 85	Sideswipe-Same Direction	5
FOREST PARKWAY	RIVERDALE ROAD	Rear End	3
FOREST PARKWAY	PHOENIX BOULEVARD	Angle	1
FOREST PARKWAY	PHOENIX BOULEVARD	Rear End	1
FOREST PARKWAY	RIVERDALE ROAD	Angle	1
FOREST PARKWAY	RIVERDALE ROAD	Sideswipe-Same Direction	1
FOREST PARKWAY	STATE ROUTE 85	Rear End	1
GARDEN WALK BOULEVARD	STATE ROUTE 85	Rear End	14

Route Name	Intersection Name	Manner of Collision (Crash Type)	Number of Crashes
GARDEN WALK BOULEVARD	RIVERDALE ROAD	Rear End	6
GARDEN WALK BOULEVARD	STATE ROUTE 85	Angle	6
GARDEN WALK BOULEVARD	STATE ROUTE 85	Sideswipe-Same Direction	5
GARDEN WALK BOULEVARD	RIVERDALE ROAD	Angle	3
GARDEN WALK BOULEVARD	STATE ROUTE 85	Not A Collision with Motor Vehicle	2
GARDEN WALK BOULEVARD	STATE ROUTE 85	Angle	1
GARDEN WALK BOULEVARD	RIVERDALE ROAD	Sideswipe-Same Direction	1
GARDEN WALK BOULEVARD	STATE ROUTE 139	Rear End	1
GARDEN WALK BOULEVARD	STATE ROUTE 85	Not A Collision with Motor Vehicle	1
GARDEN WALK BOULEVARD	STATE ROUTE 85	Angle	1
GARDEN WALK BOULEVARD	RIVERDALE ROAD	Angle	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Rear End	11
STATE ROUTE 85	FOREST PARKWAY	Rear End	9
STATE ROUTE 85	FOREST PARKWAY	Rear End	2
STATE ROUTE 85	FOREST PARKWAY	Angle	2
STATE ROUTE 85	FOREST PARKWAY	Sideswipe-Same Direction	2
STATE ROUTE 85	GARDEN WALK BOULEVARD	Angle	1
STATE ROUTE 85	FOREST PARKWAY	Rear End	2
STATE ROUTE 85	GARDEN WALK BOULEVARD	Rear End	2
STATE ROUTE 85	FOREST PARKWAY	Rear End	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Rear End	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Rear End	13
STATE ROUTE 85	FOREST PARKWAY	Rear End	7
STATE ROUTE 85	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	4
STATE ROUTE 85	FOREST PARKWAY	Sideswipe-Same Direction	3
STATE ROUTE 85	FOREST PARKWAY	Head On	2
STATE ROUTE 85	5758 STATE ROUTE 85	Rear End	1
STATE ROUTE 85	85TH CIRCLE	Rear End	1
STATE ROUTE 85	85TH CIRCLE	Sideswipe-Same Direction	1

Route Name	Intersection Name	Manner of Collision (Crash Type)	Number of Crashes
STATE ROUTE 85	85TH CIRCLE	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Angle	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Head On	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Sideswipe-Same Direction	1
STATE ROUTE 85	85TH CIRCLE	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	FOREST PARKWAY	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	FOREST PARKWAY	Rear End	1
NORMAN DRIVE	RIVERDALE ROAD	Angle	7
NORMAN DRIVE	RIVERDALE ROAD	Rear End	2
NORMAN DRIVE	RIVERDALE ROAD	Sideswipe-Same Direction	1
PHOENIX BOULEVARD	RIVERDALE ROAD	Angle	2
PHOENIX BOULEVARD	RIVERDALE ROAD	Sideswipe-Same Direction	2
PHOENIX BOULEVARD	RIVERDALE ROAD	Rear End	1
RAMP FROM I285 (TO SR 139 RP) IR W	RAMP FROM I285 (TO SR 139 RP) IR	Rear End	3
RAMP FROM I285 (TO SR 139 RP) IR W	RAMP FROM I285 (TO SR 139 RP) IR	Not A Collision with Motor Vehicle	1
RAMP FROM I285 (TO SR 139 RP) IR W	RAMP FROM I285 (TO SR 139 RP) IR	Sideswipe-Same Direction	1
RAMP FROM I285 (TO SR 139 RP) OR E	RAMP FROM I285 (TO SR 139 RP) OR	Rear End	3
RAMP FROM I285 (TO SR 139 RP) OR E	RAMP FROM I285 (TO SR 139 RP) OR	Sideswipe-Same Direction	2
RAMP FROM I285 (TO SR 139) IR W	RAMP FROM I285 (TO SR 139) IR	Sideswipe-Same Direction	2
RAMP FROM I285 (TO SR 139) IR W	RAMP FROM I285 (TO SR 139) IR	Rear End	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Angle	59
RIVERDALE ROAD	FOREST PARKWAY	Rear End	47
RIVERDALE ROAD	FLAT SHOALS ROAD	Rear End	39
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Rear End	38
RIVERDALE ROAD	NORMAN DRIVE	Rear End	36
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Angle	34
RIVERDALE ROAD	NORMAN DRIVE	Angle	21
RIVERDALE ROAD	FOREST PARKWAY	Sideswipe-Same Direction	16
RIVERDALE ROAD	FOREST PARKWAY	Angle	15
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Sideswipe-Same Direction	15
RIVERDALE ROAD	OLD RIVERDALE ROAD	Rear End	15
RIVERDALE ROAD	PHOENIX BOULEVARD	Rear End	15

Route Name	Intersection Name	Manner of Collision (Crash Type)	Number of Crashes
RIVERDALE ROAD	FLAT SHOALS ROAD	Sideswipe-Same Direction	12
RIVERDALE ROAD	CRYSTAL LAKE ROAD	Angle	9
RIVERDALE ROAD	OLD RIVERDALE ROAD	Angle	9
RIVERDALE ROAD	PHOENIX BOULEVARD	Sideswipe-Same Direction	8
RIVERDALE ROAD	FLAT SHOALS ROAD	Head On	7
RIVERDALE ROAD	CRYSTAL LAKE ROAD	Rear End	6
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	6
RIVERDALE ROAD	NORMAN DRIVE	Sideswipe-Same Direction	6
RIVERDALE ROAD	FLAT SHOALS ROAD	Not A Collision with Motor Vehicle	4
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Head On	4
RIVERDALE ROAD	NORMAN DRIVE	Head On	4
RIVERDALE ROAD	PHOENIX BOULEVARD	Angle	4
RIVERDALE ROAD	CRYSTAL LAKE ROAD	Sideswipe-Same Direction	3
RIVERDALE ROAD	FOREST PARKWAY	Not A Collision with Motor Vehicle	3
RIVERDALE ROAD	STATE ROUTE 139	Rear End	3
RIVERDALE ROAD	STATE ROUTE 139	Sideswipe-Same Direction	3
RIVERDALE ROAD	CRYSTAL LAKE ROAD	Not A Collision with Motor Vehicle	2
RIVERDALE ROAD	NORMAN DRIVE	Sideswipe-Opposite Direction	2
RIVERDALE ROAD	OLD RIVERDALE ROAD	Not A Collision with Motor Vehicle	2
RIVERDALE ROAD	5577 RIVERDALE ROAD	Angle	1
RIVERDALE ROAD	5945 RIVERDALE ROAD	Rear End	1
RIVERDALE ROAD	CRYSTAL LAKE DRIVE	Angle	1
RIVERDALE ROAD	FLAT SHOALS DRIVE	Angle	1
RIVERDALE ROAD	FOREST PARKWAY	Head On	1
RIVERDALE ROAD	NORMAN DRIVE	Not A Collision with Motor Vehicle	1
RIVERDALE ROAD	NORMAN DRIVE/CRYSTAL LAKE ROAD	Angle	1
RIVERDALE ROAD	PHOENIX BOULEVARD	Not A Collision with Motor Vehicle	1
RIVERDALE ROAD	STATE ROUTE 85	Angle	1
RIVERDALE ROAD	STATE ROUTE 139	Angle	1
RIVERDALE ROAD	NEAR NORMAN DRIVE	Angle	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Angle	19
RIVERDALE ROAD	FLAT SHOALS ROAD	Rear End	16
RIVERDALE ROAD	FOREST PARKWAY	Rear End	13
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Rear End	13
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Angle	12
RIVERDALE ROAD	CRYSTAL LAKE ROAD	Angle	8
RIVERDALE ROAD	PHOENIX BOULEVARD	Rear End	7
RIVERDALE ROAD	FOREST PARKWAY	Angle	6

Route Name	Intersection Name	Manner of Collision (Crash Type)	Number of Crashes
RIVERDALE ROAD	NORMAN DRIVE	Rear End	6
RIVERDALE ROAD	OLD RIVERDALE ROAD	Rear End	5
RIVERDALE ROAD	CRYSTAL LAKE ROAD	Rear End	4
RIVERDALE ROAD	FLAT SHOALS ROAD	Head On	4
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	4
RIVERDALE ROAD	NORMAN DRIVE	Sideswipe-Same Direction	4
RIVERDALE ROAD	OLD RIVERDALE ROAD	Angle	4
RIVERDALE ROAD	FLAT SHOALS ROAD	Sideswipe-Same Direction	3
RIVERDALE ROAD	NORMAN DRIVE	Angle	3
RIVERDALE ROAD	OLD RIVERDALE ROAD	Sideswipe-Same Direction	3
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Sideswipe-Same Direction	2
RIVERDALE ROAD	NORMAN DRIVE	Not A Collision with Motor Vehicle	2
RIVERDALE ROAD	PHOENIX BOULEVARD	Angle	2
RIVERDALE ROAD	PHOENIX BOULEVARD	Sideswipe-Same Direction	2
RIVERDALE ROAD	CRYSTAL LAKE DRIVE	Angle	1
RIVERDALE ROAD	CRYSTAL LAKE DRIVE	Rear End	1
RIVERDALE ROAD	CRYSTAL LAKE ROAD	Sideswipe-Same Direction	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Rear End	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Angle	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Not A Collision with Motor Vehicle	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Sideswipe-Opposite Direction	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Angle	1
RIVERDALE ROAD	FOREST PARKWAY	Head On	1
RIVERDALE ROAD	FOREST PARKWAY	Sideswipe-Same Direction	1
RIVERDALE ROAD	FOREST PARKWAY	Head On	1
RIVERDALE ROAD	NORMAN DRIVE	Head On	1
RIVERDALE ROAD	NORMAN DRIVE	Sideswipe-Opposite Direction	1
RIVERDALE ROAD	OLD RIVERDALE ROAD	Not A Collision with Motor Vehicle	1
RIVERDALE ROAD	OLD RIVERDALE ROAD	Sideswipe-Opposite Direction	1
RIVERDALE ROAD	OLD RIVERDALE ROAD	Sideswipe-Same Direction	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Rear End	4
RIVERDALE ROAD	FOREST PARKWAY	Rear End	2
RIVERDALE ROAD	CRYSTAL LAKE ROAD	Rear End	1
RIVERDALE ROAD	FLAT SHOALS ROAD	Sideswipe-Same Direction	1
RIVERDALE ROAD	FOREST PARKWAY	Rear End	1
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Angle	1
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Angle	1
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Head On	1

Route Name	Intersection Name	Manner of Collision (Crash Type)	Number of Crashes
RIVERDALE ROAD	NORMAN DRIVE	Rear End	1
RIVERDALE ROAD	NORMAN DRIVE	Sideswipe-Same Direction	1
RIVERDALE ROAD	PHOENIX BOULEVARD	Rear End	1
RIVERDALE ROAD	STATE ROUTE 139	Sideswipe-Same Direction	1
STATE ROUTE 139	FOREST PARKWAY	Rear End	3
STATE ROUTE 139	FLAT SHOALS ROAD	Angle	2
STATE ROUTE 139	CRYSTAL LAKE ROAD	Angle	1
STATE ROUTE 139	NORMAN DRIVE	Sideswipe-Same Direction	1
STATE ROUTE 139	OLD RIVERDALE ROAD	Rear End	1
STATE ROUTE 139	PHOENIX BOULEVARD	Angle	1
STATE ROUTE 139	PHOENIX BOULEVARD	Sideswipe-Same Direction	1
STATE ROUTE 139	STATE ROUTE 331	Rear End	1
STATE ROUTE 139	FOREST PARKWAY	Sideswipe-Same Direction	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Rear End	43
STATE ROUTE 85	FOREST PARKWAY	Angle	1
STATE ROUTE 85	FOREST PARKWAY	Rear End	32
STATE ROUTE 85	FOREST PARKWAY	Sideswipe-Same Direction	14
STATE ROUTE 85	GARDEN WALK BOULEVARD	Angle	10
STATE ROUTE 85	FOREST PARKWAY	Angle	9
STATE ROUTE 85	GARDEN WALK BOULEVARD	Sideswipe-Same Direction	7
STATE ROUTE 85	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	5
STATE ROUTE 85	85TH CIRCLE	Angle	3
STATE ROUTE 85	85TH CIRCLE	Not A Collision with Motor Vehicle	3
STATE ROUTE 85	85TH CIRCLE	Rear End	3
STATE ROUTE 85	85TH CIRCLE	Angle	1
STATE ROUTE 85	85TH CIRCLE	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	85TH CIRCLE	Rear End	1
STATE ROUTE 85	85TH CIRCLE	Sideswipe-Opposite Direction	1
STATE ROUTE 85	85TH CIRCLE	Sideswipe-Same Direction	1
STATE ROUTE 85	6407 STATE ROUTE 85	Angle	1
STATE ROUTE 85	FOREST PARKWAY	Rear End	1
STATE ROUTE 85	FOREST PARKWAY	Head On	1
STATE ROUTE 85	FOREST PARKWAY	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Sideswipe-Opposite Direction	1
STATE ROUTE 85	STATE ROUTE 85	Angle	1
STATE ROUTE 85	STATE ROUTE 85	Sideswipe-Same Direction	1
STATE ROUTE 85	FOREST PARKWAY	Rear End	1
STATE ROUTE 85	FOREST PARKWAY	Sideswipe-Same Direction	1

Route Name	Intersection Name	Manner of Collision (Crash Type)	Number of Crashes
STATE ROUTE 85	GARDEN WALK BOULEVARD	Rear End	1
STATE ROUTE 85	FOREST PARKWAY	Rear End	2
STATE ROUTE 85	GARDEN WALK BOULEVARD	Rear End	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Sideswipe-Opposite Direction	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Rear End	21
STATE ROUTE 85	FOREST PARKWAY	Rear End	12
STATE ROUTE 85	GARDEN WALK BOULEVARD	Angle	7
STATE ROUTE 85	FOREST PARKWAY	Sideswipe-Same Direction	6
STATE ROUTE 85	FOREST PARKWAY	Angle	5
STATE ROUTE 85	GARDEN WALK BOULEVARD	Sideswipe-Same Direction	5
STATE ROUTE 85	FOREST PARKWAY	Rear End	2
STATE ROUTE 85	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	2
STATE ROUTE 85	85TH CIRCLE	Angle	1
STATE ROUTE 85	85TH CIRCLE	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	85TH CIRCLE	Rear End	1
STATE ROUTE 85	85TH CIRCLE	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	85TH CIRCLE	Sideswipe-Same Direction	1
STATE ROUTE 85	FOREST PARKWAY	Sideswipe-Opposite Direction	1

Table E-2: Number of Pedestrian Crash by Route/Intersection and Crash Type

Route Name	Intersection Name	Manner of Collision (Crash Type)	Number of Crashes
GARDEN WALK BOULEVARD	STATE ROUTE 85	Not A Collision with Motor Vehicle	1
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	6
RIVERDALE ROAD	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	2
RIVERDALE ROAD	OLD RIVERDALE ROAD	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	4
STATE ROUTE 85	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	2
STATE ROUTE 85	GARDEN WALK BOULEVARD	Not A Collision with Motor Vehicle	1
STATE ROUTE 85	85TH CIRCLE	Not A Collision with Motor Vehicle	1