

ADOPTED

by the Atlanta City Council
into the
2004-2019
Comprehensive Development Plan
(CDP)
August 15, 2005.
Ordinance 05-R-1235

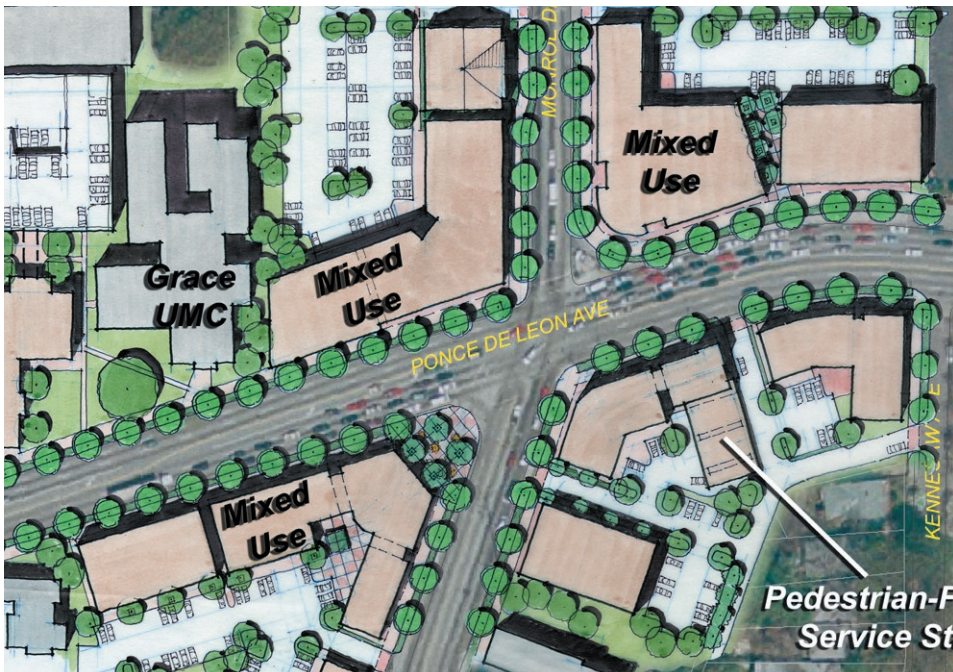
AWARDED

"Outstanding Planning Project,
Transportation Corridors and
Studies"

by the
Georgia Planning Association
September 29, 2005

Ponce de Leon/Moreland Avenue Corridors Study

*City of Atlanta
August 2005*



City of Atlanta
by: Tunnell-Spangler-Walsh & Associates
with Grice & Associates, Market + Main, and
URS Corporation

By

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Mayor, City of Atlanta



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Cleta Winslow

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Ceasar C. Mitchell

Mary Norwood

H. Lamar Willis

Department of Planning & Community Development
James Shelby, Acting Commissioner

Bureau of Planning
Beverly Dockeray-Ojo, Director

Ponce de Leon/Moreland Avenue Corridors Study

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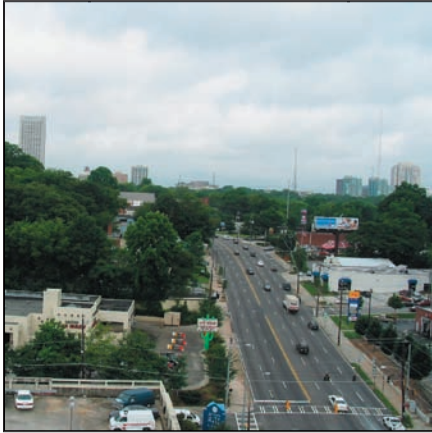
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Ponce de Leon Avenue



Moreland Avenue



*The Inman Park/Reynoldstown
MARTA station*

INTRODUCTION

Overview

The **Ponce de Leon/Moreland Avenue Corridors Study** represents the result of an intense six month session to envision positive change, balanced with thoughtful preservation, along greater Moreland and Ponce de Leon Avenues. The plan includes recommendations that balance the desires expressed by residents, businesses, property owners, GDOT, the City of Atlanta, MARTA and other stakeholders during the planning process, coupled with sound planning. The plan is a visionary yet achievable blueprint for change that reflect each Study Area's historic nature, limited rights-of-way, strong pedestrian orientation, transit-supportive land uses and high development pressure. To this end, the study strives to strengthen the transportation and land use relationship by:

- Improving traffic operations by focussing on more efficient utilization of existing pavement.
- Balancing the regional and state roles and needs of Ponce de Leon and Moreland Avenues with their context and maintaining or improving their vehicular Levels of Service.
- Making existing MARTA transit facilities more user-friendly and efficient.
- Balancing the citywide need to focus mixed-use development into corridors with potential impacts on neighborhoods.
- Establishing a series of pedestrian-oriented mixed-use nodes that build on historic or existing nodes.

With time, Study recommendations will transform Ponce de Leon and Moreland Avenues into dynamic walkable urban corridors with: wide, tree-lined sidewalks; preserved historic structures; quality transit; safe and smooth traffic flow; human-scaled buildings; and social diversity. Higher intensity commercial and mixed-uses will be concentrated in nodes, while the areas between will provide housing options. This vision also extends to nearby transit stations, where transit-supportive land uses enhance neighborhoods and reduce auto-dependence.

For far too long Atlanta's major avenues have been barriers that divide neighborhoods and people, encourage anti-urban land use patterns, and represent tears in the city's historic fabric. This Study offers a future in which these same avenues can become dynamic urban places that bring neighborhoods and people together, support a variety of transportation choices, and become places that Atlantans can truly be proud of.

Format

The Study is divided into five sections:

Section 1: Inventory and Analysis

This section provides an overview of the Livable Centers Initiative (LCI) program and a summary of existing conditions. Study Area components are divided into categories. Within each category an overview is provided, existing conditions are described, and strengths, weaknesses, opportunities and threats are summarized.

Section 2: Visioning

This section includes a review of the planning process used during this Study, including public meetings, image preference surveys, and community-based study goals and objectives.

Section 3: Recommendations

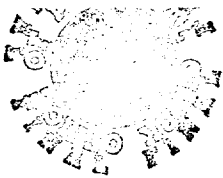
This section includes the recommendations developed as part of the public involvement process, tempered with current best practices of transportation operations and planning, urban design, land use planning, and historic resource protection.

Section 4: Action Plan

This section is a summary of the steps that the City of Atlanta and others must undertake to achieve the Study recommendations. It includes 15 Year Future Land Use Plan Map changes, zoning changes, public and private projects, and funding strategies.

Section 5: Appendix

The appendix includes documentation of the public involvement process, as well as detailed data analysis performed during the planning process.



CITY COUNCIL
ATLANTA, GEORGIA
Municipal Clerk
Atlanta, Georgia

05-*R*-1235

A RESOLUTION:

CDP-05-12

BY COMMUNITY DEVELOPMENT/HUMAN RESOURCES COMMITTEE

A RESOLUTION ADOPTING THE PONCE DE LEON AVENUE/MORELAND AVENUE CORRIDORS PLAN BY REFERENCE INTO THE 2004-2019 COMPREHENSIVE DEVELOPMENT PLAN OF THE CITY OF ATLANTA; AND FOR OTHER PURPOSES.

WHEREAS, the City of Atlanta has conducted the Ponce de Leon Avenue/Moreland Avenue Corridors Study for the Ponce de Leon Avenue corridor from Peachtree Street to Moreland Avenue, the Moreland Avenue Corridor from Ponce de Leon Avenue to I-20, and the areas surrounding the Inman Park/Reynoldstown and Edgewood/Candler Park MARTA rail stations; and

WHEREAS, the residents and property owners in NPUs E, F, M, N, O, and W worked with the Bureau of Planning Staff and a consultant team led by Tunnell-Spangler-Walsh, Inc., to develop a vision for residential, office, commercial and employment growth, and the appropriate and desirable means for accommodating the resulting transportation impacts; and

WHEREAS, this planning document entitled the Ponce de Leon/Moreland Avenue Corridors Study has been developed based upon the direct input of the residents, property/business owners and other stakeholders in the study area; and

WHEREAS, the City Council wishes to adopt said plan as a guide for future development.

NOW, THEREFORE THE CITY COUNCIL OF THE CITY OF ATLANTA, GEORGIA, HEREBY RESOLVES:

SECTION1: That the PONCE DE LEON/MORELAND AVENUE CORRIDORS STUDY, a copy of which is attached hereto as Exhibit A, is hereby adopted by reference as a component of the Comprehensive Development Plan by the City Council of the City of Atlanta, Georgia.

SECTION2: That all resolutions and parts of resolutions in conflict herewith are hereby rescinded.

A true copy,

Rhonda Daughtry Johnson
Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

AUG 15, 2005
AUG 22, 2005

		8-15-05 Council Meeting
ITEMS ADOPTED ON CONSENT	ITEMS ADOPTED ON CONSENT	ITEMS ADVERSED ON CONSENT
1. 05-O-1230	43. 05-R-1367	83. 05-R-1405
2. 05-O-1435	44. 05-R-1368	84. 05-R-1406
3. 05-O-1234	45. 05-R-1369	85. 05-R-1407
4. 05-O-1236	46. 05-R-1370	86. 05-R-1408
5. 05-O-1426	47. 05-R-1371	87. 05-R-1409
6. 05-O-1436	48. 05-R-1372	88. 05-R-1410
7. 05-O-1221	49. 05-R-1373	
8. 05-O-1316	50. 05-R-1374	
9. 05-O-1319	51. 05-R-1375	
10. 05-O-1427	52. 05-R-1376	
11. 05-O-1249	53. 05-R-1377	
12. 05-O-1301	54. 05-R-1378	
13. 05-O-1317	55. 05-R-1438	
14. 05-O-1423	56. 05-R-1439	
15. 05-O-1434	Items Adversed on	
16. 05-R-1348	Consent	
17. 05-R-1349	57. 05-R-1379	
18. 05-R-1350	58. 05-R-1380	
19. 05-R-1365	59. 05-R-1381	
20. 05-R-1444	60. 05-R-1382	
21. 05-R-1235	61. 05-R-1383	
22. 05-R-1415	62. 05-R-1384	
23. 05-R-1333	63. 05-R-1385	
24. 05-R-1335	64. 05-R-1386	
25. 05-R-1336	65. 05-R-1387	
26. 05-R-1337	66. 05-R-1388	
27. 05-R-1338	67. 05-R-1389	
28. 05-R-1340	68. 05-R-1390	
29. 05-R-1341	69. 05-R-1391	
30. 05-R-1359	70. 05-R-1392	
31. 05-R-1360	71. 05-R-1393	
32. 05-R-1361	72. 05-R-1394	
33. 05-R-1363	73. 05-R-1395	
34. 05-R-1441	74. 05-R-1396	
35. 05-R-1442	75. 05-R-1397	
36. 05-R-1343	76. 05-R-1398	
37. 05-R-1344	77. 05-R-1399	
38. 05-R-1345	78. 05-R-1400	
39. 05-R-1346	79. 05-R-1401	
40. 05-R-1364	80. 05-R-1402	
41. 05-R-1411	81. 05-R-1403	
42. 05-R-1424	82. 05-R-1404	

RCS# 6907
8/15/05
8:19 PM

Atlanta City Council

Regular Session

CONSENT I

CONSENT I PG(S) 5-21 EXCEPT 05-O-1232

ADOPT

YEAS: 13
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 3
EXCUSED: 0
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Mitchell
NV Starnes	Y Fauver	Y Martin	Y Norwood
Y Young	Y Shook	Y Maddox	Y Willis
NV Winslow	Y Muller	Y Sheperd	NV Borders

CONSENT I

(Do Not Write Above 1235)

A RESOLUTION
BY: COMMUNITY DEVELOPMENT AND
HUMAN RESOURCES COMMITTEE

A RESOLUTION ADOPTING THE PONCE DE
LEON/MORELAND AVENUE CORRIDORS PLAN
BY REFERENCE INTO THE 2004-2019
COMPREHENSIVE DEVELOPMENT PLAN OF
THE CITY OF ATLANTA; AND FOR OTHER
PURPOSES.

ADOPTED BY

AUG 15 2005

COUNCIL

First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee CD/HRS

Date 7/12/05

Chair _____

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members

Committee _____

Date _____

Chair _____

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members

Refer To _____

Refer To _____

Committee CD/HRS

Date 7/26/05

Chair _____

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members

Committee _____

Date _____

Chair _____

Action
Fav, Adv, Hold (see rev. side)
Other _____

Members

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☐ PERSONAL PAPER REFER

Date Referred _____

Referred To: _____

Date Referred _____

Referred To: _____

Date Referred _____

Referred To: _____

FINAL COUNCIL ACTION

- ☐ 2nd ☐ 1st & 2nd ☐ 3rd
☒ Consent ☐ V Vote ☒ RC Vote

CERTIFIED

AUG 15 2005

CERTIFIED
AUG 15 2005
Randy Dingle
MUNICIPAL CLERK

MAYOR'S ACTION

MAYOR
Muddy Smith



Traffic operations and the character of future development are key issues for Ponce de Leon Avenue and Moreland Avenue



Transit and pedestrian accessibility are important to this study and the LCI program

1.1 INVENTORY & ANALYSIS: OVERVIEW

This section provides an overview of the study and provides a summary of existing conditions within the Study Areas. Study Area components are divided into functional categories for the purpose of organization, including Transportation, Demographics & Markets, Land Use, Environment, Infrastructure & Facilities, and Urban Design & Historic Resources. Within each category an overview is provided with background information and theories. Following this, existing conditions are described and strengths, weaknesses, opportunities and threats are summarized. In cases where the issues are the same for different Study Areas, the summaries are combined.

Purpose of the Study

The purpose of the Ponce de Leon/Moreland Avenue Corridors Study is to undertake a comprehensive and inclusive examination of Ponce de Leon Avenue, Moreland Avenue and the areas around the Edgewood/Candler Park and Inman Park/ Reynoldstown MARTA stations as they currently exist and to then develop a community-based plan that utilizes transportation improvements, land use policies, and sound urban design to improve the quality of life along the corridors and within nearby neighborhoods. Recent changes in different parts of each Study Area have highlighted the need to establish a new vision for this historic section of intown Atlanta. By recognizing existing challenges and building upon opportunities, the Study is intended to serve as a guide for positive change that both benefits the immediate area and the citizenry of Atlanta.

The LCI Program

It is the intention of the City of Atlanta to submit the study to Atlanta Regional Commission (ARC) for acceptance as a grandfathered Livable Centers Initiative (LCI) study. The LCI program is intended to promote greater livability, mobility and development alternatives in existing employment center, town centers and corridors. The rationale is that directing development towards areas with existing infrastructure will benefit the region and minimize sprawling land use patterns. Minimizing sprawl, in turn, will potentially reduce the amount of vehicle miles traveled and the air pollution associated with those miles. Lastly, the LCI program is using the successful 1996 Olympics model to promote the concept that investment in public infrastructure will spur private investment. Thus, the LCI program is a vehicle whereby the ARC can attempt to direct mixed-use and mixed income development towards existing infrastructure by providing implementation dollars.



The creation of a walkable street environment is central to the LCI program

The goals of the LCI program are to:

1. Encourage a diversity of medium to high-density, mixed income neighborhoods, employment, shopping and recreation choices at the activity and town center level.
2. Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the Study Area.
3. Encourage integration of uses and land use policies/regulations with transportation investments to maximize the use of alternate modes.
4. Through transportation investments increase the desirability of redevelopment of land served by existing infrastructure at activity and town centers.
5. Preserve the historical characteristics of activity and town centers and create a community identity.
6. Develop a community-based transportation investment program at the activity and town center level that will identify capital projects, which can be funded in the annual TIP.
7. Provide transportation infrastructure incentives for jurisdictions to take local actions to implement the resulting activity or town center study goals.
8. Provide for the implementation of the Regional Development Plan (RDP) policies, quality growth initiatives and Best Development Practices in the Study Area, both through local governments and at the regional level.
9. Develop a local planning outreach process that promotes the involvement of all stakeholders particularly low income, minority and traditionally under-served populations.
10. Provide planning funds for development of activity and town centers that showcase the integration of land use policy and regulation and transportation investments with urban design tools.

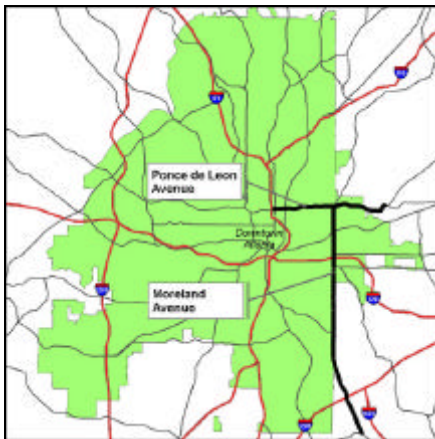
In this context, the City of Atlanta sees an opportunity to coordinate this publicly and privately-funded initiative with the LCI program. The corridors have existing infrastructure that can support development of vacant lands and redevelopment/reuse of existing facilities. They are also close to Downtown and Midtown Atlanta, and are integral to the city's growing east side.

Location and Context

The study examines three contiguous and overlapping Study Areas on Atlanta's east side: Ponce de Leon Avenue, Moreland Avenue, and the Moreland LCI. More specifically, these Study Areas are defined as follows:



Map showing the City of Atlanta in the Atlanta region



Map showing both corridors within the City of Atlanta

Ponce de Leon Avenue Study Area

Extending 2.09 miles from Peachtree Street to Moreland Avenue, the Ponce de Leon Avenue Study Area includes and focuses on the avenue itself and the properties fronting it. For the purposes of creating a strong relationship between the avenue and the neighborhoods of Midtown, Downtown, Old Fourth Ward, Virginia-Highland, Poncey-Highland and Druid Hills, it also extends out one-quarter mile from the avenue's centerline. The Study Area constitutes 760.1 acres.

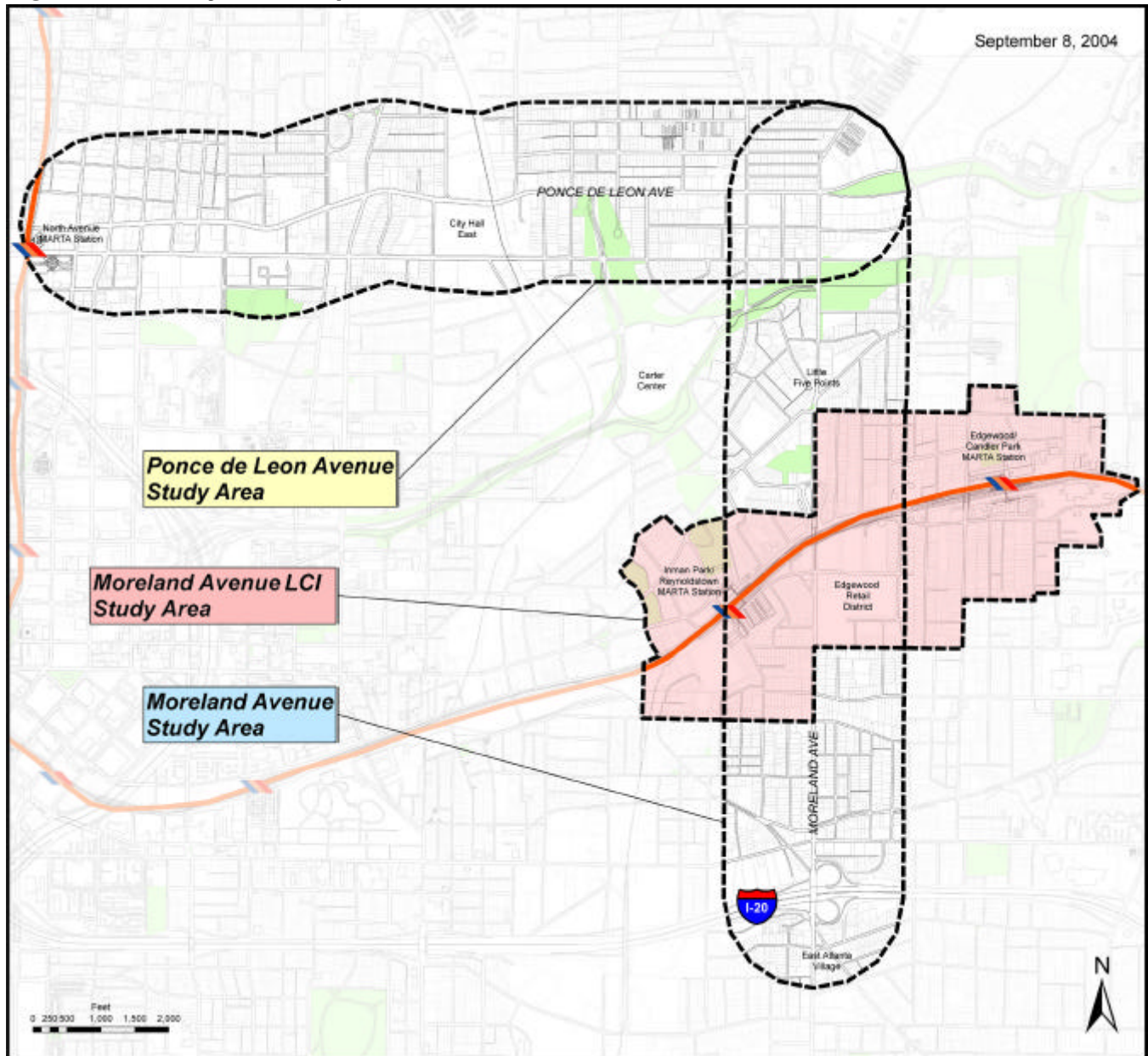
Moreland Avenue Study Area

Extending 1.97 miles from Ponce de Leon Avenue to I-20, the Moreland Avenue Study Area includes and focuses on the avenue itself and the properties fronting it. For the purposes of creating a strong relationship between the avenue itself and the neighborhoods of Virginia-Highland, Poncey-Highland, Druid Hills, Candler Park, Inman Park, Edgewood, Reynoldstown, East Atlanta, and Ormewood Park, it also extends out one-quarter mile from the avenue's centerline. The Study Area constitutes 755.6 acres.

Moreland LCI Study Area

Extending from the Inman Park/Reynoldstown MARTA station to the Edgewood Candler Park MARTA Station and within one-quarter mile of each, the Moreland LCI Study Area focuses on the stations themselves and contains portions of four neighborhoods: Candler Park, Edgewood, Inman Park, and Reynoldstown. The Study Area is irregularly shaped and generally bordered on the north by Alta Avenue and McLendon Avenue. It is bounded by Waverly Way to the west; Wylie and Hardee Streets to the south; and Glendale Avenue to the east. The Study Area constitutes 473.6 acres.

Please see the map on the following page for more detailed boundaries.

Figure 1.1: Study Area Map



The arrangement of streets defines towns and cities the world over

1.2 TRANSPORTATION

Overview

Transportation is comprised of several components that encompass a quality transportation network. Those components include street and block patterns, traffic systems, transit, pedestrian systems, and bicycle facilities.

First, streets and blocks are the most important defining characteristics of a community. While buildings and land uses often change, the platting pattern of a community usually remains unchanging over the centuries. Blocks and streets can be thought of as the “bones” of a community. As bones determine human height, stature, and looks, the arrangement of different block and street patterns directly affect the types of communities that they can support and the importance of key building sites.

Street & Block Patterns

There are two principal types of block and street patterns:

Dendritic, or tree-like, street systems are made up of many small and disconnected local streets that feed into fewer collector streets that, in turn, feed into even fewer arterials. The pattern contains many dead-end local streets forcing all traffic onto collectors and arterials and resulting in large block sizes and increased trip distances.

The *dendritic* pattern tends to discourage walking, encourage traffic congestion on collectors and arterials, and create a transportation system that is prone to shutdown when accidents or other incidents disrupt traffic on collectors or arterials. Its creation of longer trips also supports conventional suburban-style land uses marked by their automobile orientation, separation of use, and disregard for the quality of the streetscape. These great distances also have a direct impact on the ability of emergency vehicles to respond to situations in an efficient manner.

Interconnected street systems are made up of a series of small and medium sized streets arranged in a grid or modified grid pattern. In this pattern, virtually all streets connect to other streets. This provides small blocks, ensuring many possible routes of travel and eliminating the need for wide and high traffic arterials and collectors.

The interconnected street pattern encourages walking, bicycling, and other forms of non-motorized transportation, because it increases the likelihood of being able to make a trip without being



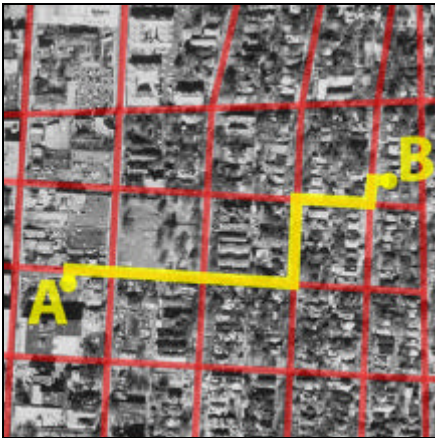
A dendritic street system



An interconnected street system



In a dendritic system, the distance from A to B is one mile and achievable along one route



In an interconnected system the distance from A to B is one half mile, with multiple route options

forced onto a high-speed, high-volume arterial or collector. It also tends to support pedestrian-oriented land uses by allowing land uses to be closer together, thus increasing the opportunities for shared parking and pedestrian-oriented streetscapes.

“Smart growth” principles generally support an interconnected system over a *dendritic* system, because it balances pedestrian and vehicular needs better. Both cars and pedestrians operate more efficiently when many routes of travel, shorter distances, and more direct trips are available. Generally, block sizes of not more than 800 feet in length, but preferably between 200 and 600 feet. In developed areas with an existing *dendritic* system achieving this can be a challenge because interconnected systems work best over a large area. In most places the reality is that arterials and collectors serve transportation needs that extend beyond the immediate area. Even so, a localized interconnected system can reduce congestion on these streets by dispersing local trips.

The arrangement of streets can be used to define key public spaces and building sites. In traditional community design, important buildings were often located at the end of a street vista (see image on preceding page). Similarly, parks and open spaces were always defined by streets to ensure maximum public access.

Ponce de Leon Avenue Study Area

The Ponce de Leon Avenue Study Area exhibits most the characteristics of an urban, interconnected street system. Most streets connect and there are few dead-ends, other than along the Belt Line. Blocks range from 400 to 800 feet in length, typically, with a few larger blocks. This allows local traffic to avoid Ponce de Leon Avenue by using local streets. This said, there are two major disconnects in the network. The first is the Belt Line, over which the lack of access forces east/west traffic onto Ponce de Leon or North Avenues and compromises their operations. The second break is closely related to the first and involves the Midtown Place and Midtown Promenade shopping centers. Drivers, pedestrians and bicyclists who want to travel from one to the other are forced to go almost one mile out of their way.

Strengths

- Existing interconnected system, which provides multiple route options and allows local drivers to avoid Ponce de Leon Avenue.
- Existing small blocks, in most areas.

Weaknesses

- Lack of connectivity across the Belt Line forces trips onto Ponce de Leon or North Avenues, both of which are hostile to pedestrians and bicyclists.



This retaining wall and fence at Midtown Place represent is one of the greatest, but most easily addressed, connectivity barriers on Ponce de Leon Avenue

- Lack of connectivity between Midtown Place and Midtown Promenade shopping centers.
- Speeding, which can result on local streets in an interconnected network when said streets are excessively wide or excluding traffic calming measures.

Opportunities

- With the long-term development of the Belt Line transit greenway, pedestrian, bicycle or vehicular access could be provided across it.
- New streets or alleys, which could provide route options.
- Pedestrian, bicycle or vehicular access could be provided from Midtown Promenade to Midtown Place by running a narrow street along the western edge of the site.

Threats

- Well-intentioned, but poorly conceived, efforts by neighborhood to close streets to prevent cut through traffic could compromise the overall street network.

Moreland Avenue Study Area/Moreland LCI Study Area

The Moreland Avenue Study Area exhibits most the characteristics of an urban, interconnected street system. Most streets connect and there are few dead-ends. Blocks range from 500 to 800 feet in length. This allows local traffic to avoid Moreland Avenue by using local streets. This said, there is one disconnect in the network. The freight and MARTA rail lines along DeKalb Avenue prevent north/south access and force trips onto Moreland Avenue. At one time, said street connected, but they have since been closed.

Strengths

- Existing interconnected system, which provides multiple route options and allows local drivers to avoid Moreland Avenue.

Weaknesses

- Lack of connectivity across the freight and MARTA rail lines force all trips onto Moreland Avenue, which is hostile to pedestrians and bicyclists.

Threats

- Well-intentioned, but poorly conceived, efforts by neighborhoods to close streets to prevent cut through traffic could compromise the overall street network.

Traffic system operations are affected by a variety of factors, including intersection operations, light timings, turning movements, volume, capacity, and speeds. The interface of these different components affect each other and define the ability of the whole system to operate efficiently and as part of a well-balanced system.

The traffic systems study includes review and location of existing transportation facilities and operational conditions along Ponce de Leon Avenue. The existing conditions analysis will be used as the stepping stone for the development of transportation improvements to enhance the pedestrian, bicycle, transit and vehicular facilities.

Ponce de Leon Avenue, also U.S. Highways 29 and 273 (US 29 and 273), is a major east/west arterial. It connects Midtown and Downtown to the city's east side and Decatur. Numerous businesses line the corridor and are served by the traffic from it. The avenue is also used to access major north/south connectors, including Peachtree Street, Piedmont Avenue and Briarcliff Road.

There are fourteen signalized intersections on the avenue. The major intersections include Peachtree Street, Piedmont Avenue, Monroe Drive, North Highland Avenue and Moreland Avenue.

Figure 1.2: Signalized intersection locations
Ponce de Leon/Moreland Avenue Corridors Study

Historical ADT and Growth Rates

Historic Average Annual Daily Traffic (AADT) was obtained from Georgia Department of Transportation (GDOT) database for the time period from 1998 to 2002. AADT values were obtained from four different count stations on Ponce de Leon Avenue. Based on the AADT values, average increased in traffic volume per year and annual average growth rates were calculated for each station.

The historical traffic counts show a strong upward trend in volumes along the corridor, with an average growth rate of 2.12%. The growth in traffic on the east side of the corridor was higher than the values on the west side of the corridor.

Crash History

Two years of summary incident statistics were obtained from GDOT databases. The map below provides the location and number of crashes for the two individual years of 2001 and 2002 at

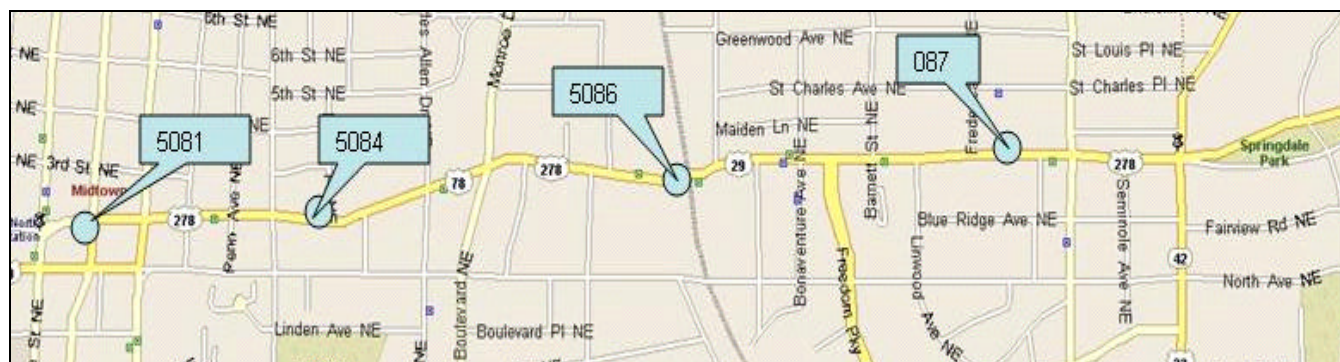


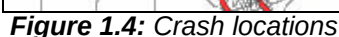
Figure 1.3: This map illustrates the location of the GDOT traffic Count Stations

Ponce de Leon Avenue Traffic Counts

	Count Station Number	1998	1999	2000	2001	2002	Average Increase per year	Annual Rate of Growth
Juniper Street	5081	14200	15201	17095	14150	14478	70	1.15%
East of Bedford Place	5084	26907	29144	27957	27936	28584	419	1.62%
West of the Belt Line	5086	30753	35195	29740	32460	33711	740	2.99%
East of Frederica Street	87	31520	36072	34662	34000	34789	817	2.74%
AVERAGE		25845	28903	27364	27137	27891	511	2.12%

In 2001, high numbers of intersection crashes were reported at the intersections of Ponce de Leon Avenue with Peachtree Street, Monroe Drive, and Highland Avenue, with 59, 98 and 42 crashes respectively. Two mid-block sections reported 39 crashes, which was the highest in the year 2001. These were on Ponce de Leon Avenue just west of Belt Line and west of Cleburne Terrace.

In 2002, high numbers of crashes were reported at the intersections of Ponce de Leon Avenue with Peachtree Street, Monroe Drive, Highland Avenue and Briarcliff Road, with 46, 84, 49 and 43 crashes respectively. In 2002 high mid-block crashes were observed at the same locations as 2001 - on Ponce de Leon Avenue just west of the Belt Line and west of Cleburne Terrace with 41 and 43 crashes respectively. These intersections and mid-block sections will be studied closely for potential improvements. In 2001 and 2002, 1 and 2 crashes, respectively, out of 623 and 624 crashes involved street trees.



Capacity Analysis

The ARC model highway system Level of Service (LOS) analysis was conducted using the methodology developed by the Florida Department of Transportation (FDOT) and accepted by the Georgia Regional Transportation Authority (GRTA). FDOT methodology factors in the intersection performance measures to determine link volume thresholds that correspond with a particular LOS. The volume thresholds are segregated by functional class, area type and number of lanes for a particular facility.

The 2000 transportation system LOS and system needs based upon system design and operating capacities is shown on the next page. Under existing conditions in year 2000, Ponce de Leon Avenue operates with LOS C or better from Peachtree to Barnett Streets. The section from Barnett Street to North Highland Avenue operates with poor LOS of E or F. From North Highland Avenue to Briarcliff Road, the avenue operates with LOS D. The sections of the corridor operating with LOS D or less should be studied closely for potential improvements.

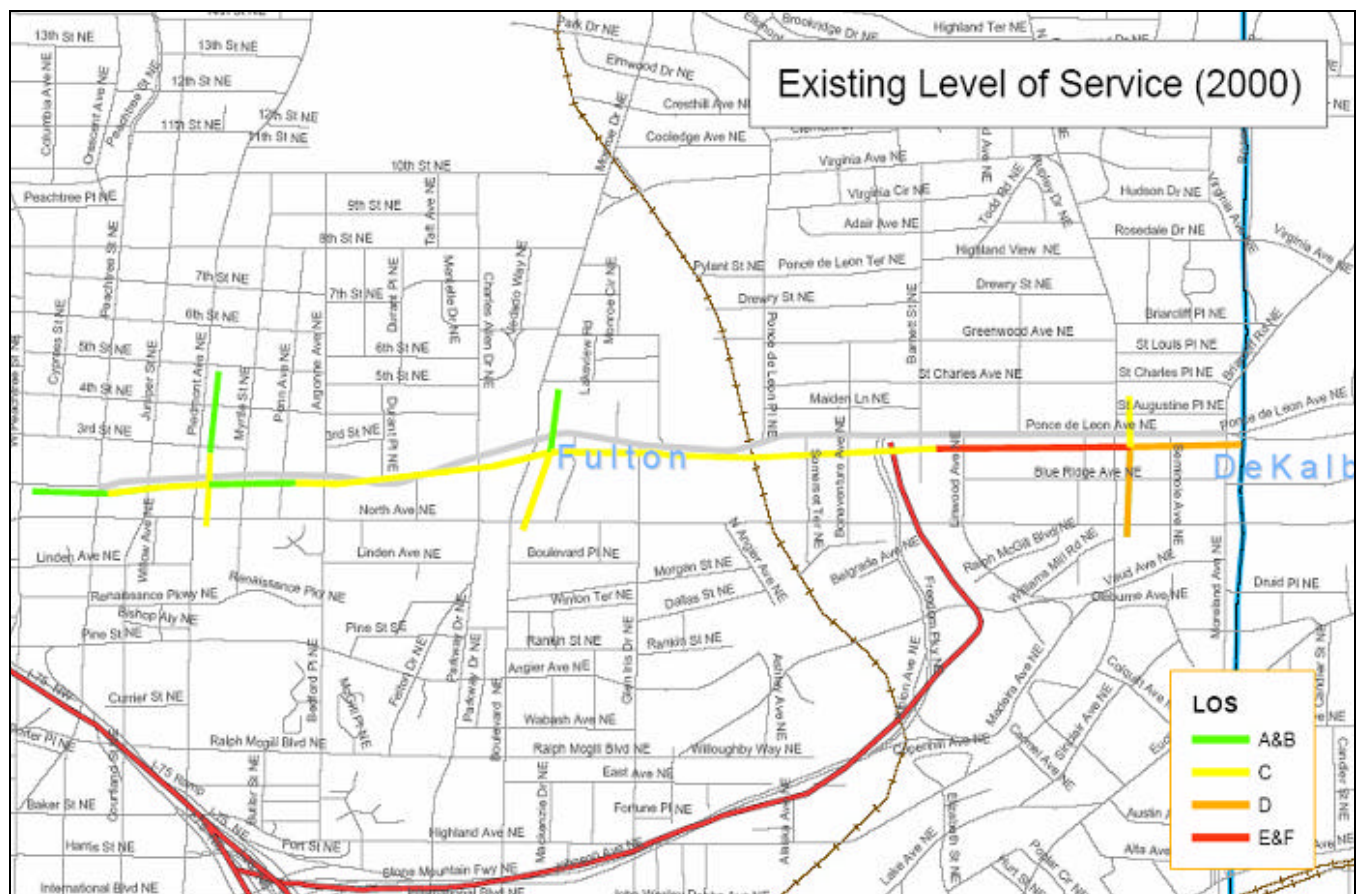


Figure 1.5: Ponce de Leon Avenue level of service

Intersection Capacity Analysis

In Addition to analyzing the arterial sections, specific intersections were identified along the corridor for detailed capacity analysis. These intersections are Ponce de Leon Avenue at Piedmont Road, Monroe Drive, and North Highland Avenue. Turning movement counts were collected at these locations on Wednesday, November 3, 2004. Signal timing information was obtained from City of Atlanta. Synchro software version 6.0, that is consistent with the Highway Capacity Manual (HCM) 2000, was used to perform the capacity analysis. The volume and timing information was input into Synchro and the capacity analysis was conducted. The resulting LOS values for each of the intersection are summarized on the following page.

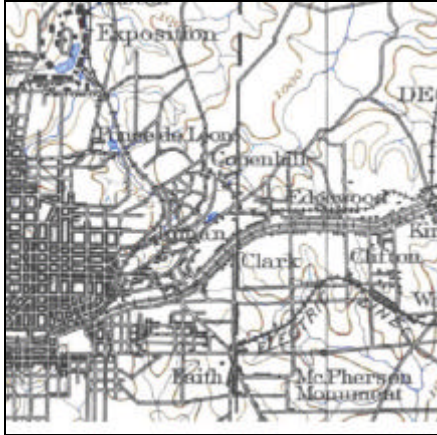
Summary of Intersection Capacity Analysis

As shown above, the intersection of Ponce de Leon and Piedmont Avenues operates at LOS levels of C, B and B during AM, midday and PM peak periods respectively. All of the individual movements on each of the approaches were at LOS C or better. At the intersection the highest delay and volume to capacity ratio were 27.7 seconds and 0.8 on the northbound through movement during the AM peak period respectively.

The intersection of Ponce de Leon Avenue at Monroe Drive performs at LOS C during AM and midday peak periods and with LOS D during the PM peak period. The southbound left turn movement was at failure with LOS F with a delay of 97.6 seconds, during the PM peak period. The volume on this movement exceeded the capacity in the PM peak with a volume to capacity ratio of 1.02. The through movement on the approach performs at LOS E with a delay of 60.9 seconds and a volume to capacity ratio of 0.92 during PM peak. The westbound through movement was at LOS D although the volume exceeds capacity in the PM peak period with the volume to capacity ratio being 1.86.

The intersection of Ponce de Leon and North Highland Avenues operates at LOS values of E, C and D during AM, midday and PM peak periods respectively. During the AM peak period the westbound through movement was close to its capacity with a volume to capacity ratio of 0.97. In the PM peak period, the northbound through and the southbound left turn movements were at LOS E with delays of 72.8 and 76.7 seconds and volume to capacity ratios of 0.95 and 0.94 respectively. The eastbound through movement has a high volume to capacity ratio of 0.92 during the PM peak hour.

Approach	Movement	AM Peak Period		MD Peak Period		PM Peak Period	
		LOS (Delay)	v/c ratio	LOS (Delay)	v/c ratio	LOS (Delay)	v/c ratio
Ponce De Leon at Piedmont Road							
Eastbound	Left	A (9.7)	0.14	A (9.9)	0.16	B (11.7)	0.19
	Through	A (7.8)	0.10	A (9.0)	0.26	B (13.0)	0.41
Westbound	Through	B (16.7)	0.63	B (16.8)	0.53	C (21.0)	0.47
	Right	A (7.1)	0.34	A (4.8)	0.26	A (5.1)	0.26
Northbound Intersection	Through	C (27.7)	0.80	B (15.8)	0.57	C (20.4)	0.68
	All	C (20.4)	0.80	B (13.7)	0.57	B (17.5)	0.68
Ponce De Leon at Monroe Drive							
Eastbound	Left	C (21.8)	0.31	B (17.5)	0.22	C (27.9)	0.50
	Through	C (24.0)	0.23	C (32.5)	0.64	C (26.5)	0.62
Westbound	Left	B (19.1)	0.38	C (31.6)	0.80	C (23.9)	0.69
	Through	C (29.4)	0.73	C (21.5)	0.50	D (54.3)	1.86
Northbound	Left	C (26.6)	0.46	C (24.2)	0.52	D (45.1)	0.57
	Through	D (45.7)	0.82	D (40.5)	0.70	D (45.9)	0.65
Southbound	Right	A (6.0)	0.24	A (6.4)	0.44	A (7.2)	0.36
	Left	C (30.4)	0.61	C (29.1)	0.65	F (97.6)	1.02
Intersection	Through	D (38.9)	0.72	C (32.5)	0.57	E (60.9)	0.92
	All	C (30.5)	0.82	C (27.4)	0.80	D (47.0)	1.04
Ponce De Leon at North Highland Avenue							
Eastbound	Left	D (43.7)	0.69	C (26.8)	0.71	D (37.4)	0.77
	Through	B (19.3)	0.42	B (19.2)	0.50	D (39.2)	0.92
Westbound	Right	A (5.4)	0.06	A (6.4)	0.12	B (11.4)	0.14
	Left	B (12.9)	0.27	B (13.4)	0.21	C (31.4)	0.54
Northbound	Through	D (44.0)	0.97	C (28.6)	0.72	C (33.7)	0.77
	Left	E (61.6)	0.75	C (30.3)	0.44	D (40.2)	0.59
Southbound	Through	D (51.6)	0.77	D (40.4)	0.73	E (72.8)	0.95
	Left	D (50.1)	0.71	C (30.6)	0.51	E (76.7)	0.94
Intersection	Through	E (59.6)	0.71	D (36.7)	0.70	D (50.1)	0.80
	All	E (40.8)	0.89	C (27.0)	0.73	D (43.1)	0.95



The Study Area in 1895

Moreland Avenue Study Area/Moreland LCI Study Area

Transportation History

To understand Moreland Avenue's current traffic operations, it is first necessary to understand its history. The neighborhoods around Moreland Avenue from Ponce de Leon Avenue south to I-20 were mainly developed after the Civil War. Initial development was brought on by the creation of transportation infrastructure in the form of the Georgia Railroad, which reached the area in 1847. The Georgia Railroad is currently the CSX line that runs along DeKalb Avenue and bisects Moreland Avenue. The railroad was built on the highest ground in the area and followed the ridgeline from Decatur to Downtown Atlanta. Although the area was developed in a grid pattern, early roads and villages were founded along ridgelines (such as Boulevard, Highland Avenue and Briarcliff Road) or slight inclines (such as DeKalb Avenue, Euclid Avenue, Arkwright Place and Flat Shoals Avenue).

The advent of the electric streetcar line in the 1880s and 1890s also significantly affected the Study Area by allowing for Atlanta's first suburbs. Atlanta originally grew to the east towards Moreland Avenue with the Edgewood Avenue Line to Inman Park in 1889. This was Atlanta's first planned suburb and was joined by other suburban expansions made possible by the DeKalb Avenue line, the McClendon Line, the Flat Shoals line and the Arkwright Line.

The nearby Decatur Belt Line, to the west of Moreland Avenue, was built in phases between the 1860s and 1890s. This facility, always devoted to freight movement, has been inactive since 1994.

The main pattern in the early years was one of east/west movement dictated by topography and the need to get to Downtown. It is important to note that Moreland Avenue developed early on as the only significant north/south through route in the area, a characteristic it still retains today. Moreland Avenue developed before Ponce de Leon Avenue, which ended at Ponce de Leon Springs (under City Hall East), and was primarily used for recreational traffic until the Olmsted extension of the early 1900s.

The last major event in Study Area's transportation history was the advent of the Interstate highway system. I-20 was built in the early 1960s and cut off East Atlanta Village from Little Five Points. The interchange itself required the demolition of a portion of East Atlanta Village, which had extended along Moreland Avenue to Memorial Drive at that time. Further highways were planned in the Study Area and rights-of-way were acquired in the 1950s and 1960s, but a protracted legal battle ended with the plans for the GA 400/I-675 and the Stone Mountain Freeway being dropped and replaced by the Freedom Parkway and Freedom Park. These facilities now account for most recreational, pedestrian and bicycle facilities in the Study Area.



*Little Five Points in the 1940s
(Courtesy Lane Brothers and Tracy
O'Neal Collections of Georgia State
University)*

Roadway Characteristics

Moreland Avenue has jurisdictional control by GDOT, as it designated US 23 and State Route 42 (SR 42). The speed limit is 35 mph. Currently, Moreland Avenue consists of two to three travel lanes in each direction. The Ponce de Leon Avenue to Freedom Park zone has two travel lanes in each direction, with left turn lanes at Freedom Parkway. From Freedom Parkway to Euclid Avenue it has two travel lanes in each direction, with left and right turn lanes at Euclid and McClendon Avenues. South of Little Five Points Moreland Avenue has three travel lanes in each direction to DeKalb Avenue. South from DeKalb Avenue it has two travel lanes in each direction, with additional left turn lanes at Caroline Street. Moreland Avenue is five lanes for most of the way to I-20, with three of these being southbound. Even though Moreland Avenue is a high capacity state route it often has the feel of a neighborhood street in those sections where historic buildings, street trees, and streetscapes have been preserved.

Access Management

Currently, there is a lack of access management on the avenue. There are no shared driveways except at the Junkman's Daughter and Sevenanda in Little Five Points, and each business has at least one curb cut; several have two or more. Medians are non-existent, except at the DeKalb Avenue bridge, which has a planted median at both ends and a central concrete pier with a two foot curb. Only some intersections include a center left turn lane.

Geometry

Only one area of the corridor has steep grades; this is the area leading down to the Hosea Williams Drive/Wylie Street block. This may contribute to the high accident rates at these two signalized intersections. All other vertical curves are relatively gentle.

Functional Classifications

Functional classification is a method of ordering streets by the service they are intended to provide. Streets with the highest classification are intended to provide the highest through traffic volumes with the lowest accessibility to land. Lower classifications allow increased access at the expense of mobility.

Streets in the Study Area fall into four GDOT classifications. They are, in order of intended volume from highest to lowest.

- Principal Arterial
- Minor Arterial
- Collector Road
- Local Street

Ponce de Leon Avenue is the principal arterial in the Study Area. Moreland Avenue, North Avenue and Memorial Drive are the minor

Name of Facility	Daily Volume	# of lanes
Moreland at Ponce	21,760	4
Moreland @ Freedom Pkwy	14,859	5
Moreland at I-20	34,829	5

Traffic volumes at key intersections on Moreland Avenue

arterials. Freedom Parkway is the only collector road in the Study Area. All other roads are local streets.

As US 23 and SR 42, Moreland Avenue is eligible for, other than City funds, different operations and maintenance activities. Moreland Avenue is, however, not part of the National Highway System, precluding use of these applicable funds.

Existing Traffic Volumes

According to GDOT AADT counts, the heaviest traffic volumes are along Ponce de Leon Avenue on both sides of Moreland Avenue (33,286 to the east and 34,662 to the west) but still under the anticipated daily capacity of the road that is 4-5 lanes wide throughout this section. Moreland Avenue, with 4 - 6 lanes, has volumes varying mainly from 15,000 to 22,000 with peaks of 21,760 at Ponce de Leon Avenue and 34,829 at I-20. AADT volumes for both directions are listed at left. Typical volumes for road segments are 10,000 cars per lane.

According to the Congestions Management System (CMS), Moreland Avenue is defined as congested from Euclid to Confederate Avenues. This is primarily because of the lack of left turns lanes, poor signal timing, heavy peak traffic, heavy truck traffic and close signal spacing. From these data there appears to be a contradiction in that AADTs indicate that, over an average day, the avenue has the capacity to handle higher volumes, but congestion occurs during the morning and evening peak periods.

Truck Traffic

Truck traffic is mainly on Moreland Avenue, Memorial Drive, and DeKalb Avenue and avoids other streets. As the area gentrifies and industrial uses are converted to other uses, truck traffic should continue to diminish. Moreland and Ponce de Leon Avenues are essentially commercial corridors sandwiched between neighborhoods that begin one block from them. Consequently, most of the truck operations are debris removal, store deliveries, or residential moving operations. The Edgewood Retail Development may alter this pattern somewhat but its effect will most likely be confined between I-20 and DeKalb Avenue.

Key Intersections

The key intersections along Moreland Avenue are:

- Ponce de Leon Avenue and Moreland Avenue
- North Avenue and Moreland Avenue
- Freedom Parkway and Moreland Avenue
- Mansfield Avenue and Moreland Avenue
- Euclid Avenue /McLendon Avenue and Moreland Avenue
- DeKalb Avenue and Moreland Avenue

- Caroline Street/Seaboard Avenue and Moreland Avenue
- Hosea Williams Drive and Moreland Avenue
- Wylie Street and Moreland Avenue
- Memorial Drive-Arkwright Place and Moreland Avenue

Each intersection has different concerns to be addressed. These concerns fall into three main categories: safety, operations, and streetscape design. All of these issues are inter-related along the corridor. Safety for pedestrians is related to streetscape design features, safety for cars is related to signalization and lane configuration, operational characteristics impact the perception of the streetscape for many of the local residents, and so on.

Safety

A common concern that surfaced during the public meetings was the need for improved safety for pedestrians, bicyclists and drivers. In a review of GDOT corridor accident data from 1997-2003 trends were revealed. There were 2,203 accidents from 1995-2003 averaging 275 per year. No fatalities were reported but 40 involved pedestrians, 8 were bicycle and pedestrian accidents, 27 involved utility poles, 19 involved curbs, fences, ditches, parapets, medians, street lights, or trees, and 2,055 involved collisions with other vehicles. The top accident intersections by occurrence and not rate are listed below in order. Please note the DeKalb Avenue intersection had few (71) accidents recorded during this period.

An analysis of the accident data for North Avenue reveals that most vehicles responsible for the accidents (78%) are traveling north or southbound and almost all (72%) are angle accidents indicating a need for left turn lanes on Moreland Avenue or limited left turns.

An analysis of the accident data for Memorial Drive reveals that most vehicles responsible for the accidents are traveling almost equally in all directions and angle and rear end accidents are also almost equally common.

An analysis of the accident data for I-20 reveals that most vehicles responsible for the accidents are traveling almost equally in all directions and angle and rear end accidents are also almost equally common. The similarity of results between I-20 and Memorial may be a function of their proximity, and the fact they are both at the busiest section of the corridor in terms of traffic volumes. Signal timing and the visibility of the somewhat confusing ramp configuration may also be key issues here.

An analysis of the accident data for Wylie Street reveals that most vehicles responsible for the accidents (92%) are traveling north or southbound and most (47%) are rear end accidents indicating a need for signal timing redesign or right turn lanes on Moreland.

Intersection	Accidents 1995-2003
@ North Avenue	337
@ Memorial Drive	334
@ I-20 Ramps (All)	252
@ Wylie Street	232
@ Hosea Boulevard	209
@ McLendon Ave.	199
@ Ponce de Leon	192
@ Caroline Street	113
@ Mansfield Avenue	112
@ Euclid Avenue	111

However, 30% are angle accidents indicating the need for a northbound left turn lane.

An analysis of the accident data for Hosea Williams Drive reveals that most vehicles responsible for the accidents (79%) are traveling north or southbound and most (43%) are rear end accidents indicating a need for signal timing redesign or right turn lanes on Moreland Avenue. However, 34% are angle accidents indicating the need for a northbound left turn lane. The similarity of results between Hosea Williams Drive and Wylie Street may be a function of their proximity, and the fact that both are at the bottom of the one valley on the corridor. Signal timing and visibility may also be key issues.

An analysis of the accident data for McClendon Avenue reveals that most vehicles responsible for the accidents (73%) are traveling north or southbound and most (47%) are rear end accidents indicating a need for signal timing redesign or northbound right turn lanes on Moreland Avenue. However, 35% are angle accidents indicating the need for left turn lanes.

An analysis of the accident data for Ponce de Leon Avenue reveals that most vehicles responsible for the accidents are traveling north or southbound and are angle accidents indicating a need for left turn lanes on Moreland Avenue. The numbers of responsible vehicles are fairly high for east and westbound traffic and there are a large number of rear-end accidents possibly indicating a need for right turn lanes in all directions and extended left turn lanes.

Operations

From an operations standpoint, there are three main issues that need attention in the Moreland Avenue corridor. These issues are:

- Left turn lanes
- Signals
- Turning radii

Due to the linearity of the corridor, all of these issues are, in reality, intersection issues. The functionality of all other types of operations is relatively acceptable. Left turn lanes are primarily an issue north of DeKalb Avenue due to the constrictions in the right-of-way in that area. Signals are issues in terms of timing (flow and speed), spacing (flow, speed, and safety), and cycle length (flow and pedestrian friendliness). Turning radii are mainly a concern in terms of urban design and what can be changed in the corridor without compromising the existing functionality of the facility. All of these operational as well as the main safety and streetscape issues are discussed in the recommendations section.

Congestion Management System (CMS)

The primary function of the CMS is to monitor and identify congested locations in the region. ARC has developed a Congestion Monitoring Network (CMN) based on the V/C ratio. The CMN identifies all of the region's roadway facilities that experience considerable levels of congestion currently or in the future.

Moreland Avenue is part of the 2004 CMN. Lack of left turn lanes, poor signal timing, heavy truck volume, and close signal spacing are listed as causes of congestion in the CMS. Additionally, Moreland Avenue ranks 49 out of 73 most congested facilities in the Atlanta region.

Traffic Signals

The CMS study identified traffic signals as one of the reason for congestion in the corridor. There are 11 signalized intersections in the corridor. On the 2 mile segment that makes up the Study Area, there is an average of roughly 5 signals per mile, or approximately 1,000 feet between signals. This figure does not include the multiple signals at Euclid and McLendon Avenues, which are considered one entity and are controlled together.

Traffic Control Infrastructure

Currently, all of the signals in the corridor are coordinated with 170 type controllers installed in 336 controller cabinets. All controllers are interconnected with copper wire interconnect cable to a central system in the Atlanta Traffic Control Center. However, GDOT is in the midst of upgrading all signal controllers along State Routes to 2070L controllers. The new 2070L controllers will utilize the existing fiber optic interconnect, as this infrastructure provides the capability for an interconnected signal system.

All signals in the corridor are currently pre-timed; they are non-actuated. This means the signals are not traffic responsive. During the evening peak, each signal cycle is 110 seconds. During the morning peak, each signal cycle is 100 seconds. The evening peak period runs from 3:30 pm to 6:30 pm and the morning peak period begins at 6:45 am and ends at 9:30 am. The signal cycle during the off-peak periods is 90 seconds.

Transportation Improvement Projects

There are planned transportation improvements slated for the Moreland Avenue Study Area in the ARC's Regional Transportation Program (RTP). Details are included in the Appendix. Most are bicycle pedestrian improvements or transit facilities. The bicycle pedestrian improvements are along Moreland Avenue, Briarcliff Road, Arkwright Place, Memorial Drive, Freedom Parkway and the Belt Line. The transit improvements are Bus Rapid Transit (BRT) on Memorial Drive, and the Belt Line.

There are four items in the City's CDP pertinent to the Study Area:

- Improve intersection of Memorial Drive and Moreland Avenue (Completed 2004)
- Improve intersection at Memorial Drive, Arkwright Place and Moreland Avenue (2019)
- Improve intersection at Briarcliff Road and Ponce de Leon Avenue (2009)
- Widen DeKalb Avenue from Jackson Street to Moreland Avenue (2019)



This bus stop in Barcelona, Spain is flanked with transit-supportive land uses and includes posted schedules



This photo from the 1960s shows the above-street wires that once served the Ponce de Leon Avenue trolley (Courtesy Lane Brothers and Tracy O'Neal Collections of Georgia State University)

Transit

In an urban area like Atlanta, transit plays a key role in the transportation system. When properly planned, transit can serve to clean the air, reduce congestion, promote compact land use patterns, spur economic development and promote sense-of-place.

Ponce de Leon Avenue Study Area

Although once serviced by a trolley route running from Midtown Atlanta to Decatur, transit service today along the length of Ponce de Leon Avenue today is limited to MARTA bus route #2 Ponce de Leon, which approximates the route of the historic trolley and runs from the North Avenue MARTA rail station to the Avondale MARTA rail station. Compared to many MARTA bus routes, weekday headways on route #2 are frequent and range from one every 20 minutes at morning and evening rush hours, to once bus every 40 minutes at off-peak hours. On weekends the service is less frequent, with headways of 30 minutes to one hour. Ridership is 2,401 passengers per weekday.

The avenue is also served indirectly by other bus and rail facilities. A small portion of its western end is within a short walk of the North Avenue rail station. Several MARTA bus routes also traverse the avenue, but do not provide continuous service, including:

- Route #6 Emory, which crosses at Moreland/Briarcliff Avenues and connects to Emory University, the Candler Park neighborhood, the Druid Hills neighborhood, and unincorporated DeKalb County.
- Route #10 Peachtree, which crosses at Peachtree Street and connects to Downtown and Midtown.
- Route #16 Noble, which crosses at North Highland Avenue and connects to Downtown, and the neighborhoods of Old Fourth Ward, Inman Park, Poncey-Highland, Inman Park and Morningside.
- Route #27 Monroe Drive/Lindbergh Station, which crosses at Boulevard/Monroe Drive and connects to the Ansley Park neighborhood, Cheshire Bridge Road, and the Lindbergh MARTA rail station.
- Route #45 Virginia/Fredrica (sic), which provides westbound service between North Highland Avenue and Frederica Street before heading north to Virginia-Highland and Midtown's northern edge.

The user-friendliness of existing bus routes is compromised by the lack of auxiliary facilities. Although route #2 does have more bus



An existing bus stop by the Peters Mansion

shelters than most MARTA bus routes, no stops or shelters include posted schedules, maps, or lighting; only a handful include wastebaskets. Shelters are virtually non-existent on other routes. The result is that most patrons must wait exposed to the elements and with no means of knowing when the bus will arrive, unless they have their own schedule. Although frequent riders are used to these substandard facilities, these are clearly deterrents for riders with choice.

Existing bus service is also compromised by delays. Frequent stops (one on almost every block), red-lights and congestion result in periods of unreliable service. Buses sometimes stop as often as every 400 feet to serve patrons. This can result in delays and frustration for other patrons. It also makes it challenging to plan bus scheduling because a day with unusually high-ridership (as expressed in the number of stops) can slow the bus down.

Finally, the avenue is potentially impacted by several recent or current transit studies, including:

- **Atlanta Development Authority (ADA) Belt Line study**, which is studying land use and financial feasibility for the Belt Line, a proposed transit greenway that would utilize existing rail corridors ringing Atlanta's core for future transit and recreational facilities.
- **Inner Core – Belt Line/C-Loop Study**, which is being undertaken by MARTA to identify feasible routes and modes of transportation within the greater Belt Line area by evaluating various technologies and land use patterns. To date, multiple alternatives have been identified based on existing transportation facilities. All of these alternatives would traverse Ponce de Leon Avenue; Alternative 4 would serve the avenue via a streetcar on its western edge. To date, however, no alternative has been selected as the preferred alternative, although such decision is forthcoming.
- **Atlanta Streetcar Study**, which is a private, non-profit initiative being undertaken by Atlanta Streetcar, Inc. to examine the feasibility of streetcar service along Peachtree Street from West End to Buckhead.
- **Regional Transit Action Plan**, which was undertaken by the Georgia Regional Transportation Authority (GRTA) in 2003 to review regional transit needs. In the study, Ponce de Leon Avenue is identified as a promising candidate for arterial Bus Rapid Transit (BRT). BRT utilizes buses that operate like trains, and may include dedicated bus-lanes, less-frequent stops, or even stations. No specific details are provided for such concept along Ponce de Leon Avenue.



Bus shelters, such as this, are more common along Ponce de Leon Avenue than most Atlanta streets



In Germany bus stops include route signs for many different buses, as well as schedules and maps

Strengths

- Existing bus service, which is better than that found in most parts of the Atlanta region.
- Existing rail service on the corridor's western end.
- Transit supportive land-use patterns, which result from the avenues initial development as a trolley route.

Weaknesses

- Lack of auxiliary bus facilities, including shelters, signage, maps, schedules and lighting, which discourages would-be transit riders.
- Congestion, which can buses and reduce reliability.

Opportunities

- Existing studies and plans, which could enhance transit offerings.
- Long-term trolley service.
- Improved bus service, which could lay the foundation for long-term trolley service.
- Bus signal actuation, wherein approaching buses could turn lights green to minimize disruptions from red lights.

Threats

- Lack of adequate funding, which could limit MARTA's ability to make transit improvements and result in further service cuts.
- Future traffic growth, which could further degrade bus reliability.

Moreland Avenue Study Area

Transit service along Moreland Avenue is less consistent than along Ponce de Leon Avenue. As of MARTA's service reductions in early 2004, there is no longer continuous bus service along north of DeKalb Avenue. However, segments are served via:

- Route #6 Emory, which runs from North Avenue to The Byway and connects Emory University, the Candler Park neighborhood, the Druid Hills neighborhood, and unincorporated DeKalb County.
- Route #7 McAfee, which runs from the Inman Park/Reynoldstown rail station, to McPherson Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park and unincorporated south DeKalb County.



This bus stop on Moreland and Memorial Avenues represents the minimalist transit facilities that exist along the avenue

- Route #34 Gresham, which runs from the Inman Park/Reynoldstown rail station, to Glenwood Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park and unincorporated south DeKalb County.
- Route #48 Thomasville, runs from the Inman Park/Reynoldstown rail station to Constitution Road and connects the neighborhoods of Inman Park, Edgewood, Reynoldstown, East Atlanta, Ormewood Park, Brownood Park and Thomasville.
- Route #107 Glenwood, which runs from the Inman Park/Reynoldstown rail station to Glenwood Avenue and connects the neighborhoods of Edgewood, Reynoldstown, East Atlanta, Ormewood Park, East Lake and unincorporated DeKalb County.

The result is that bus service is very frequent along the avenue south of DeKalb Avenue, but virtually non-existent north of it.

The avenue is also served indirectly by other bus facilities. Bus routes that traverse the avenue include:

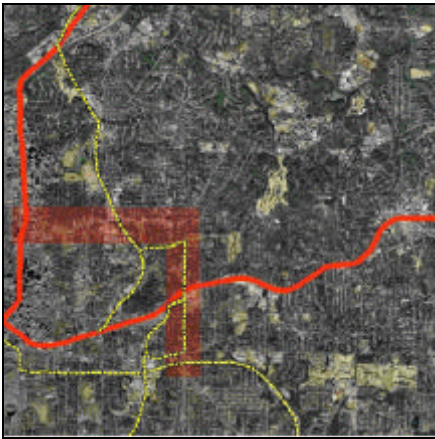
- Route #2 Ponce de Leon, which crosses at Ponce de Leon Avenue and connects to Midtown, Decatur, and the neighborhoods of Druid Hills, Poncey-Highland, Virginia-Highland and Old Fourth Ward.
- Route #3 Auburn Avenue/M.L. King Drive, which crosses at Euclid/McLendon Avenues and connects to Downtown and the neighborhoods of Old Fourth Ward, Inman Park and Candler Park.
- Route #9 Toney Valley, which crosses at Glenwood Avenue and connects to Downtown, unincorporated south DeKalb County, and the neighborhoods of East Atlanta, Ormewood Park, and Grant Park.
- Route #18 South Decatur, which crosses at Wylie Street and connects to Downtown, Decatur, and the neighborhoods of Grant Park, Cabbagetown, Reynoldstown, Edgewood and Kirkwood.

Existing Daily Bus Ridership

Route	3	6	7	17	18	28	34	48	107	123
Ridership	3,090	2,322	1,166	1,577	3,118	1,208	1,442	2,056	2,654	815



Transit supportive land uses line Moreland Avenue and include Little Five Points, one of Atlanta's most pedestrian-oriented commercial nodes



Map showing potential future transit options in yellow

- Route #21 Memorial Drive, which crosses at Memorial Drive and connects to Downtown, unincorporated DeKalb County, and the neighborhoods of Grant Park, Cabbagetown, Reynoldstown, Edgewood and East Lake.

Route #28 also provides service, but has been temporarily re-routed because of the Edgewood Retail District development. It will be returned to service once Caroline Street is reopened.

A small portion of the avenue's center is within a short walk (one-quarter mile) of the Inman Park/Reynoldstown and Edgewood/Candler Park rail stations. However, from Moreland Avenue itself, neither station is visible. All the bus bays on the south side of Inman Park Station are at capacity, but now only the #48 and #17 dock on the north side. Average daily ridership numbers are given in the table below.

Station	Average Monthly Entries	Rank Among 38 Stations	Parking Spaces	% Use of Parking Spaces
Edgewood/Candler Park	36,778	35	429	42%
Inman Park/Reynoldstown	49,251	29	278	70%

As with Ponce de Leon Avenue, the user-friendliness of existing bus routes is compromised by the lack of auxiliary facilities. Few bus shelters exist and no stops or shelters include posted schedules, maps, or lighting; few include wastebaskets. Most patrons must wait exposed to the elements and with no idea when the bus will arrive, unless they have their own schedule. Although frequent riders are used to this, it is clearly a deterrents for riders with choice.

Existing bus service is also compromised by schedule delays, although not as extensively as along Ponce de Leon Avenue. The frequent number of stops (one almost every block), coupled with red-light timing and congestion, results in limited periods of unreliable service.

Finally, the avenue is potentially impacted by several recent or current studies, including:

- **Atlanta Development Authority (ADA) Belt Line study**, which could serve the Inman Park-Reynoldstown rail station.



The existing MARTA bridge sends pedestrians 900 feet out of their way

- **Inner Core – Belt Line/C-Loop Study**, which includes alternatives serving the Inman Park-Reynoldstown rail station and portions of Moreland Avenue. In the Moreland Avenue area the Belt Line has several potential routes. One is to connect to Moreland Avenue via Ralph McGill and then to travel south to the southern entrance to the Inman Park/Reynoldstown station via Seaboard Avenue and then skirt the southern edge of the Hulsey yard to reconnect with the Belt Line in Reynoldstown and continue further south via the Glenwood Memorial Connector. The other potential route is the same as above but it would return to Moreland Avenue from the Inman Park/Reynoldstown station and head south to Memorial Drive then west the Glenwood Memorial Connector where it would link up again with the old freight lines. Included in this study are the I-20 East extension and the C-Loop, both of which also intersect the Study Area at the bottom of the Moreland Corridor at I-20. The I-20 East Extension is a planned connection between South DeKalb County from Stonecrest Mall to Downtown along I-20. The C-Loop is a planned connection between South DeKalb Mall, Atlanta University Center, Georgia Tech, And Emory University and it also runs along I-20 past Moreland Avenue.

Strengths

- Existing bus service south of DeKalb Avenue.
- Existing rail service in the corridor's central area.
- Transit supportive land-use patterns, which result from the avenues initial development as a trolley route.

Weaknesses

- Lack of bus service to Little Five Points.
- Lack of auxiliary bus facilities, including shelters, signage, maps, schedules and lighting, which discourages would-be transit riders.
- Congestion, which can affect buses and reduce reliability.
- Lack of rail station visibility from Moreland Avenue.

Opportunities

- Existing studies and plans, which could enhance transit offerings.
- Long-term trolley service.
- Improved bus service, which could lay the foundation for long-term trolley service.
- Bus signal actuation, wherein approaching buses could turn lights green to minimize disruptions from red lights.



The Belt Line transit greenway would occupy this kudzu-filled area and could change the face of transit in Atlanta

Threats

- Lack of adequate funding, which could limit MARTA's ability to make transit improvements and result in further service cuts.
- Future traffic growth, which could further degrade bus service reliability.

Moreland LCI Study Area

Due to its proximity to Moreland Avenue, the LCI Study Area is served by many of the same buses as the avenue, including #3, 6, 7, 18, 34, 48, and 107. It is, however, better served by rail. Both the Inman Park/Reynoldstown and Edgewood/Candler Park rail stations provide access to the north and south sides of the freight and MARTA rail lines. Both stations also include public access across said lines. In both cases, however, the interface with the surrounding neighborhoods is less-than-ideal.

The Inman Park/Reynoldstown station's greatest accessibility challenge is on its Reynoldstown side, where a pedestrian bridge directs passengers to the inter-modal bus facility, but in doing so, increases the walking distance between the station and areas to the east by 900 feet. Given that most Americans will not walk more than one-quarter mile (1,320 feet), this creates a barrier between the station and areas to the east, including the Edgewood Retail District. The station also has no presence on Moreland Avenue, which further compromises its usability. These design challenges, coupled with the lack of maps or direction signage in the public portion of the station, create a hostile environment for new users. Furthermore, an unused parking lot on the south side does nothing to support transit ridership or create a patron-friendly environment.

The Edgewood Candler/Park station's interface with the neighborhood is not as hostile as the Inman Park/Reynoldstown station, but challenges still exist. This station lacks signage or maps to direct riders to nearby destinations. Its parking lots also spill light into adjacent homes, particularly on the north side. A fenced-off, unused parking lot on the south side does nothing to support transit ridership or create a patron-friendly environment.

The Study Area itself and the greater Moreland Avenue Study Area will also soon receive shuttle service to connect Little Five Points, Edgewood Retail District, East Atlanta Village and the MARTA stations. This shuttle was a zoning condition of the Edgewood Retail District, and could enhance transit service. A specific route has yet to be identified.

Finally, the LCI Study Area is potentially impacted by current transit studies, including:

- **Atlanta Development Authority (ADA) Belt Line study**, which could serve the Inman Park-Reynoldstown station.
- **Inner Core – Belt Line/C-Loop Study**, which includes alternatives serving the Inman Park-Reynoldstown rail station and portions of Moreland Avenue.

Strengths

- Existing rail service.
- Planned Edgewood Retail District shuttle service.

Weaknesses

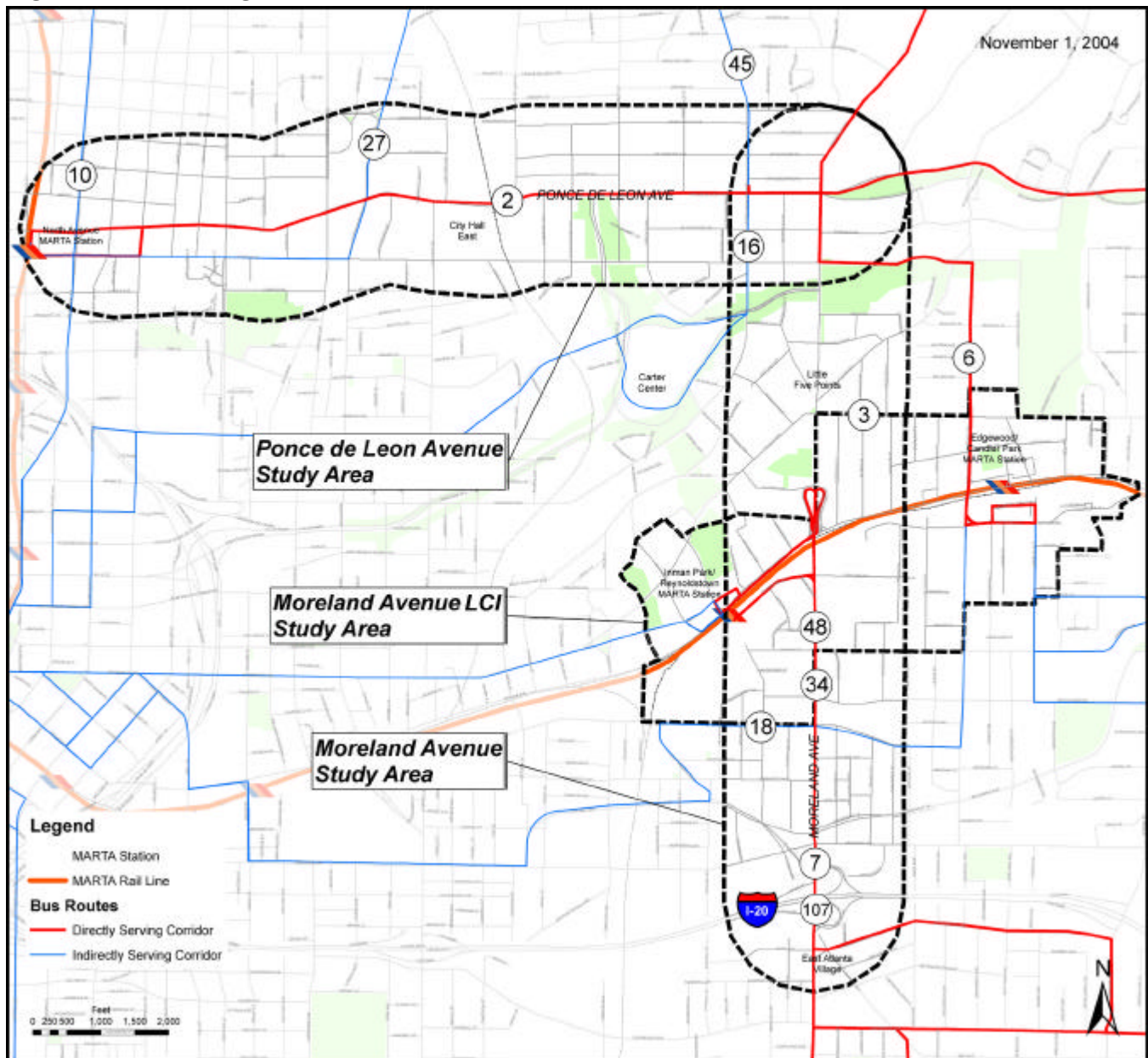
- Lack of service to Little Five Points.
- Lack of station visibility from Moreland Avenue.
- Light and noise pollution from rail stations.
- Infrequent rail service at off-peak hours resulting from the termination of the Proctor Creek rail line at the King Memorial Station.

Opportunities

- Directional signage and maps, which could guide patrons from rail stations to area attractions.
- Sidewalk markings, which could direct rail patrons to Little Five Points or the Edgewood Retail District.
- Station enhancements, which could create a stronger connection between the Inman Park/Reynoldstown rail station and Moreland Avenue and reduce walking distances.
- Extending the Proctor Creek rail line service to the Edgewood/Candler Park station at all hours, not just peak hours, could improve rail service.

Threats

- Lack of adequate funding, which could limit MARTA's ability to make transit improvements and result in further service cuts.

Figure 1.6: Existing MARTA Transit Service



Every trip begins and ends on foot



The intersection of Ponce de Leon Avenue with North Highland Avenue sees large amounts of pedestrian traffic, but drivers often fail to yield to pedestrians at this deceleration lane

Pedestrian Systems

Because every trip begins as a pedestrian trip, the walking experience is critical to understanding the current transportation system. Pedestrian trips are also important as they have the opportunity to take the stress off of vehicular systems and create a safer Study Area.

Ponce de Leon Avenue Study Area

The pedestrian experience along Ponce de Leon Avenue is by no means uniform. Sidewalk conditions vary, and street trees are sporadic. But the greatest differences are in large part due to differing land uses and whether or not the corridor's historic, pedestrian friendly development patterns remain intact.

The corridor's western end, west of Durant Place, is by far its most pedestrian friendly. Buildings orient to the street, signalized crossings are frequent, and on-street parking is provided in several locations to serve adjacent retail and buffer pedestrians from traffic. The greater street enclosure in this area also makes the street feel more intimate, which positive impacts pedestrians.

The most pedestrian hostile segment of the corridor is the central sector between Durant Place and Freedom Parkway. This sector is marked by auto-oriented land uses with little relationship to the street, high-speeds, and excessive curb cuts. Several major pedestrian impediments also exist in this area, including the overgrown Belt Line bridge, Boulevard/Monroe Drive, and public safety corners between Glen Iris Drive and Boulevard/Monroe Drive. The lack of a safe pedestrian crossing at Bonaventure Avenue, a high-pedestrian crossing location, is a problem.

The eastern end, west of Freedom Parkway includes some favorable and unfavorable conditions. The street's straightness and deceleration lanes result in higher traffic speeds. However, the 7 foot street furniture and tree planting zone and 7.5 foot sidewalk clear zone provide separation between pedestrians and drivers. Sidewalks in this sector are also in fairly good condition.

Along all portions of the avenue, challenges to pedestrians include high traffic speeds, acceleration and deceleration lanes (which support higher speeds), lack of protected walk phases at signals, and a lack of street trees to buffer pedestrians from cars and provide summer shade. Auto-oriented land uses also do pedestrians a significant disservice and force them to walk unprotected across parking lot to access businesses. The greatest offenders to the pedestrian environment are the gas stations around the Ponce de Leon Avenue and Boulevard/Monroe Drive intersection, which exhibit excessive curb cuts and not have buffers between pedestrians and their parking.

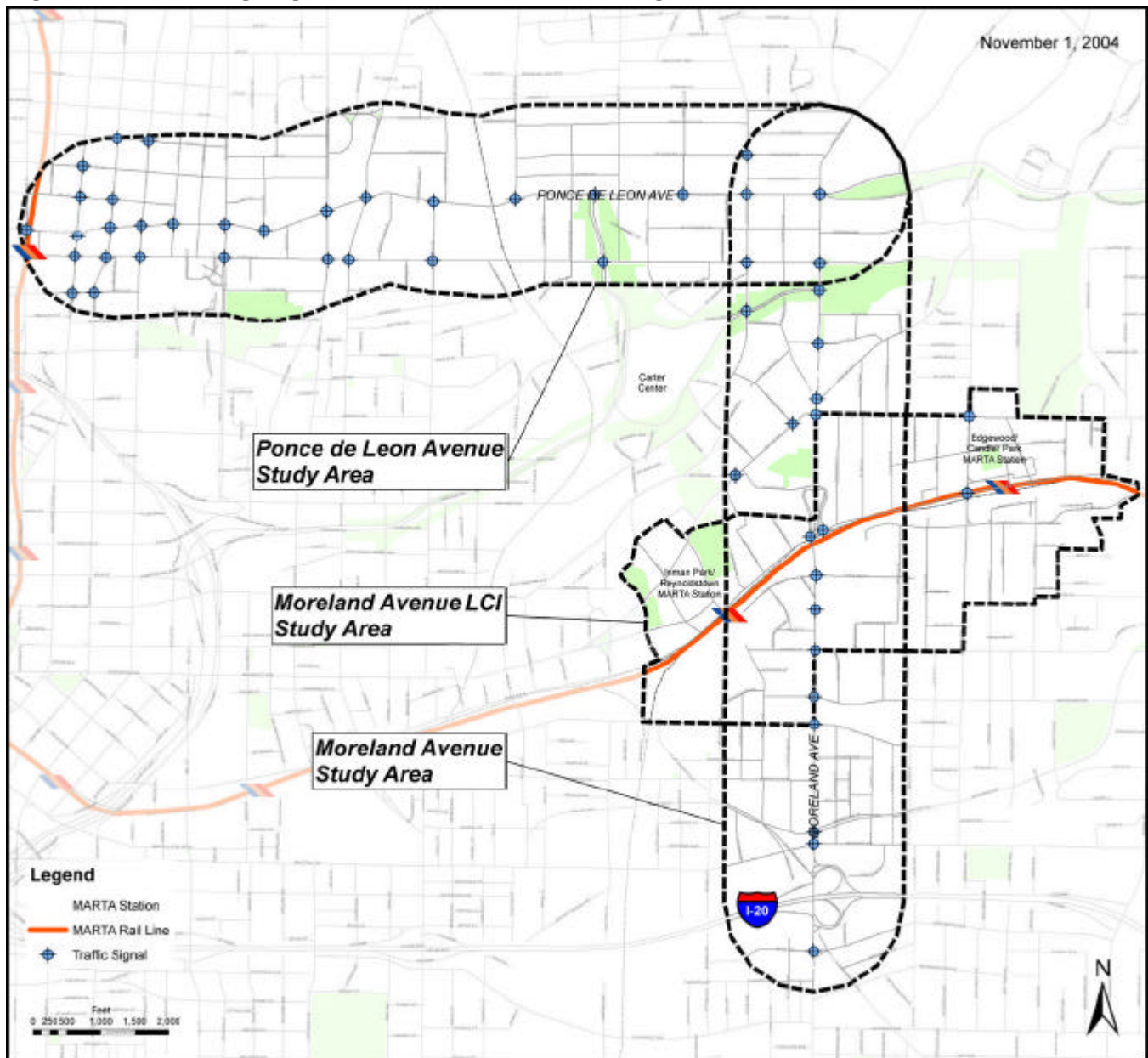
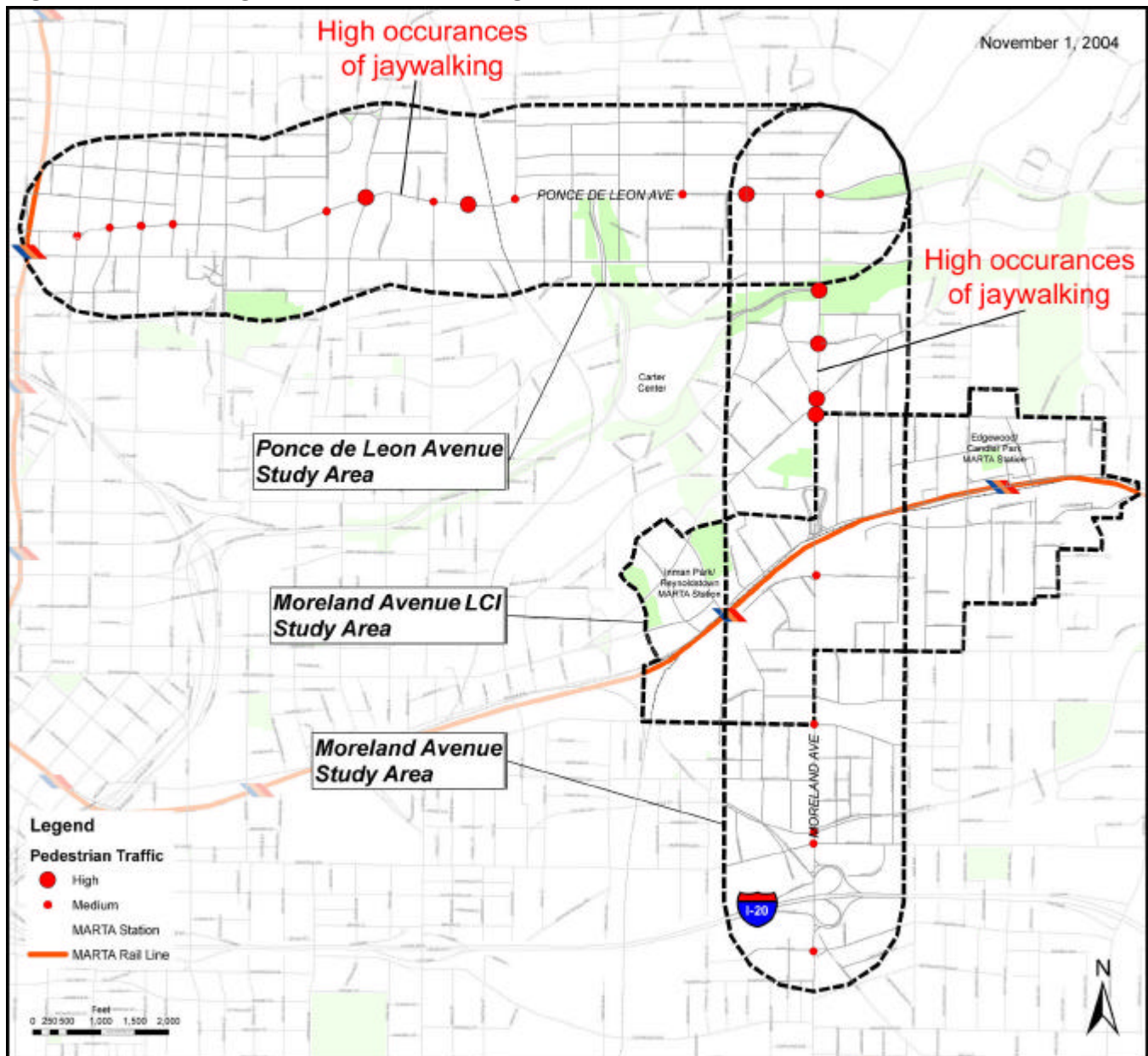
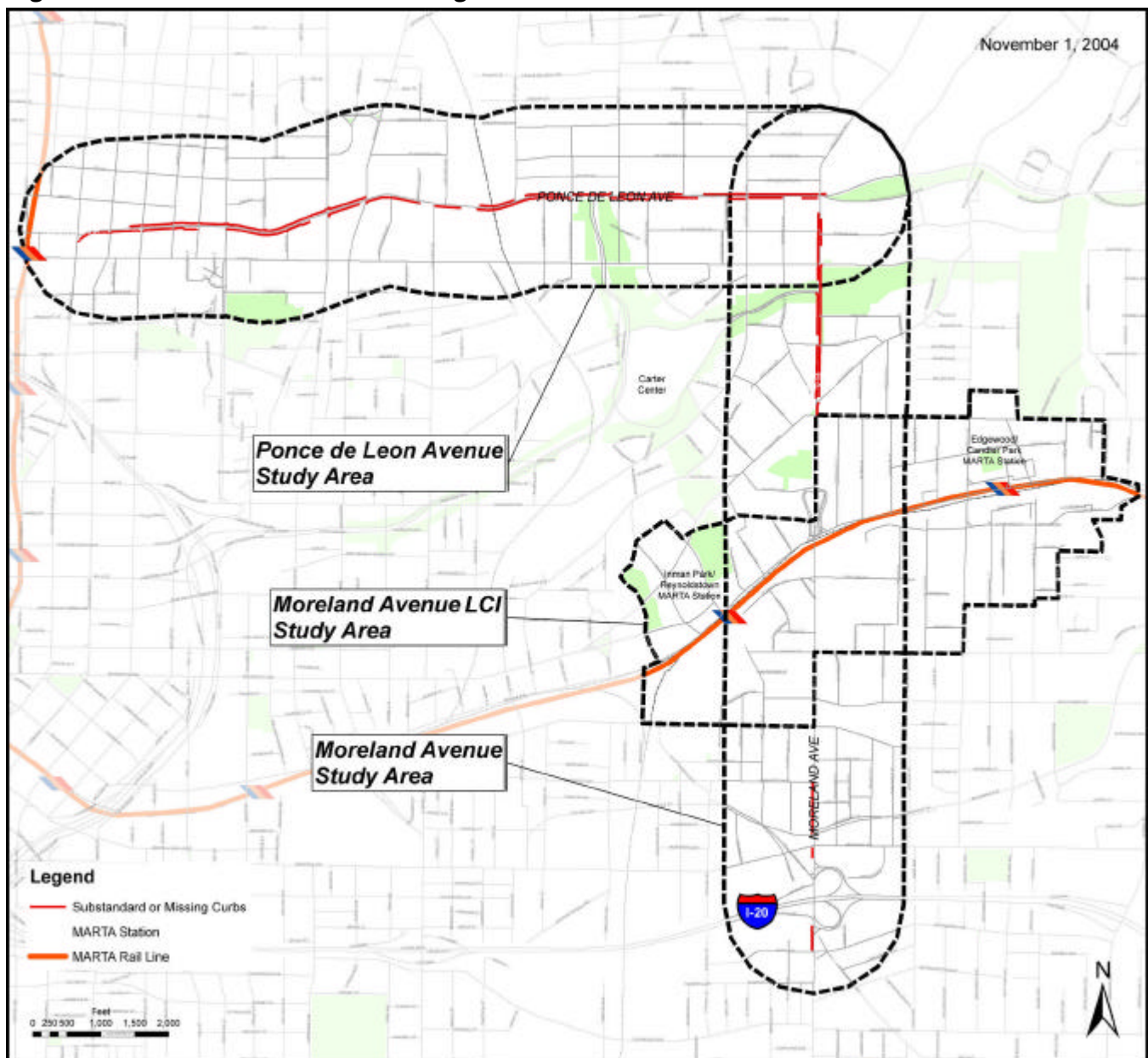
Figure 1.7: Existing Signalized Pedestrian Crossings

Figure 1.8: Existing Pedestrian Crossing Volumes

Based on field observations on September of 2004 and data gathered from regular users of the areas.

Figure 1.9: Substandard* or Missing Curbs on Moreland and Ponce de Leon Avenues

*Curbs that are less than 6 inches in height.



This arterial in Portland, OR, has well-marked crosswalks



The historic sidewalk treatment along Ponce de Leon Avenue, which include a 7 foot wide planting zone and 7.5 foot wide clear zone, can be seen in front of the Druid Hills Baptist Church

Strengths

- The historic sidewalk section of much of the avenue includes a 7 foot street furniture and tree planting zone and a 7.5 foot clear zone.
- Recent new developments have provided quality sidewalks.
- The proximity of neighborhoods and commercial uses makes walking a viable transportation choice, if proper facilities are provided.
- Existing zoning (SPIs 2, 16 and 17) on the western end, require wide sidewalks with redevelopment.

Weaknesses

- Excessive and wide driveway curb cuts.
- Atrocious sidewalk conditions in the block surrounding the Peters Mansion.
- Auto-oriented land uses, including frontal parking and buildings set back from the street.
- Lack of walkways from buildings to the sidewalk in existing auto-oriented sites.
- Lack of protected pedestrian signal phases.
- Lack of a pedestrian crossing signal at Bonaventure Avenue, an area of medium volume pedestrian crossings.
- The overgrown and damaged sidewalk under the Belt Line.
- The lack of adequate curbs along much of the corridor, which place pedestrians on the same grade as speeding cars. 16,530 linear feet of curbing needs replacement.
- Deceleration lanes, which compromise pedestrian safety and are located in front of The Plaza, McDonald's/Zesto's, Eckerd/Felini's, and The Plaza.
- Speeding traffic, which causes drivers to focus in front of them, rather than to the side of the street, where pedestrians are.
- Illegal jaywalking between Boulevard/Monroe Drive is unsafe for pedestrians and drivers.
- Instances of prostitution and drug dealing present public safety concerns.
- Eastbound drivers making illegal left hand turns into Midtown Place shopping center fail to see pedestrians.
- The lack of connectivity between Midtown Place shopping center and Midtown Promenade, as well as the adjacent neighborhood, makes walking distances prohibitive.
- Curb ramps and wheelchair accessibility are lacking at many intersections.
- The sidewalk in front of Eats is extremely unsafe to pedestrians.



Little Five Points sees heavy pedestrian traffic but is marked by unkempt sidewalks in many areas

Opportunities

- Bulbouts could be created on side streets to lessen crossing distances.
- Bulbouts could be created next to existing on-street parking on Ponce de Leon Avenue to reduce crossing distance.
- Crosswalks could be better marked.
- Streetscape improvements could improve pedestrian facilities.
- Enforcement of speeding laws could slow traffic.
- Zoning could be used to require wider sidewalks along the length of the corridor as redevelopment occurs.
- Future traffic growth could result in lower travel speeds, which would benefit pedestrians and make walking more viable than driving for short distance trips.
- Increased City enforcement of requirements for property owners to maintain adjacent sidewalks in good repair.

Threats

- The continuation of auto-oriented development patterns could further degrade the pedestrian environment.

Moreland Avenue Study Area

The pedestrian experience along Moreland Avenue varies by location, but several common challenges along the entire corridor include: automobile speeds; poor sidewalks; auto-oriented land uses; driveway curb cuts; and a lack of street trees.

Pedestrian conditions are best in the avenue's north end, north of Freedom Parkway, where adjacent buildings respect the street, trees from adjacent homes shade pedestrians, and traffic speeds tend to be slower, due to lane width and congestion associated with the Ponce de Leon Avenue/Moreland Avenue intersection. Ironically, within this area sidewalk conditions are most degraded.

The avenue's central sector, between Hardee Street and Freedom Parkway represents a transformation of the pedestrian experience from mediocre to poor. Within Little Five Points, traffic is somewhat confined and slow moving, which benefits pedestrians. Sidewalks, however, are in mediocre condition at best, with degraded segments on Moreland Avenue's east side, just south of Mansfield Avenue. Also in Little Five Points, sidewalks are narrow, but street trees are provided. South of Euclid Avenue, the avenue widens, speeds increase, and street trees disappear. Furthermore, the DeKalb/Moreland Avenues jug-handle represents a major break in the pedestrian environment. At the jug-handle the pedestrian condition deteriorates slightly and the sidewalk width is



During rain events the broken sidewalk at Mansfield Avenue and Moreland Avenue becomes flooded

approximately five feet. The walls of the underpass make the sidewalks seem even narrower than they are.

The Avenue's southern end, south of Hardee Street to I-20, represents its most pedestrian hostile sector. Vehicular speeds are fastest, street trees non-existent, and safe, signalized pedestrians crossings are limited. In addition, existing sidewalks are overgrown with weeds, and fronted by black retaining walls that give the feel of walking in an exhaust filled canyon, rather than an urban street. Of course, this pales in comparison to the area just north of I-20, which represents the most pedestrian-hostile portion of the three Study Areas.

Strengths

- Recent new developments have provided quality sidewalks.
- The proximity between adjacent neighborhoods and commercial uses make walking a viable transportation choice, if proper facilities are provided.
- Neighborhood Commercial (NC) zoning in Little Five Points requires wide sidewalks with redevelopment.
- Street oriented buildings encourage walking in many areas.
- Little Five Points is one of the region's most pedestrian-oriented commercial areas.

Weaknesses

- Excessive and wide driveway curb cuts just north of I-20.
- Auto-oriented land uses, including frontal parking and buildings set back from the street.
- Lack of walkways from buildings to the sidewalk in existing auto-oriented sites.
- Lack of protected pedestrian signal phases.
- Lack of a pedestrian crossing signals on Moreland Avenue between DeKalb and Euclid Avenues.
- Sidewalks are overgrown with weeds south of Wylie Street.
- The lack of adequate curbs north of Euclid Avenue, which place pedestrians on the same grade as speeding cars. 6,300 linear feet of curbing needs replacement.
- Speeding traffic, which causes drivers to focus in front of them, rather than to the side of the street, where pedestrians are.
- The block between Euclid and Mansfield Avenues is too long for pedestrians to walk and forces them to j-walk.
- The jug-handle and tunnel represent a break in the pedestrian fabric between Little Five Points and the Edgewood Retail District.



This sidewalk is narrow and unkempt

- The Freedom Park and Moreland Avenue crossing represents a challenge to pedestrians.
- Cars leaving I-20 on the exit ramps often fail to stop for pedestrian before turning right.
- Drivers in right-hand turns lanes often fail to stop for pedestrians at Freedom Parkway and at Euclid Avenue.
- Sidewalks along the north side of Euclid Avenue west of Colquitt Avenue are in extreme states of disrepair.
- Curb ramps and wheelchair accessibility are lacking at many intersections.
- Sidewalks on both sides of the avenue north of Little Five Points are extremely degraded.

Opportunities

- Crosswalks could be better marked.
- Streetscape improvements could improve pedestrian facilities.
- Enforcement of speeding laws could slow traffic.
- Zoning could be used to require wider sidewalks along the length of the corridor as redevelopment occurs.
- Future traffic growth could result in lower travel speeds, which would benefit pedestrians and make walking more viable than driving for short distance trips.
- Increased City enforcement of requirements for property owners to maintain adjacent sidewalks in good repair.

Threats

- The continuation of auto-oriented development patterns could further degrade the pedestrian environment.
- Planned deceleration lanes in front of the Edgewood Retail District could make it easier to drive higher speeds, which could compromise pedestrian safety.

Moreland LCI Study Area

The pedestrian experience is mixed in the Moreland LCI area, but generally much safer for pedestrians than along Ponce de Leon or Moreland Avenues. On local and collector street, speeds are lower, street trees frequent, and drivers more respectful of pedestrians, due in large part to the array of environmental cues that subliminally tell them to drive with greater caution.

Sidewalk conditions, however, are worse than on arterials. Because sidewalk repair is the responsibility of the homeowner, the conditions vary from home to home in many neighborhoods. Some are unkempt and others missing or broken. While this may not be an urgent problem on local streets, where pedestrian traffic



This crosswalk at Moreland and Euclid Avenues is poorly marked

is low, it is unacceptable on collector streets such as McLendon Avenue, Oakdale Road Whitefoord Avenue, Wylie Street, Edgewood Avenue and DeKalb Avenue.

Wheelchair accessibility is also a greater challenge on local streets. The need for accessibility is particularly pressing around the MARTA stations. The most blatant disregard for the pedestrian in this respect occurs on the south side of the Inman Park/Reynoldstown rail station, where there is no accessible route from the station to Walthall Street. This forces pedestrians with disabilities (and bicyclists) wishing to use the street to go up to three-quarters of a mile out of their way.

Strengths

- The Edgewood Retail District will include high quality sidewalks and connections into the neighborhoods.
- The proximity of neighborhoods and commercial uses make walking a viable transportation choice, if proper facilities are provided.
- Street oriented buildings encourage walking in many areas.
- Within the neighborhoods, buildings orient towards the street and monitor it; this improves public safety.

Weaknesses

- Broken or missing sidewalks along important collector streets, including McLendon Avenue, Oakdale Road Whitefoord Avenue, Wylie Street, Edgewood Avenue and DeKalb Avenue.
- Lack of an accessible connection between the Inman Park/Reynoldstown rail station and Walthall Street.

Opportunities

- Crosswalks could be better marked.
- Streetscape improvements could improve pedestrian facilities.
- Zoning could be used to require wider sidewalks along the length of the corridor as redevelopment occurs around MARTA stations.
- Directional signage could direct pedestrians arriving by MARTA to nearby attractions.
- Increased City enforcement of requirements for property owners to maintain adjacent sidewalks in good repair.

Threats

- Failure to implement traffic calming efforts on neighborhood streets could make them less safe for pedestrians.

Existing CDP Pedestrian Facilities

2004 CDP TRANSPORTATION CURRENT PROGRAMS AND PROJECTS – PEDESTRIAN FACILITIES										
Project List 9-14: 2004 CDP Transportation Current Programs and Projects – Pedestrian Facilities										
Transportation Pedestrian Facilities	Description	Initiation Year 1 5 15	Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD	
6	Argonne Avenue from Tenth St to Ponce de Leon Avenue	15	2019	219	General Fund, CDBG, D.I.F., GDOT, Private, MARTA, Federal	DPW.	n.i.	E	6	
22	Boulevard Drive from Moreland Avenue to Candler Road	5	2009	660	General Fund, CDBG, D.I.F., GDOT, Private, MARTA, Federal	DPW.	n.i.	O	5	
27	Candler Park from McLendon to dead end	1	2004	58	HOST	DPW.	n.i.	N	6	
54	Flat Shoals Avenue from Memorial Drive to Wylie St	15	2019	183	General Fund, CDBG, D.I.F., GDOT, Private, MARTA, Federal	DPW.	n.i.	W	2	
55	Flat Shoals from Van Epps Avenue to I-20	1	2004	219	DeKalb County HOST	DPW.	n.i.	O	5	
100	McLendon Ave from Clifton Rd to Connecticut Avenue	15	2019	110	General Fund, CDBG, D.I.F., GDOT, Private, MARTA, Federal	DPW.	n.i.	N	5	
101	McLendon Avenue from Clifton Rd to Moreland Avenue	15	2019	329	DeKalb County sales tax	DPW.	n.i.	N	5	
104	Memorial Drive (SR 154) from Moreland Avenue to Candler Road	1	2004	1168	General Fund, CDBG, D.I.F., Federal	DPW.	n.i.	N	2, 4	
112	Myrtle St from Tenth St to Ponce de Leon Avenue	15	2019	256	General Fund, CDBG, D.I.F., Federal	DPW.	n.i.	E	6	
114	N Highland Avenue from Ponce de Leon Avenue to University Dr.	1	2004	365	General Fund, D.I.F.,	DPW.	n.i.	F	6	
115	North Avenue, NE from Candler Park to Moreland Avenue	1	2004	201	DeKalb Host	DPW.	n.i.	N	6	
117	NPU F Sidewalk – Repair East of Moreland Avenue	1 5	2009	256	DeKalb County Sales Tax	DPW.	n.i.	F	6	
118	NPU O Sidewalk Repair East of Moreland Avenue	1 5	2009	544	DeKalb County Sales Tax	DPW.	n.i.	O	5	
127	Pearl St. fr Memorial Dr. to Kirkwood Dr.	15	2019	60	Gen. Fund, D. I. F., Federal	DPW.	n.i.	N	5	
141	Sidewalks around Schools – sidewalk projects near City Schools	1	2004	TBD	General Fund, Dev. Impact Fees, Federal	DPW.	n.i.	all	all	
2004 CDP TRANSPORTATION NEW, COMPLETED AND DELETED PROGRAMS AND PROJECTS – PEDESTRIAN FACILITIES										
Project List 9-15: 2004 CDP Transportation New Programs and Projects – Pedestrian Facilities										
Transportation Pedestrian Facilities	Description	Initiation Year 1 5 15	Completi on Year	COST x 1,000	Funding Source	Respon sible Party	CIP #	NPU	CD	
4	Candler Park Dr. fr McLendon Ave. to North Ave.	5	2009	120	General Fund, CDBG, D.I.F., Bond	DPW.	n.i.	N	6	
5	Memorial Drive fr Pearl St. to Oakland Ave.	5	2009	180	General Fund, CDBG, D.I.F., Bond	DPW.	n.i.	W	5	
33	Euclid Ave fr Goldsboro to North Ave.	5	2009	90	General Fund, CDBG, D.I.F., Bond			N	6	
41	DeKalb Ave. fr MLK MARTA to Moreland Ave.	5	2009	600	Gen. Fund, D. I. F., Federal, Bond	DPW.	n.i.	M,N	2	
49	Memorial Drive fr Pearl St. to Oakland Ave.	5	2009	120	Gen. Fund, D. I. F., Federal, Bond	DPW.	n.i.	W	5	
2004 CDP TRANSPORTATION CURRENT PROGRAMS AND PROJECTS – GREENWAY TRAILS										
Project List 9-17: 2004 CDP Transportation Current Programs and Projects – Greenway Trails and Corridors										
Transportation	Description	Initiation Year 1 5 15	Completi on Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD	
3	Atlanta-Stone Mountain Trail from Freedom Park Trail to Stone Mountain Park in DeKalb County	5	2009	1460	Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	E, M, N		
9	Eastside Trolley Trail - Downtown Loop and Piedmont Trail to Agnes Scott College in DeKalb	5	2009	534	Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	N, O, M		
11	Freedom Trail, Phase II – Inman Park MARTA to Virginia Highland	5	2009	2004	Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	N		
22	Olmstead Parks Trail Enhancements	1 5	9		Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	N		
38	Freedom Park Trail Enhancements	5	2019	35	Private, Impact Fees, Gen. Fund, Federal	D.P.W., DPDNC, Dept of Parks	n.i.	M, N		



Bicycling is a form of both recreation and transportation



A bike lane in Toronto provides safety for cyclists



The Freedom Park trail connects the Study Areas to Downtown and Decatur

Bicycle Facilities

Bicycles are an increasingly important means of transportation, particularly for low-to-middle income families. Any well-balanced transportation system must include bicycle facilities to ensure a range of mobility options. Bicycle facilities can take two major forms.

Off-street facilities are generally 12 feet wide paved areas that permit bicycle travel in two directions. Lanes may or may not be striped. Usually, these facilities are built in conjunction with greenways.

Bicycle lanes are striped one-way on-street facilities. They are usually located next to the curb and designed so those bicyclists move in the same direction as traffic. In Georgia, bicycle lanes are required to have a minimum width of five feet if they are to be designated as such. It is possible, however, to stripe narrower widths, provided they are not labeled such. Bike lanes are necessary on most streets with an average vehicular speed greater than 25 miles per hour. On streets with slower speeds, bicyclist can ride safely with traffic.

Ponce de Leon Avenue Study Area

Within the Ponce de Leon Avenue Study Area there are no bike lanes and only one off-street facility within Freedom Park, most local streets have slow enough traffic to safely accommodate bikes within the vehicular lanes. Ponce de Leon Avenue and North Avenue (west of Freedom Parkway) do not fall into the bikeable category, as speeds and, sometimes, volumes exceed what is comfortable for bicyclists. However, both avenues are straight, which make them ideal for commuter bicyclists.

Strengths

- Slow speed local streets.
- Existing off-street facilities.

Weaknesses

- Lack of bicycle lanes, due to limited right-of way.
- Dangerous bicycling environment.
- Few bicycle racks in commercial areas.
- Connectivity across the Belt Line is limited to North and Ponce de Leon Avenues.
- Curb cuts create less safe conditions for bicyclists.



There are few bicycle racks in the Study Areas other than at The Plaza, in Little Five Points, in East Atlanta Village, Publix stores, and at the Midtown Place shopping center



Lanes as narrow at 10 feet make it impossible to strip bike lanes without removing lanes or widening the street

Opportunities

- Bicycle lanes on arterials and collectors. The City of Atlanta Commuter On-Street Bike Plan identifies North Avenue as a bike route; its width may accommodate bike lanes.

Threats

- High traffic volume, which make right of way precious.
- Difficulty balancing pedestrian and vehicular needs and space.

Moreland Avenue/Moreland LCI Study Areas

Within the Moreland Avenue and Moreland LCI Study Areas bike lanes are limited to Edgewood Avenue. Off-street facilities, however, are more frequent and include portions of the Atlanta-Stone Mountain Trail within Freedom Park. A portion of the Nine Mile Trolley Trail, which runs from Downtown Atlanta to Decatur, also traverses the corridor. In addition, most local streets have slow enough traffic to safely accommodate bikes within the vehicular lanes. Moreland Avenue (south of Euclid Avenue) is not, however, bikeable, as speeds and, sometimes, volumes exceed what would be comfortable for bicyclists. However, both avenues are straight, which make them ideal for commuter bicyclists.

Strengths

- Slow speed local streets.
- Existing on and off-street facilities.

Weaknesses

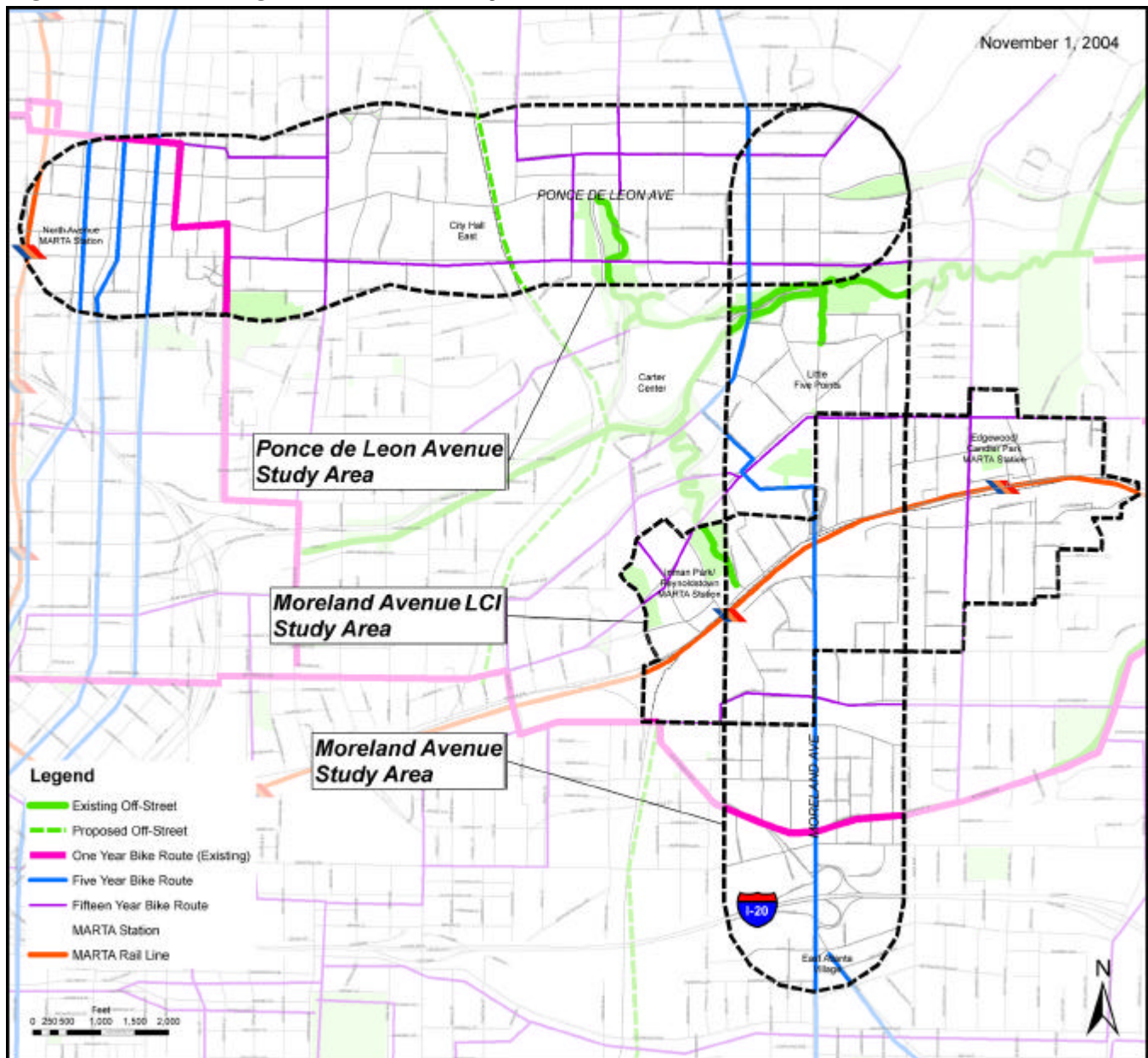
- Lack of bicycle lanes, due to limited right-of way.
- Dangerous bicycling environment.
- Few bicycle racks in commercial areas.
- Connectivity across the rail line/DeKalb Avenue is limited to the Moreland Avenue bridge, Oakdale Road, or use of a MARTA overpass (which forces bicyclists to dismount).

Opportunities

- Adding bicycle lanes on arterials and collectors. The City of Atlanta Commuter On-Street Bike Plan identifies Moreland Avenue south of Seaboard Avenue as a bike route.
- Arkwright Avenue (west of Moreland) could be converted into an off-street facility by using the old trolley right-of-way.

Threats

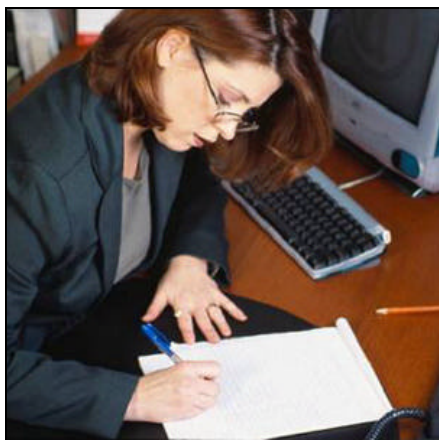
- High traffic volume, which make right of way precious.
- Difficulty balancing pedestrian and vehicular needs and space.

Figure 1.10: Existing and Planned Bicycle Facilities*

*Taken from City of Atlanta Commuter On-Street Bike Plan.

Existing CDP Bicycle Facilities

2004 CDP TRANSPORTATION CURRENT PROGRAMS AND PROJECTS – BICYCLE FACILITIES									
Project List 9-12: 2004 CDP Transportation Current Programs and Projects – Bicycle Facilities									
Transportation Bicycle Facilities	Description	Initiation Year 1 5 15	Compl etion Year	COST x 1,000	Funding Source	Respon sible Party	CIP #	NPU	CD
1	Ansley Park from Piedmont Park to Lenox Road	15	2019	0	Gen. Fund/ Federal	DPW	n. i.	E	6,7
3	Berne Street from Grant Park to City Limits	1	2004	8	Gen. Fund/ Federal	DPW	n. i.	W	1, 5
4	Bike Racks Citywide	1	2004	113	Gen. Fund/ Federal	DPW	n. i.	all	all
8	Boulevard Drive from City Limits to Grant Park	15	2019	0	Gen. Fund/ Federal	DPW	n. i.	O,W	1,5
25	Edgewood Avenue/ McLendon Avenue from Five Points MARTA station to City Limits	15	2019	0	Gen. Fund/ Federal	DPW	n. i.	M,N, O	2,5, 6
35	Irwin Street from Five Points to Euclid Avenue	15	2019	0	Gen. Fund/ Federal	DPW	n. i.	M,N	2
57	North Avenue from Bedford Place to Candler Park	15	2019	0	Gen. Fund/ Federal	DPW	n. i.	E,F	2,6
59	North Highland from Virginia Ave to McDonough Blvd	1	2004	17	Gen. Fund/ Federal	DPW	n. i.	N,O, W	1,2, 5,6
62	Oakdale Road/ Whiteford Avenue from City Limits to Eastside Trolley Trail	15	2019	0	Gen. Fund/ Federal	DPW	n. i.	N,O	5,6
76	S. Ponce de Leon fr Freedom Park Trail to City Limits	5	2009	4	Gen. Fund/ Federal	DPW	n. i.	N	6



Demographics and markets inform sound planning decisions

1.3 DEMOGRAPHICS & MARKETS

Demographics and markets are two of the bases of sound planning. These forces often extend beyond the immediate Study Area and must be carefully understood due to their impacts on land use and development decisions.

A disconnect often exists between what is market viable and what a community desires. In some cases, a community may yearn for more upscale housing or retail than for which market support exists. Given these conditions, a plan must include incentives to support new development, or it must utilize other techniques to increase market demand, such as expanding the potential draw or trade area via creating a unique destination. In other cases, market demand may be very strong, with the total demand for new development far surpassing what the community desires. In this situation, the plan must temper market realities with the will of the community to determine their own future.



Map showing 5, 10, and 30 minute drives; the 5 minute drive (at center) represents the primary market area

Ponce de Leon Avenue

The market characteristics of Ponce de Leon Avenue are provided in this section. The primary market area is defined by a 5-minute drive from City Hall East. This area is defined as the geographic area from which the large majority of potential customers or residents of new housing constructed in the Study Area originate.

Population & Housing

According to ESRI Business Information Solutions (ESRI BIS), a market resource provider, the 2004 population estimates for the primary market area is 123,502. The average annual population growth rate from 2000 to 2004 was strong for an urban area, at 1.48%. ESRI BIS-forecast annual growth rates through 2009 are slightly lower at 1.46%. However, the most significant projected

Ponce de Leon Avenue Study Area Population Estimates 2004-2009

	2000	2004 (estimate)	% APR*	2009 (forecast)	% APR*
Study Area					
Population	10,648	11,667	2.31%	12,544	1.46%**
Housing Units	5,546	6,179	2.74%	6,967	2.43%**
Avg. Household Size	1.90	1.88		1.87	
Primary Market Area					
Population	116,470	123,502	1.48%	132,782	1.46%
Households	52,247	56,579	2.01%	61,841	1.79%
Avg. Household Size	1.90	1.88		1.87	
*APR = Average Annual Percentage Rate					
**Assumes continuation of APR 36.3% higher than Primary Market Area					



This new single-family home at North Highland and Ponce de Leon Avenues is part of a recent infusion of housing

change in the primary market area is not population growth, but income growth. In 2000 the average household income was \$62,454. Today it has risen to \$84,466. It is expected to jump to \$132,785 by 2009.

Please see the Appendix for further income information.

The Study Area itself has experienced considerable growth over the past four years. According to Fulton County tax data, there were 6,006 housing units in the Study Area in 2003. In the past year, an estimated 173 additional units have been built in projects such as The Carlton (69 units), Greenwood Lofts (33 units), Providence on Ponce (22 units), Highland Green (19 units), and the Highland School Lofts (30 units). This brings the total today to 6,179 units. This represents a 2.74% annual increase in housing units, which is 36.3% higher than the primary market Area. The higher rate of growth along Ponce de Leon Avenue can be attributed to the conversion of marginal properties into residential uses, and the City's commitment to protecting neighborhoods from multifamily intrusion.

Housing, Office, and Commercial Demands

Due to the strength of intown Atlanta markets, overlap with the Moreland LCI Study Area market area, and the inclusion of a portions of the Study Area in the August 2004 *Midtown Atlanta Retail Report*, the September 2003 *Office and Retail Market Analysis for the JSA-McGill Study Area*, and the December 2003 *Market Position Analysis for the JSA-McGill LCI Study Area*, a complete market analysis was not undertaken for Ponce de Leon Avenue. However, a review of the four referenced reports suggests that there is far more demand for housing and commercial space along the corridor than for which space even exists, given community supported densities.

To provide a conservative estimate of future market demands, ESRI BIS population forecasts were used to determine future demands. Given existing land use patterns, an assumption was made that Ponce de Leon Avenue could capture a large portion of commercial (50% of primary market area), office (10% of primary market area), and housing growth (100% of Study Area growth).

Ponce de Leon Avenue Study Area Demand Forecasts 2004-2029

	<u>2004-2009</u>	<u>2010-2014</u>	<u>2015-2019</u>	<u>2020-2024</u>	<u>2025-2029</u>
For-Sale Housing	394 units	472 units	501 units	565 units	637 units
Rental Housing	394 units	471 units	501 units	565 units	637 units
Commercial*	26,836 sf	29,332 sf	32,060 sf	35,042 sf	38,301 sf
Office	4,640 sf	4,989 sf	5,364 sf	5,767 sf	6,200 sf
*Does not account for 530,230 square feet of currently unmet demand					



Ponce de Leon Avenue has attracted residents in search of hip, urban living and fashionable housing

Housing demand is strong and assumed to be multifamily, with an even split between owner-occupied and rental, as opportunities for single-family homes are limited.

Retail demands are extremely strong in the Study Area. The Midtown Atlanta Retail Report notes that Midtown, which comprises 50% percent of the Study Area, is one of the most under-retailed urban markets in the nation, "with only 1.7 square feet of square feet per resident, versus the national average of 20 square feet per resident."¹ For the primary market area, this represents a deficit of 1,060,463 square feet of commercial space.

Employment

The Study Area reflects a center for commercial and office employment. Assuming one employee for 823 square feet of commercial floor area,² the estimated 1,268,937 existing square feet of commercial space in the Study Area represents 1,542 jobs. Because of limited opportunities for new commercial and office space in the remainder of the primary market area, office space is estimated to add an additional 2,470 jobs, for an estimated total of 4,012 jobs.

Future employment projections based on forecast population growth estimate an additional 186 office jobs and 33 commercial ones between 2005 and 2009. However these figures are conservative and based on facilities serving the primary market area. Recent big box development has shown that large retail

Ponce de Leon Avenue Study Area Employment Forecasts 2004-2029

	2004	2009	2014	2019	2024	2029
Employment						
Commercial*	1,542	1,574	1,610	1,649	1,692	1,738
Office	2,470	2,656	2,855	3,070	3,300	3,548
Total	4,012	4,263	4,533	4,826	5,141	5,482
*Does not account for new jobs that could be created from unmet existing commercial demand, which would amount to 644 additional jobs.						

¹ Jones, Lane LaSalle. Midtown Atlanta Retail Report. September 2001. Revised August. Page 6.

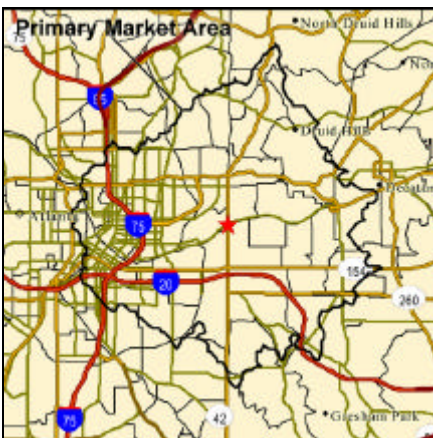
²United States. Department of Energy. Energy Information Administration. *1999 Commercial Buildings Energy Consumption Survey - Commercial Buildings Characteristics: Square Foot per Employee by Building Type*. Washington. May 21, 2002. Available from www.eia.doe.gov/emeu/cbecs/pba99/compareemployees.html. Internet. Accessed November 28, 2004.



The planned redevelopment of City Hall East includes 250,000 sf of retail, 100,000 sf of office, and 1,300 housing units



When it was built three years ago at Ponce de Leon Avenue and Juniper Street, the Alexan Terrace replaced parking lots with mid-rise housing



Map showing primary market area

centers or unique retailers can extend the market area several miles. Similarly, the relocation of a major employer to the Study Area, such as within the City Hall East (Ponce Park) redevelopment, could easily exceed estimated demand and result in higher employment figures. In addition, new retail space created to capture unmet existing demand could significantly increase these figures.

Strengths

- Strong intown population growth.
- Strong housing market.
- Strong retail market.

Weaknesses

- Weak office market.

Opportunities

- Un-met existing retail/commercial demand could support new development.
- The redevelopment of City Hall East could increase market awareness of the corridor.

Threats

- Increasing housing costs threaten area diversity.
- New development nearby could capture “credit tenants” and therefore challenge new retail development.
- Strong retail/commercial demand could displace “edgy” businesses that provide character to the corridor.

Moreland LCI Study Area

Note: This section provides a summary of the Moreland LCI Study Area. However, because the LCI Study Area is a component of the Moreland Avenue Study Area, the larger Study Area is represented within the primary market area identified herein. The strong demands identified for the primary market area can therefore be conservatively ascribed to the greater area.

The primary market area is defined by a 5-minute drive from the intersection of Moreland and DeKalb Avenues. This area is defined as the geographic area from which the large majority of potential customers or residents of new housing constructed in the Study Area originate.

Population & Housing

Population growth is strong in the Study Areas. The Moreland LCI Study Area has grown approximately 5% since 1990; this does



Map showing secondary market area

not demonstrate a significant share of phenomenal growth that some of the Atlanta Region saw during this time. However, it does demonstrate strength in terms of stability and diversity, to not show losses during a time when other urban areas in the region did.

Residential Market Analysis

In order to determine the level of demand for residential product that the Study Area can support, some assumptions had to be made. The addition of 62 households annually was used based on the forecasts from the ARC. Because there is such a high level of residential building activity in proximity to the Study Area, it was determined that using only new household growth produced from the Study Area itself was the best route for the residential market demand forecast.

It is important to clarify that in this market, there is more demand than there is actual capacity to develop to meet that demand. This area is primarily built out, it is relatively dense, and there is a solid concentration of wealth that is continuing an upward trend. Therefore, over the next five years, it is expected that there will be 155 additional owner households, as well as 155 renter households within the Study Area. The scale of these additions, in conjunction with the type, indicates that mid-scale projects of townhomes, condos or lofts are merited. In addition, mixed-use developments with commercial uses on the ground floor, and residential above would fit these forecasts.

Moreland LCI Study Area Population Demand Estimate 2004-2009

	1990	2000	2004	2009	Census-Based		ARC	
					Change 1990-2004	Change 2004-2009	Change 2000-2005	Change 2005-2010
Study Area	6,689	7,023	7,021	7,026	5.00%	0.10%	5.10%	2.40%
Primary Market Area	104,663	111,655	112,714	113,392	7.70%	0.60%	N/A	N/A
Secondary Market Area	402,414	438,674	436,430	433,682	8.50%	-0.60%	N/A	N/A
Atlanta MSA/Region	2,959,980	4,112,224	4,570,418	5,101,784	54.40%	11.60%	6.00%	7.70%

Moreland LCI Study Area Residential Demand

	Tenure Proportion		Annual Demand		Five-Year Demand		Ten-Year Demand	
	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH
Single Family Detached	35%	10%	11	3	54	16	109	31
Single Family Attached	65%	45%	20	14	101	70	202	140
Apartments	--	45%	--	14	--	70	--	140
Total Units			31	31	155	155	310	310
			62		310		620	



The Edgewood Retail District represents the second largest retail facility under construction in the city, with the largest being the District at Atlantic Station

In summary, the residential market will demand infill housing be developed, some spread throughout the Study Area and some in clusters. Infill and new residential development can serve to reinforce the strength and character of existing neighborhoods.

Retail Market Analysis

The consistent and steady performance of Little Five Points, and the new, large-scale development of Edgewood Retail District, are both extremely positive signs for the Study Area in terms of retail potential.

A demand analysis was conducted in relation to two types of retail development: neighborhood serving and community serving. Neighborhood serving retail usually includes convenience goods and personal services for day-to-day needs of the immediate area. Community serving retail is slightly larger and provides a wider variety of shops, making merchandise available in a greater array of styles and prices, as well as providing convenience goods and personal services.

In order to determine the amount of retail space that the Study Area can support, some assumptions had to be made. Demand analysis used the Study Area for neighborhood serving retail population base; the Primary Market Area was used for the community serving retail population base, and then the proportion that the Study Area could realistically support was determined. The addition of new households computed earlier using the ARC's forecasts was also utilized. This growth was then used in calculating supportable retail space by reviewing potential retail sales for the areas and estimating target sales per square feet based on national trends.

Currently, a total of approximately 648,000 square feet of retail space is supportable in the Study Area. A breakdown of the components of this total is shown in the table, as well as projections for the five-year demand. Convenience Goods are primarily grocery store and drug store purchases. Shopper Goods are the balance of retail items, such as apparel, home furnishings, hobby-related goods, etc. Food and Beverage are primarily restaurants and liquor stores.

Moreland LCI Study Area Retail Components Demand

	Convenience		Shopping Goods		Food & Beverage	
	Existing	Five-Year	Existing	Five-Year	Existing	Five-Year
Neighborhood Serving	24,137	124,951	51,871	268,527	12,246	63,369
Community Serving	131,884	685,315	331,699	1,723,614	96,012	498,912
Total	156,021	810,266	383,570	1,992,141	108,258	562,308

Office Market Analysis

There are no speculative office buildings within the Study Area. In fact, the office space that does exist is almost all within mixed-use developments. There are a few office locations sprinkled throughout the Study Area, such as part of the commercial nodes at Hurt Street and Edgewood Avenue, as well as at McLendon Avenue and Oakdale Road.

Speculative office space is now under construction both within the Study Area and directly adjacent. The Edgewood Retail District will have office uses as part of its mixed-use development, which also includes retail and residential. Inman Park Village, a mixed-use development adjacent to the Study Area, includes an adaptive re-use of a 50-year old building, dubbed the Blue Horse, which will provide about 29,000 square feet of Class A office space.

In order to determine the amount of small-scale, local-serving office uses that the Study Area can support, some assumption had to be made. Demand analysis was actually conducted on the Primary Market Area and then the capture rate of the Study Area was determined. The addition of new households computed earlier using the ARC's forecasts were used here, with an assumption that office employment has a ratio of about 2% of total population, which is based on national averages. Further, office employment was then translated to square footage based on a ratio of 250 square feet to each employee, again based on national averages. Finally, a capture rate of the primary market area was determined to be 4.5%. The capture rate is low based on the fact that the Study Area is located between two office markets, one well established (Downtown) and one emerging (East Atlanta/Decatur).

Small-scale, local serving offices are supported: by those seeking locations close to home; those that require clients to visit them and find their customer base within a residential community; and those that seek convenient regional access. The Study Area is well positioned to support this type of office development.

Office Market Demand

Existing Demand	Five-Year Demand	Ten-Year Demand
22,744 SF	118,683 SF	253,094 SF

Industrial Market Analysis

There are two areas within the Study Area that have active industrial uses, along Seaboard Avenue in Reynoldstown and along LaFrance Street in Edgewood. There are still remnants throughout the Study Area indicating its previous history as an industrial area, particularly along DeKalb Avenue and LaFrance Street. Many of these buildings have either been rehabilitated and

turned into alternative uses, or torn down and new uses constructed in their place.

There does not seem to be a discernable demand for additional industrial space in the Study Area in the near or long-term, but the active industrial uses will likely remain. CSX has indicated publicly that they have not plans of vacating their multi-modal facility. However, the Edwards Baking Company site, next door to the southern parking lots for the Edgewood/Candler Park MARTA station, has some possibility for redevelopment, but it does not seem likely in the immediate future. However, that area of LaFrance Street has had much development activity for adaptive re-use for lofts in the last couple of years. The Edwards Baking Company is the only active industrial use in that portion of the corridor, and it is now surrounded by residential uses.

Strengths

- Strong intown population growth.
- Strong housing market.
- Strong retail market.
- Weak industrial market, which could otherwise result in new industries that are incompatible with existing homes.
- Moderate market for small, neighborhood-serving offices.
- MARTA Rail access, which is increasingly seen as a market asset.

Weaknesses

- Interstate-oriented businesses, such as fast food and gas stations, are profitable and likely to remain long-term.

Opportunities

- Increased retail services could promote even stronger housing markets.

Threats

- Forthcoming arrival of chain retailers could harm some local businesses and sense-of-place, even though they do provide many goods and services not being provided today.
- Increasing housing costs threaten area diversity.
- Lack of space to accommodate demand.
- Commercial strip development could weaken existing retail nodes.



Annapolis, MD, features a fine-grained mix of land uses



Although not often thought of as a land use, parking represents a large portion of the Study Areas



An older street-oriented commercial building on Ponce de Leon Avenue

1.4 LAND USE

Existing Land Uses

Land uses and the relationship between them impact the quality of life in a community. Different land uses have varying impacts on transportation and utility systems. The physical arrangements of these land uses and their proximity also support or discourage the use of different modes of transportation, including bicycling and walking; this can directly impact the vehicular system by reducing or increasing automobile traffic.

Towns and cities were traditionally built as mixed-use environments featuring housing, shops, offices, religious institutions, schools, parks and factories all within a short walk of one another. As the benefits of mixed-use areas become known, it becomes increasingly important to understand the types of uses that can operate in close proximity. Many uses are very compatible, including retail, office, open space, civic, and residential uses. Other uses, such as industrial and transportation services, are more difficult to reconcile with other uses in a mixed-use setting.

Ponce de Leon Avenue Study Area

The Ponce de Leon Avenue Study Area's 760 acres contain a variety of uses organized into primarily single-use sectors. At 23.3% of the total Study Area, Multifamily uses (which include duplexes but not townhomes) constitute the majority of the Study Area and are generally located near the avenue, rather than directly fronting it. Concentrations of traditional multifamily housing are heaviest in Midtown, west of Charles Allen Drive, in Poncey-Highland along Highland Avenue, and in Virginia-Highland between Ponce de Leon Place and North Highland Avenue. This can be attributed to the fact these sectors were developed around trolleys along Ponce de Leon and Highland Avenues, and, accordingly, the greatest density was located closest to the trolley stops. Some clusters of traditional Multifamily uses still exist on Ponce de Leon Avenue, notably at Durant Place, in Druid Hills, and in the Virginia-Highland neighborhood. Newer Multifamily uses are found throughout, including along Ponce de Leon Avenue at Freedom Parkway (The Carlton).

The second-largest residential land use, at 17.15% of the Study Area, is Single-Family. Single-Family uses are located in all of the neighborhoods surrounding the avenue. There are instances of Single-Family along Ponce de Leon Avenue itself, but they are rare. Housing located in Mixed-Use land uses follows Single-Family, at 0.84%. These are limited to the Ford Factory Lofts, Highlands on Ponce, and the developing Ponce Springs



Ponce de Leon Avenue includes three major supermarkets: Whole Foods, Publix and Kroger; a second Publix is located on North Avenue

condominiums at Glen Iris Drive and North Avenue. At 0.80% of land area, Townhomes are the least prevalent housing land use. This is consistent with Atlanta's traditional lack of townhomes.

The second-large land use is Utilities/Transportation. The streets and rail lines represent over 21% of the Study Area.

Commercial is concentrated along Ponce de Leon Avenue and represents just under 13% of the Study Area. Two forms mark the Study Area's commercial uses: traditional street-oriented buildings and low-density, automobile-oriented uses. Traditional Commercial land uses are nodal and located around former trolley stops. Automobile-oriented uses are newer and include prototypical fast food restaurants, gas stations, and shopping centers. These uses, with their accompanying parking areas, are one of the defining characteristics of the corridor.

Other land uses are shown in the table below.

Ponce de Leon Avenue Land Use Summary

Land Use	Acres	% of Study Area
Single-Family	129.1	17.0%
Townhomes	6.0	0.8%
Multifamily	175.6	23.1%
Mixed-Use	6.3	0.8%
Commercial	97.8	12.9%
Office	28.6	3.8%
Institutional	71.1	9.4%
Parks/Open Space	32.1	4.2%
Industrial	8.9	1.2%
Transportation/Utilities	158.4	20.8%
Vacant/Parking	46.1	6.1%
Sum	760.1	100.0%

Strengths

- The existence of various land uses within the Study Area, which can minimize travel distances and support walking.
- The range of commercial land uses along the corridor, which provide close-at-hand goods and services.
- Historic neighborhoods.
- Recent mixed-use developments, which strengthen the area's mixed-use character.
- Historic residential and civic buildings, which prevent Ponce de Leon Avenue from being a commercial "strip."
- Historic nodal commercial patterns, which are still evident in many areas and interface well with adjacent neighborhoods.
- Freedom Park and the Olmsted Parks.



Ford Factory Lofts represents one of few mixed-use buildings along the avenue

Weaknesses

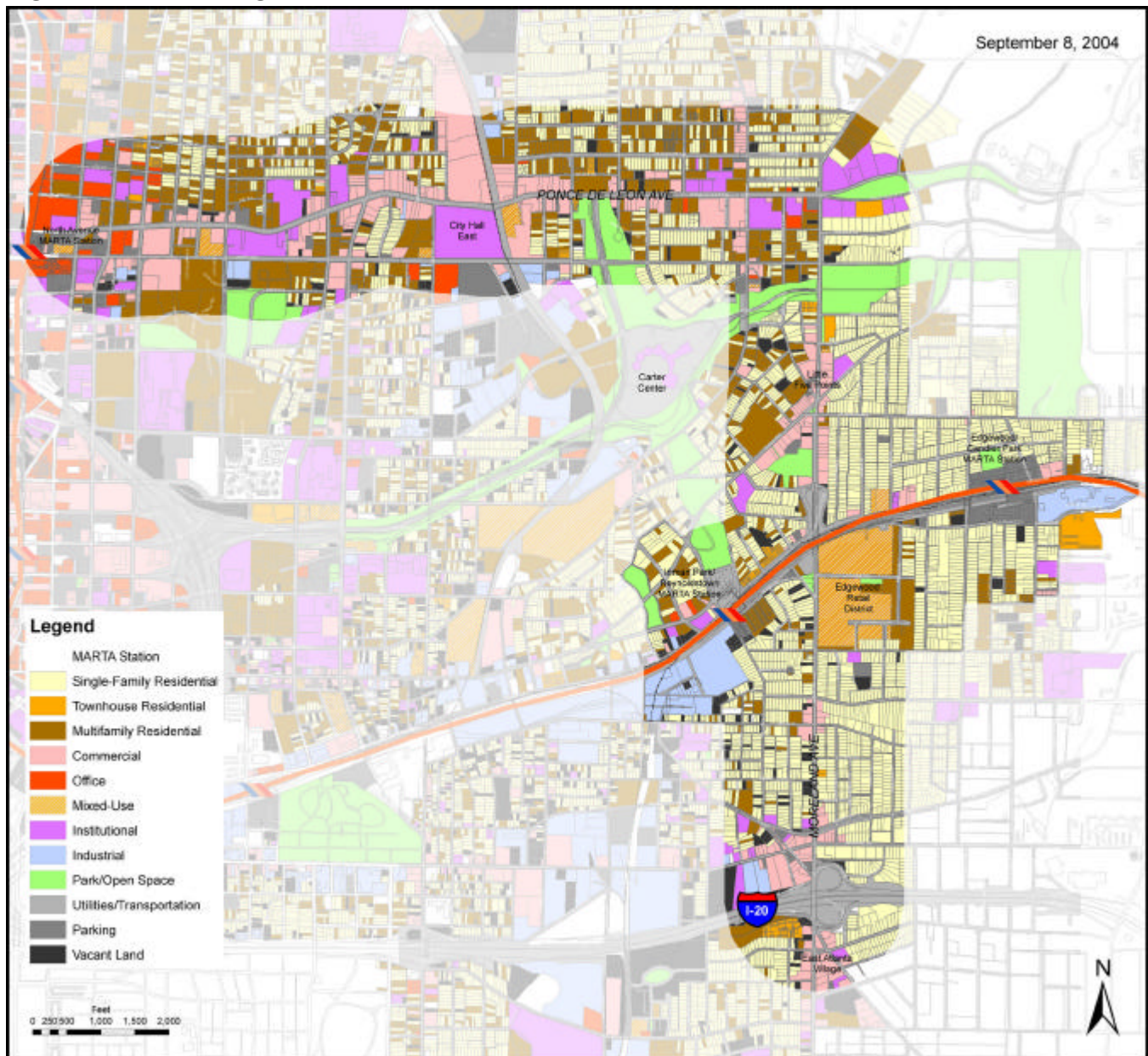
- Limited occurrences of vertically mixed-use land uses.
- Lack of housing in key area, which precludes the positive benefits of housing, including street monitoring, making a place feel “lived in,” and encouraging pedestrian activity.
- Recent proliferation of auto-oriented commercial land uses, most notably Midtown Place shopping center.

Opportunities

- New mixed-use development with residential over retail could create a greater sense of “ownership.”
- Redevelopment of under-utilized, auto-oriented land uses could absorb housing demand and reduce pressure to increase density in the core of neighborhoods.
- The Peters Mansion, which could be converted into a public open space.
- City Hall East, which represents a significant opportunity to mix housing, retail, office and public uses.
- The potential Belt Line transit greenway, which could foster transit-oriented development around proposed stops.

Threats

- Auto-oriented commercial land uses could transform Ponce de Leon Avenue into a continuous commercial strip.
- Financial markets, which can make it difficult to finance mixed-use projects.
- Commercial and multifamily encroachment into neighborhoods, which could disrupt their historic land use patterns.
- Small lots, which could make it challenging for developers to acquire the critical mass necessary to develop economically viable mixed-use buildings.
- Structured parking costs, which could limit future parking to surface lots in all but the most intense redevelopments.

Figure 1.11: Existing Land Use



Auto-oriented commercial uses are clustered along the southern end of Moreland Avenue, around the I-20 interchange

Moreland Avenue Study Area

The Study Area's most prevalent land use is Single-Family, at 38.6%. Like Ponce de Leon Avenue, this is concentrated in the neighborhoods ringing the avenue. However, unlike Ponce de Leon Avenue, Single-Family can still be found along the avenue itself between Freedom Parkway and Ponce de Leon Avenue, and in Reynoldstown and Edgewood.

At 9.5%, Multifamily is less common along Moreland Avenue. Most traditional Multifamily is located north of DeKalb Avenue and within the Poncey-Highland and Inman Park neighborhoods. Newer occurrences are found near DeKalb Avenue, where many former industrial sites have been redeveloped into housing.

The second-large land use along Moreland Avenue is Transportation/Utilities. It represents 23.4% of the Study Area.

Commercial land uses along Moreland Avenue are still largely nodal. At 6.3% of the Study Area, the nodal Commercial areas at Little Five Points, the Edgewood Retail District, Wylie Street, and Memorial Drive/I-20 are concentrated around key intersections. They do, however, represent a mixture of auto and street-oriented buildings, depending on age. The most street-oriented node is Little Five Points, with the Memorial Drive/I-20 node being the most auto-oriented. Of note, the developing Edgewood Retail District represents a hybrid between the two, and is being watched as a potential national model of integrating traditionally auto-oriented big box uses into an urban context.

Moreland Avenue Land Use Summary

Land Use	Acres	% of Study Area
Single-Family	291.9	38.6%
Townhomes	9.9	1.3%
Multifamily	71.6	9.5%
Mixed-Use	39.1	5.2%
Commercial	47.4	6.3%
Office	1.8	0.2%
Institutional	31.5	4.2%
Parks/Open Space	39.4	5.2%
Industrial	7.8	1.0%
Transportation/Utilities	178.7	23.7%
Vacant/Parking	36.4	4.8%
Sum	755.6	100.0%



Little Five Points was originally redeveloped as an early suburban commercial node

Strengths

- Little Five Points, which represents one of the Atlanta region's most walkable commercial nodes.
- The existence of various land uses within the Study Area, which can minimize travel distances and support walking.
- The range of commercial land uses along the corridor, which provide close-at-hand goods and services.
- Historic neighborhoods near the avenue.
- Historic residential and civic buildings, which prevent Moreland Avenue from being a commercial "strip."
- Historic nodal commercial patterns, which are still evident in many areas and interface well with neighborhoods.
- Freedom Park.

Weaknesses

- Limited occurrences of vertically mixed-use land uses.
- Lack of housing options, which are necessary to respond the diverse housing needs of those of different ages and incomes.
- Proliferation of auto-oriented commercial uses near I-20.

Opportunities

- New mixed-use development with residential over retail could create a greater sense of "ownership."
- Redevelopment of under-utilized, auto-oriented land uses and single-family homes along Moreland Avenue could absorb housing demand and reduce pressure to increase density in the core of neighborhoods.

Threats

- Auto-oriented commercial land uses could transform Moreland Avenue into a continuous commercial strip.
- Financial markets, which can make it difficult to finance mixed-use projects.
- Commercial and multifamily encroachment into neighborhoods, which could disrupt their historic land use patterns.
- Small lots, which could make it challenging for developers to acquire the critical mass necessary to develop economically mixed-use buildings.
- Structured parking costs, which could limit future parking to surface lots in all but the most intense redevelopments.



The MARTA parking lot south of the Inman Park/Reynoldstown rail station is unused, however, its location next to the CSX inter-modal may present a challenge to land use changes

Moreland LCI Study Area

The Moreland LCI Study Area's most prevalent land use is Single-Family, at 38.4%, which is found in the neighborhoods surrounding the MARTA Stations. At 7.4%, Multifamily is less common than in the two other Study Areas. Most Multifamily is located on DeKalb Avenue, Seaboard Avenue, or LaFrance Street; some also exists in the Edgewood neighborhood. The percentage, however, is increasing with continued redevelopment of industrial properties into housing along DeKalb and Moreland Avenues.

The second-large land use is Transportation/Utilities. It represents 23.4% of the Study Area and includes rail lines and streets.

Commercial land uses are concentrated along Moreland Avenue, with isolated businesses along DeKalb Avenue. At 6.3% of the Study Area, Commercial land uses are limited to primarily auto-oriented buildings. The developing Edgewood Retail District will introduce new pedestrian-oriented retail in March of 2005.

Other land uses are shown in the Land Use Summary Table.

Moreland LCI Land Use Summary

Land Use	Acres	% of Study Area
Single-Family	182.0	38.4%
Townhomes	9.9	2.1%
Multifamily	35.0	7.4%
Mixed-Use	38.7	8.2%
Commercial	10.2	2.2%
Office	0.8	0.2%
Institutional	3.6	0.8%
Parks/Open Space	14.5	3.1%
Industrial	37.1	7.8%
Transportation/Utilities	110.9	23.4%
Vacant/Parking	31.1	6.6%
Sum	473.6	100.0%

Strengths

- Historic neighborhoods.
- Historic nodal commercial patterns, which are still evident in many areas and interface well with neighborhoods, notably at Hurt Street and Edgewood Avenue in Inman Park.
- Existing parks.
- The Edwards Baking Company, which represents an important employment facility for blue collar workers.
- Edgewood Retail District, which will add senior housing, lofts, neighborhood retail, big box retail and park space to the Edgewood neighborhood.



This parking lot at 309 Moreland Avenue is planned for redevelopment into retail and restaurant space

Weaknesses

- Limited occurrences of vertically mixed-use land uses.
- Lack of housing options, which are necessary to respond the diverse housing needs of those of different ages and incomes.

Opportunities

- Redevelopment of under-utilized, auto-oriented, and former industrial land uses along DeKalb Avenue could absorb housing demand and reduce pressure to increase density in the core of neighborhoods.
- Existing multifamily and single-family homes along Seaboard Avenue in Reynoldstown could be redevelopment into higher-density housing.
- Under-utilized parking along the south sides of the Edgewood/Candler Park and Inman Park/Reynoldstown MARTA stations could be redeveloped.

Threats

- Financial markets, which can make it difficult to finance mixed-use projects.
- Commercial and multifamily encroachment into neighborhoods, which could disrupt their historic land use patterns.
- Small lots, which could make it challenging for developers to acquire the critical mass necessary to develop economically mixed-use buildings.
- Structured parking costs, which could limit future parking to surface lots in all but the most intense redevelopments.

Zoning & Land Use Policies

The City of Atlanta Comprehensive Development Plan (CDP) establishes future land use classifications for all areas of the city via 15 Year Future Land Use Maps. The classifications need not comply with current on-the-ground land uses, but rather reflect desired long-term land use desires. Under Georgia law, the future land use plan serves as the legal basis for rezoning activity on the part of the city. Therefore, it is important that the plan accurately reflects the desired vision for the subject area. The classifications should serve as a guide for directing public infrastructure improvements that support the desired future land use.

15 year Future Land Use Maps are organized by Neighborhood Planning Unit (NPU). NPUs are Citizen Advisory Councils that make recommendations to the Mayor and City Council on zoning, land-use and other planning issues. The NPU System was established in 1974 to provide an opportunity for citizens to

participate actively in the CDP. It is also used as a way for the citizens to receive information concerning all functions of City government.³

A key implementation tool of the CDP is zoning. The City of Atlanta regulates the development of property through the use of zoning districts. The districts control things such as height, use, setbacks, parking, etc. They are the implementation tool of the 15 Year Future Land Use Plan and should support the desired future land uses. Because it directly shapes development, zoning has a profound impact on built environment. More than any other element, zoning affects how a community looks and functions for decades

In general, 15 Year Future Land Use Plan Maps reflect the current land use patterns in all three Study Areas. As such, they include a variety of uses arranged horizontally over a large area. Zoning is also generally consistent with the Maps. Please see the Existing 15 Year Future Land Use Map and Existing Zoning Map on the following pages for details.

Instances where zoning is inconsistent with the 15 Year Future Land Use Plan Map are identified in the following sections. It is important to note, however, that these inconsistencies are only problematic to the extent that land use classifications that are more intense than zoning designations could support rezoning changes that might not be desired by the community. In most cases, inconsistencies reflect long-term policy goals, but they are, nevertheless, identified herein.

³ City of Atlanta. Department of Planning & Community Development. Bureau of Planning. *Neighborhood Planning Units*. Available from apps.atlantaga.gov/citydir/DPCD/Bureau_of_Planning/BOP/NPU/npu_system.htm Internet. Accessed November 20,

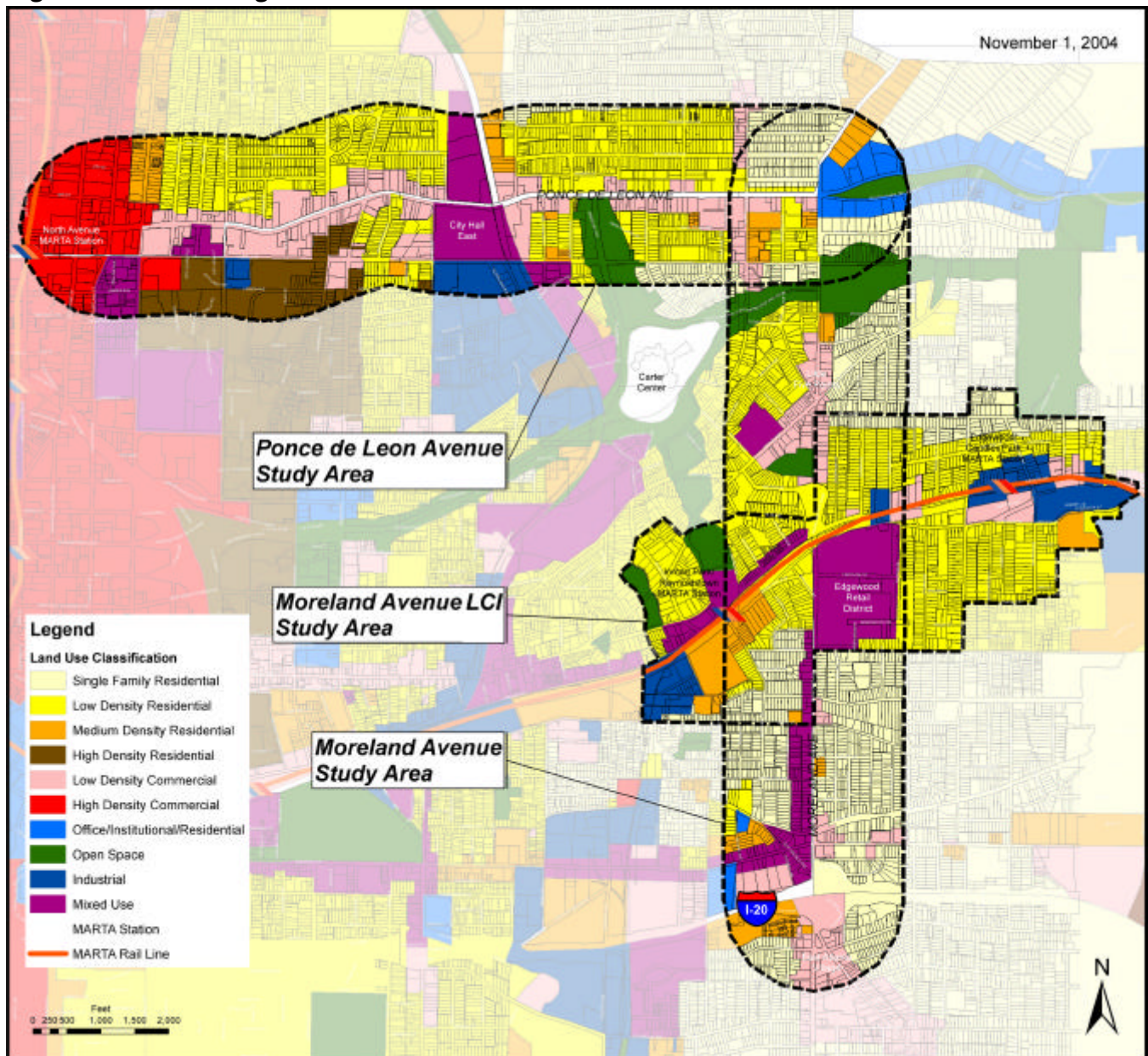
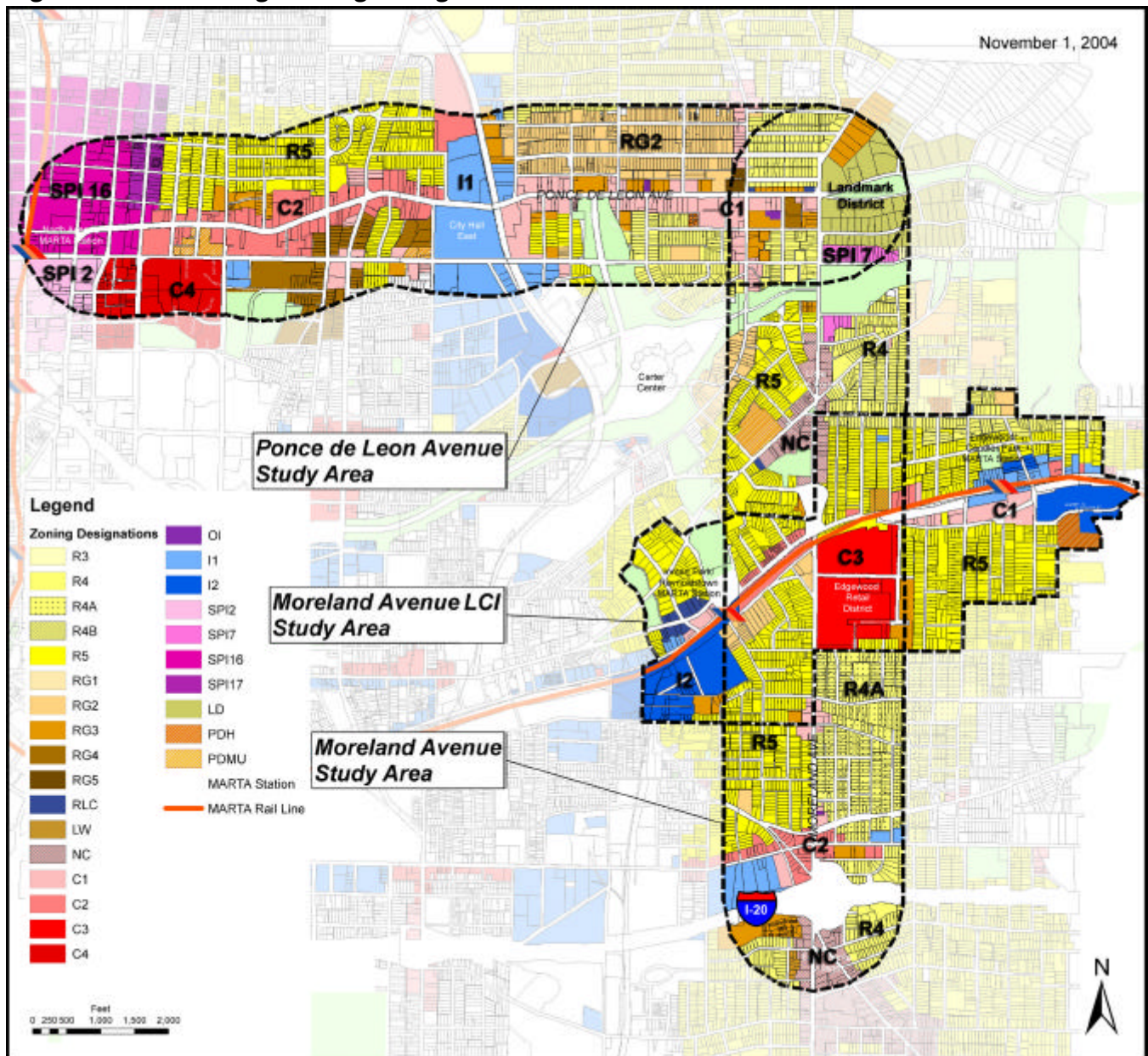
Figure 1.12: Existing 15 Year Future Land Use Plan Classifications

Figure 1.13: Existing Zoning Designations*

*Data reflect Tunnell-Spangler-Walsh & Associates' best effort to digitize zoning map, but data are not guaranteed. Please contact the Atlanta Bureau of Planning at 404/330-6145 for current zoning information

Land Use Designation	Compatible Zoning Districts	Allowed Units per Acre	F.A.R. Limits
OPEN SPACE	Varies	--	--
SINGLE-FAMILY RESIDENTIAL	R-1 to R-4, PD-H	N/A	N/A
LOW-DENSITY RESIDENTIAL	R-1 to R-4, RG-1 & RG-2, MR-1 & MR-2 PD-H	0-8 0-16 0-32	0.0 - 0.348
MEDIUM-DENSITY RESIDENTIAL	R-1 to R-5 RG-1 to RG-2, MR-1 & MR-2 RG-3, MR-3, PD-H	0-16 0-29 0-64	0.0 - 0.696
HIGH-DENSITY RESIDENTIAL	R-1 to R-5 RG-1 to RG-4, MR-1 to MR-4, PD-H	N/A	0.0 to 1.49
VERY-HIGH DENSITY RESIDENTIAL	R-1 to R-5 RG-1 to RG-6, MR-1 to MR-6 PD-H	N/A	0.0 - 6.40
LOW-DENSITY COMMERCIAL	R-1 to R-5, RG-1 to RG-3, R-LC, MR-1 to MR-4, O-I, LW, NC, C-1 & C-2, MRC-1 & MRC-2, PD-H, PD-OC	N/A	Established by Zoning District Regulations
HIGH-DENSITY COMMERCIAL	R-1 to R-5, RG-1 to RG-6, R-LC, MR-1 to MR-6, O-I, LW, C-1 to C-5, MRC-1 to MRC-3, PD-H, PD-MU, PD-OC	N/A	Established by Zoning District Regulations
INDUSTRIAL	LW, I-1, I-2, PD-BP	N/A	Established by Zoning District Regulations
OFFICE/INSTITUTIONAL	R-1 to R-5 RG-1 to RG-6, MR-1 to MR-6 O-I, PD-BP	N/A	Established by Zoning District Regulations
OFFICE/INSTITUTIONAL/RESIDENTIAL	R-1 to R-5 RG-1 to RG-6, MR-1 to MR-6 O-I	N/A	Established by Zoning District Regulations
MIXED-USE (min. 20% residential required)	All districts except for I-1, I-2 and PD-BP	N/A	Established by Zoning District Regulations
Except for I and PD districts, all land use designations are incremental. A higher density designation may include lesser density designations. Source: City of Atlanta Bureau of Planning.			

Chart showing the relationship between land use classification and zoning designations

Ponce de Leon Avenue Study Area

Located in NPUs E, F, M and N, the Ponce de Leon Avenue Study Area 15 Year Future Land Use Plan Map shows:

- “Low Density Commercial” along much of the avenue.
- “High Density Commercial” at the avenue's western end.
- “Single Family Residential” along much of the avenue's north side, east of the Belt Line.
- “Mixed-Use” at City Hall East.
- “Low Density Residential” in the neighborhoods.

Zoning in the Study Area generally reflects these classifications. The western edge of the corridor is zoned C2 (commercial) in

existing commercial areas, with neighborhoods themselves being R5 (two-family residential). The center of the corridor is zoned I2 (industrial), reflecting its historic industrial orientation to the rail line. The corridor's end is primarily C1 (commercial) on the south side, and RG-2 (multifamily residential) on the north. Four special districts also exist along the avenue: SPI's 2, 16 and 17 to the west, and the Druid Hills Landmark District to the east.

Parcels with zoning more intense than their land use classifications include:

- 1125 Ponce de Leon Avenue (the Salvation Army elderly tower) is zoned RG-4 but classified "Low-Density Residential." (Zoning sheet 14-15)
- The rear of 1085 Ponce de Leon Avenue (the Druid Hills Baptist Church) is zoned O-I but classified "Medium-Density Residential." (Zoning sheet 14-15)
- The lots south of Ponce de Leon Avenue and east of Barnett Street (Park Village) are zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-15)
- Lots on both sides of Somerset Terrace are zoned R5 but classified "Low-Density Residential." (Zoning sheet 14-15)
- 674, 677 and 678 Somerset Terrace are zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-15)
- The lot at the northwestern corner of North Avenue and Somerset Terrace is zoned C1, but classified "Low-Density Residential." (Zoning sheet 14-15)
- The lot at the northwestern corner of Ponce de Leon Avenue and Briarcliff Road (Atkins Park Lofts) is zoned RLC but classified "Low-Density Residential." (Zoning sheet 14-15)
- 1084, 1094, 1102, 1112, 1120, 1126 and 1146 Ponce de Leon Avenue (Atkins Park neighborhood) are zoned RG-3 but is classified "Low-Density Residential." (Zoning sheet 14-15)
- 1074 Ponce de Leon is zoned RLC but classified "Low-Density Residential." (Zoning sheet 14-15)
- 823 North Highland Avenue is zoned RG-2 but classified "Single-Family Residential." (Zoning sheet 14-15)
- 1050 Ponce de Leon Avenue (Briarcliff Hotel) and 746 North Highland Avenue are zoned RG-5 but classified "Low-Density Residential." (Zoning sheet 14-15)
- 787, 892, 904, 910, 918, 934, 950 and 1026 Ponce de Leon Avenue (Virginia-Highland neighborhood) are zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-15)

- 1013 St Charles Avenue is zoned RG-3 but classified “Low-Density Residential.” (Zoning sheet 14-15)
- 920 and 928 Ponce de Leon Avenue are zoned O-I but classified “Low-Density Residential.”
- 756, 774, 782, 790 and 794 Ponce de Leon Avenue and 732 Bonaventure Avenue are zoned C1 but classified “Low-Density Residential.” (Zoning sheet 14-15)
- City Hall East and the Midtown Place shopping center are zoned I1 but classified “Mixed-Use.” (Zoning sheet 14-15)
- The entire single-family portion of the Midtown neighborhood is zoned R5, but classified “Low-Density Residential.” (Zoning sheet 14-15)
- 650 Glen Iris Drive (Glen Iris Lofts) is zoned RG-4 but classified “Low-Density Residential.” (Zoning sheet 14-47)
- The southwestern corner of North Avenue and Glen Iris Drive is zoned C1 but classified “Low-Density Residential.” (Zoning sheet 14-47)
- Lots along both sides of Kennesaw Avenue are zoned R5 but classified “Low-Density Residential.” (Zoning sheet 14-47)
- Lots along 3rd Street between Argonne Avenue and Durant Place are zoned RG-3 but classified “Low-Density Residential.” (Zoning sheet 14-47)

Strengths

- There are no instances of land use classifications higher than zoning designations. This provides strong protection against spot zoning to higher intensities, which would require 15 Year Future Land Use Plan Map amendments.
- Instances of zoning designations higher than current classifications protect neighborhoods from inappropriate rezoning.
- SPIs 16 and 17 and the Druid Hills Landmark District ensure high quality at both ends of the avenue.
- The City of Atlanta Zoning Ordinance’s Transitional Height Plane Requirement protects neighborhoods from towering buildings in adjacent commercial districts.

Weaknesses

- Many historic single-family areas that are zoned R5 are classified “Low Density Residential.” This zoning is inconsistent with such classification and suggests that there is not an appropriate classification for such neighborhoods.
- “Low Density Residential” classifications of C1-zoned parcels along Ponce de Leon Avenue, east of Ponce de Leon Place, discourage rezoning of the current auto-

oriented uses to mixed-use districts, such as MRC-1, 2 or 3, which may be necessary to support redevelopment.

- Current C districts include no urban design standards and permit the construction of suburban-style, auto-oriented buildings and low-quality materials, such as Exterior Insulation and Finish Systems (EIFS), which the community has expressed a disdain for. They are also counter to the community's long-expressed wishes for wider sidewalks and shared parking.

Opportunities

- Existing City of Atlanta Quality-of-Life Zoning Districts could support community-desired building patterns.
- Amendments to the CDP could support community-desired land uses.

Threats

- The timely and expensive rezoning process could discourage developers from rezoning to more appropriate and progressive, Quality-of-Life Zoning Districts, which could perpetuate auto-oriented building patterns.
- The lack of administrative variations in the Quality-of-Life Zoning Districts could discourage their use.
- Highland Avenue in Poncey-Highland is zoned C1, which permits its historic pedestrian character to be replaced with suburban, auto-oriented building forms.
- Appropriate zoning designations may not exist to support the community's vision for Ponce de Leon Avenue.

Moreland Avenue Study Area/Moreland LCI Study Area

Located in NPUs F, N, O, W, and V, the Moreland Avenue and Moreland LCI Study Areas' 15 Year Future Land Use Plan Maps shows:

- "Low Density Commercial" within Little Five Points.
- "Mixed-Use" on the Edgewood Retail District site and along the avenue's west side south of Hardee Street.
- "Low Density Residential" and "Single-Family Residential" within the neighborhoods surrounding the avenue.
- "Mixed Use" along Moreland Avenue in Reynoldstown.
- "Low Density Commercial" on Moreland Avenue commercial nodes in Edgewood.

Zoning in the Study Areas generally reflects these classifications. Inman Park and Candler Park are primarily zoned R5 and R4, respectively. Little Five Points and East Atlanta Village are zoned NC. The Edgewood Retail District is zoned C3-C, and

Reynoldstown and Edgewood are zoned R5 and R4-A, respectively. Commercial nodes on the avenue's south end are zoned C1 and C2. In addition, Inman Park includes historic district regulations that enhance underlying zoning and protect its character. Portions of Candler Park near Freedom Park are in SPI 7, which has a similar intent.

Parcels with zoning more intense than their land use classifications include:

- Much of the Reynoldstown neighborhood is zoned R5 but classified "Single-Family Residential." (Zoning sheet 14-13)
- The rear of 1088 Memorial Drive is zoned C2 but classified "Medium-Density Residential." (Zoning sheet 14-13)
- The south of Memorial Drive west of Moreland Avenue is zoned I1 but classified "Mixed-Use." (Zoning sheet 14-13)
- The apartments on the west side of the Moreland/DeKalb Avenues jug handle is zoned RG-3 but classified "Low-Density Residential." (Zoning sheet 14-13)
- Much of the Inman Park neighborhood is zoned R5 but classified "Low-Density Residential." (Zoning sheet 14-13)
- 1209 and 1237 Memorial Drive are zoned RG-3 but classified "Single-Family Residential." (Zoning sheet 15-175)
- The lot at the southwest corner of Trenton Street and Memorial Drive is zoned C2 but classified "Single-Family Residential." (Zoning sheet 15-175)
- 1270 and 1296 Memorial Drive are zoned I1 but classified "Low-Density Commercial." (Zoning sheet 15-175)
- Much of the Candler Park neighborhood is zoned R5, but classified "Low-Density Residential." (Zoning sheet 15-175)

Strengths

- There are no instances of land use classifications higher than zoning designations. This provides strong protection for the neighborhoods against spot zoning to higher intensities, as such would require 15 Year Future Land Use Plan Map amendments.
- Instances of zoning designations higher than current classifications protect neighborhoods from inappropriate rezoning.
- SPI 7 ensures quality development around Freedom Park.
- Inman Park historic district regulations protect historic structures from demolition and ensure that new buildings are compatible with the neighborhood's character.

- Neighborhood Commercial (NC) designations in Little Five Points and East Atlanta Village protect these historic commercial nodes from suburban-style development.
- The City of Atlanta Zoning Ordinance's Transitional Height Plane Requirement protects neighborhoods from over-towering buildings in adjacent commercial districts.

Weaknesses

- Many historic single-family areas that are zoned R5 are classified "Low Density Residential." This zoning is inconsistent with such classification and suggests that there is not an appropriate classification for such neighborhoods.
- Current C districts include no urban design standards and permit the construction of suburban-style, auto-oriented buildings and low-quality materials, such as EIFS, which the community has expressed a disdain for. They are also counter to the community's long-expressed wishes for wider sidewalks and shared parking.
- R5 zoning in Candler Park between DeKalb and McLendon Avenues has permitted new infill homes that are out-of-scale with the historic bungalows of the neighborhood.
- Zoning designations on the south sides of both MARTA stations do not account for the more intense development that could be supported by transit access, nor do they provide the urban design standards necessary for true transit-oriented development.

Opportunities

- Existing City of Atlanta Quality-of-Life Zoning Districts could support community-desired building patterns.
- Amendments to the CDP could support community-desired land uses.

Threats

- The timely and expensive rezoning process could discourage developers from rezoning to more appropriate and progressive Quality-of-Life Zoning Districts, which could perpetuate auto-oriented building patterns.
- The "Mixed Use" classification along Moreland Avenue in Reynoldstown could open the door to turning Moreland Avenue (and portions of the neighborhood) into a continuous commercial strip. Rezoning to C1 or C2 are consistent with "Mixed Use" classifications.
- Appropriate zoning designations may not exist to support the community's vision.

Existing Area Studies

The City of Atlanta has a long-standing tradition of working to support neighborhood growth and revitalization. Significant portions of the City have been studied, including portions of all three Study Areas. However, unlike this study, many of these previous efforts were strongly design based, and lacked the transportation and land use focus of this study. For that reason, this study represents an opportunity to build on these previous efforts.

Ponce de Leon Avenue Study Area

Existing area studies affecting the Study Area include:

Blue Print Midtown, a community planning process spearheaded by Midtown Alliance beginning in 1997. The Blueprint stimulated dramatic change to the face of Midtown by providing the framework and impetus for new housing, desirable office space, transportation improvements, public safety initiatives, environmental clean-up, and a pedestrian-friendly streetscape program. It also laid the groundwork for the largest rezoning in Atlanta's history.

Subsequent economic development planning, completed in 2003, moves the quality redevelopment of Midtown forward by providing the data and guidelines to inspire projects, inform design proposals, and maintain the community's Blueprint vision.

Blueprint Midtown addressed the area west of Argonne Avenue along Ponce de Leon Avenue and established a long-term vision for that area.

District Two Rail Corridor Study, completed in 2000, examined the parcels of undeveloped and/or underdeveloped industrial zoned properties along the Belt Line within City Council District 2 and established a framework for future development.

The Study included a complete analysis and assessment of land use, transportation systems, environmental systems, stormwater, urban design, demographics and zoning. This included both a present-day and historical review.

By working with a task force composed of public officials, residents, business, and property owners, goals for the future were established and recommendations were proposed to achieve them. Central to these were approaches which: recognized neighborhood identity and the history of the corridor; encouraged an appropriate-scaled mixture of uses; supported future bicycle and transit improvements; and ensured environmental sensitivity.

This study addressed the portions of the Study Area south of North Avenue, near City Hall East and established the framework for its conversion into a medium density multifamily area.

North Highland Avenue Corridor Study, which focused on urban design and transportation considerations along North Highland Avenue in 1999. The Study did not directly address Ponce de Leon Avenue, but did include streetscape recommendations for the North Highland Avenue.

Moreland Avenue Study Area

Existing area studies affecting the Study Area include:

East Atlanta Village Study, an urban design, marketing and transportation plan intended to guide future development in East Atlanta in a manner that preserves the neighborhood's historic scale, structure, neighborhood-serving uses, and long-time residents. The Study developed a series of policy, program, and project recommendations that included: detailed tenant mix and marketing initiatives; bicycle, pedestrian and transit infrastructure improvements; streetscape guidelines; lane and intersection reconfigurations; open space recommendations; and urban design guidelines. The Study also included programs and supports needed to address social problems in the area, as well as guidelines for consolidating and reutilizing City-owned facilities, including a vacant school, aging fire station and aging library.

Reynoldstown Master Plan, in 1999 the Atlanta Empowerment Zone Corporation, the Reynoldstown Revitalization Corporation and the City of Atlanta's Bureau of Planning sponsored the Reynoldstown Master Plan, Reynoldstown 2000 and Beyond, the most current document guiding development for this historic neighborhood. This plan provided strategies designed to ensure the best possible future for Reynoldstown with a 15 year planning horizon. The process was inclusive of community residents, businesses, agencies and city officials.

Goals of the study included pedestrian safety, community revitalization through infill development, preservation of a variety of housing prices and types, enhancement of community commercial establishments, and finally the creation of meaningful park space. As a redeveloping neighborhood, Reynoldstown is mindful to stipulate that future development improve upon its historic character and better the quality of life for existing residents.

Along Moreland Avenue, the Master Plan made land use, zoning and transportation recommendations, some of which have been implemented. The land use strategy called for primarily mixed uses for the length of the avenue. It also called for a commercial node at Hosea Williams Drive and Wylie Street, and one at Memorial Drive,

from I-20 north to Arkwright Place. The block from Brantley to Wade Streets was designated as single family residential. To the north, the triangular piece of land between Brantley Street, Moreland Avenue, and Seaboard Avenue was programmed to be a park. The Master Plan indicates that parking will be to the rear and the building pulled up to the street for all uses. Zoning recommendations called for C1 zoning along the entire avenue, except at the Memorial Drive node, which was shown as C2. On Cleveland Street, the residential parcels were shown as RG-3.

Other than general statements about the main corridors such as Memorial Drive and Moreland Avenue, being pedestrian gathering spaces for the community and places with generous sidewalks, trees, plants, lighting, benches and bike racks, detailed suggestions for transportation along Moreland Avenue are few.

Moreland LCI Study Area

Existing area studies affecting the Study Area include:

Inman Park Neighborhood Traffic Calming Plan, which identifies improvements to address speeding and cut-through traffic on neighborhood streets and includes detailed locations for street narrowings, roundabouts, pedestrian crossings, cushions, etc.

Edgewood Neighborhood Traffic Calming Plan, which, like the Inman Park plan, identifies improvements to address speeding and cut-through traffic on neighborhood streets and includes detailed locations for street narrowings, roundabouts, pedestrian crossings, cushions, etc.

Candler Park Neighborhood Plan, a planning study intended to guide future commercial and residential development in Candler Park in a manner that preserves the neighborhood's sense of place and community and protects its natural resources. Completed in October 2000, the Plan was based on the results of a comprehensive survey of Candler Park residents conducted over 18 months. The Plan contains a series of policy, program, and project initiatives focusing on four main areas: walkability, economic development, quality of life and the environment.



Much of the Study Areas are covered by impervious parking lots

1.5 ENVIRONMENT

Environmental features are an important balance to developed areas. Environmental features provide habitats for native and migratory animals, capture stormwater and other runoff to prevent flooding, buffer incompatible land uses, and provide recreational opportunities for residents. They can include waterbodies, woodlands, floodplain areas, and developed open space.

Regardless of how urbanized an area is, environmental factors always affect planning and development decisions. It is, therefore, critical to understand existing environmental factors, including park facilities, brownfields and vegetative cover.

When dealing with environmental factors in urban areas, it is important to note, however, that some environmental “best practices” in rural and suburban areas represent liabilities because they compromise the essence of urbanism. Many of these practices, such as stormwater retention ponds, buffers, etc., can actually compromise vitality and result in “suburbanized urbanism,” which is a significant global environmental threat. In a capitalistic society and a “property-rights” state like Georgia, the only way to truly limit suburban sprawl and loss of open space is to make the urban areas so attractive, vital, and “urban” that people choose them over exurbia. But this choice must involve high-quality urbanism competing with standard suburbanism, not some watered down urbanism, which will surely loose. This said, many environmental techniques can be appropriately utilized in an urban context, including pervious pavements, green buildings, street trees, gray water collection, and rooftop gardens.

Ponce de Leon Avenue

Although not readily evident today, Ponce de Leon Avenue’s name owes itself to a natural feature once found along it. At one time, a spring, named the Ponce de Leon spring after the Spanish explorer who searched for the fountain of youth, was located in the depression of land currently occupied by City Hall East. Over time, a Victorian pleasure park was built around the spring and a trolley ran to the site. The spring and the creek is once fed are today capped and covered by City Hall East, but the depression that they occupied continues to represent a drainage challenges to Study Area. In fact, all former streams along the avenue have been capped and now represent portions of the city’s beleaguered combined sewer system.

Today, the most significant natural factors along the corridor are its topography, forested neighborhoods and impervious surfaces.



Flooding, caused by clogged drains and sunken curbs, is a major challenge along Ponce de Leon Avenue

Topographically, the corridor resembles a wave, with the Argonne Avenue and City Hall East as two low-points. At one time these low-points or “bottoms” reflected less desirable locations that were relegated to industrial uses and housing for the poor. High points were more desirable areas, and include Peachtree Street in Midtown, Boulevard, and the Druid Hills Baptist Church in Poncey-Highland.

Tree cover in the Study Area is representative of most of Atlanta, with forested neighborhoods fronting treeless or poorly planted arterials. Ponce de Leon Avenue represents such an arterial, with limited tree cover, particularly in its extensive parking lots. Implicit to this condition are large amounts of impervious parking.

Potential contaminated brownfields are limited to former industrial sites on the Belt Line. However, the conversion of many of these buildings to other uses suggests minimal or no contamination.

Strengths

- Forested neighborhoods.

Weaknesses

- Former creeks are piped.
- The lack of trees in commercial areas contributes to radiant heating and creates a “heat island,” which can increase air condition costs in summer and stress vegetation.
- Parking lots and buildings limit groundwater recharge.

Opportunities

- The Belt Line transit greenway could provide environmental benefits by reducing auto use and providing green space.
- The development of North Avenue Park (behind City Hall East) could address water quality and drainage concerns.
- New environmentally sensitive technologies could be applied to new development.

Threats

- The lack of generational tree planting in some neighborhoods could result in massive tree die-offs.
- Environmental “best practices” that are founded in rural and suburban areas could harm urban vitality.
- Potential brownfield sites could exist near the Belt Line, within the former industrial area.

Moreland Avenue/Moreland LCI Study Areas

Significant natural factors along Moreland Avenue include its topography, parks, and forested neighborhoods.



Stormwater can be used to enrich development potential and raise property values.

Topographically, Moreland Avenue is fairly flat from Ponce de Leon to DeKalb Avenues, with a slight drop in elevation from north to south. South of DeKalb Avenue the corridor undulates, with high points south of Hardee Street, at Kirkwood Avenue, and at I-20.

The Study Areas includes forested neighborhoods along poorly-arterials. The only exception to this is north of Freedom Parkway, where large trees abound. The lack of tree cover is most pronounced in the commercial nodes, particularly the south end of Little Five Points, the Wylie Street node, and the Memorial Drive node. These nodes also have parking lots with no plantings.

There are small streams in the Study Areas. One is in Springdale Park and feeds a small pond; the others are in Edgewood. A small wetland exists north of Hardee Street at Wrenwood Avenue.

As a former residential street, there are no likely brownfield sites on Moreland Avenue. However, cross streets, such as Memorial Drive and DeKalb Avenue, that once housed gas stations, could include some contamination, although recent redevelopment of both areas suggests that no major contaminated sites exist.

Strengths

- Existing parks.
- Forests neighborhoods.
- Existing streams.

Weaknesses

- The lack of trees in commercial areas contributes to radiant heating and creates a “heat island,” which can increase air condition costs in summer and stress vegetation.
- I-20 and the freight rail both produce localized air pollution that can be seen and smelled on some days.
- MARTA parking light pollution impacts neighborhoods.
- Parking lots and buildings limit groundwater recharge.

Opportunities

- New environmentally sensitive technologies could be applied to new development.

Threats

- The lack of generational tree planting in some neighborhoods could result in massive tree die-offs.
- Contamination could exist on some commercial sites.
- Environmental “best practices” that are founded in rural and suburban areas could harm urban vitality.

1.6 INFRASTRUCTURE & FACILITIES

Infrastructure and facilities are the foundations upon which communities are built. They support growth by providing essential services such as water, wastewater collection and treatment, stormwater management, fire, police, EMT, schools, and libraries. Effective systems are essential to a community's health.

Ponce de Leon Avenue Study Area

Ponce de Leon Avenue and surroundings include a number of sites such as: the Atlanta Civic Center on Piedmont Avenue; the Zone 2 Police Precinct in City Hall East; a Post Office on Ralph McGill Boulevard; and a library on Ponce de Leon Avenue.

Also within the Study Area are two schools: Sims School on Rankin Avenue, and Hill Elementary on Pine Street. Elementary schools that this area feeds are: Hill, Lin and Morningside; middle schools are: Inman and Walden; and the high school is Grady.

The majority of the Study Area is within the Sugar Creek sewer basin. This basin is one of the four oldest in the City, and is served by combined sewer systems. The Druid Hills neighborhood is served by DeKalb County. Neither basin has historically been capacity-deficient; current upgrades will increase capacity. Stormwater catch basins appear to be challenged, and during major rains pools of water exist along the corridor.

Strengths

- Extensive water and sewer coverage.
- Existing public facilities.

Weaknesses

- Aging infrastructure.
- Street flooding and plugged drains in some locations.

Opportunities

- Redevelopment can utilize existing infrastructure.
- Utilize greenspace for stormwater management, such as within the proposed North Avenue Park.

Threats

- Maintenance costs may increase due to age of systems.
- Impervious surfaces contribute to stormwater runoff.

- The real and perceived quality of Atlanta Public Schools (APS) hurt efforts to attract families unless they can afford private schools.

Moreland Avenue/Moreland LCI Study Area

There are a number of facilities in the Moreland Avenue and Moreland LCI Study Areas. Within Little Five Points are a Post Office and the Bass Recreation Center on Moreland Avenue. The Jimmy Carter Center and Presidential Library are in nearby Freedom Park. Fire Station #12 is on Dekalb Avenue near Candler Street. The city-owned Lang-Carson Community Center houses numerous Reynoldstown functions on Flat Shoals Avenue.

There are two Elementary Schools: Whitefoord, on Hosea Williams Drive, and Hubert Elementary on Memorial Drive. Other elementary Schools that the area feeds are: Lin, Cook, Parkside, and Burgess; Middle Schools are: Inman, Coan and King; the High Schools are: Grady, Crim and Southside.

Most of the Study Areas are in the Custer Avenue and Sugar Creek sewer basins. The Custer Avenue basin is one of the four oldest in the City, and is served by combined sewer systems, while the Sugar Creek basin contains separated sewers. Neither basin has historically been capacity-deficient; current upgrades will increase capacity. Stormwater catch basins appear to be challenged, and during major rains water floods roadways, most especially just north of Euclid Avenue. In the southern part of the corridor and the LCI Study Area they are less problematic.

Strengths

- Extensive water and sewer coverage.
- Adequate future capacity.
- Adequate public facilities.

Weaknesses

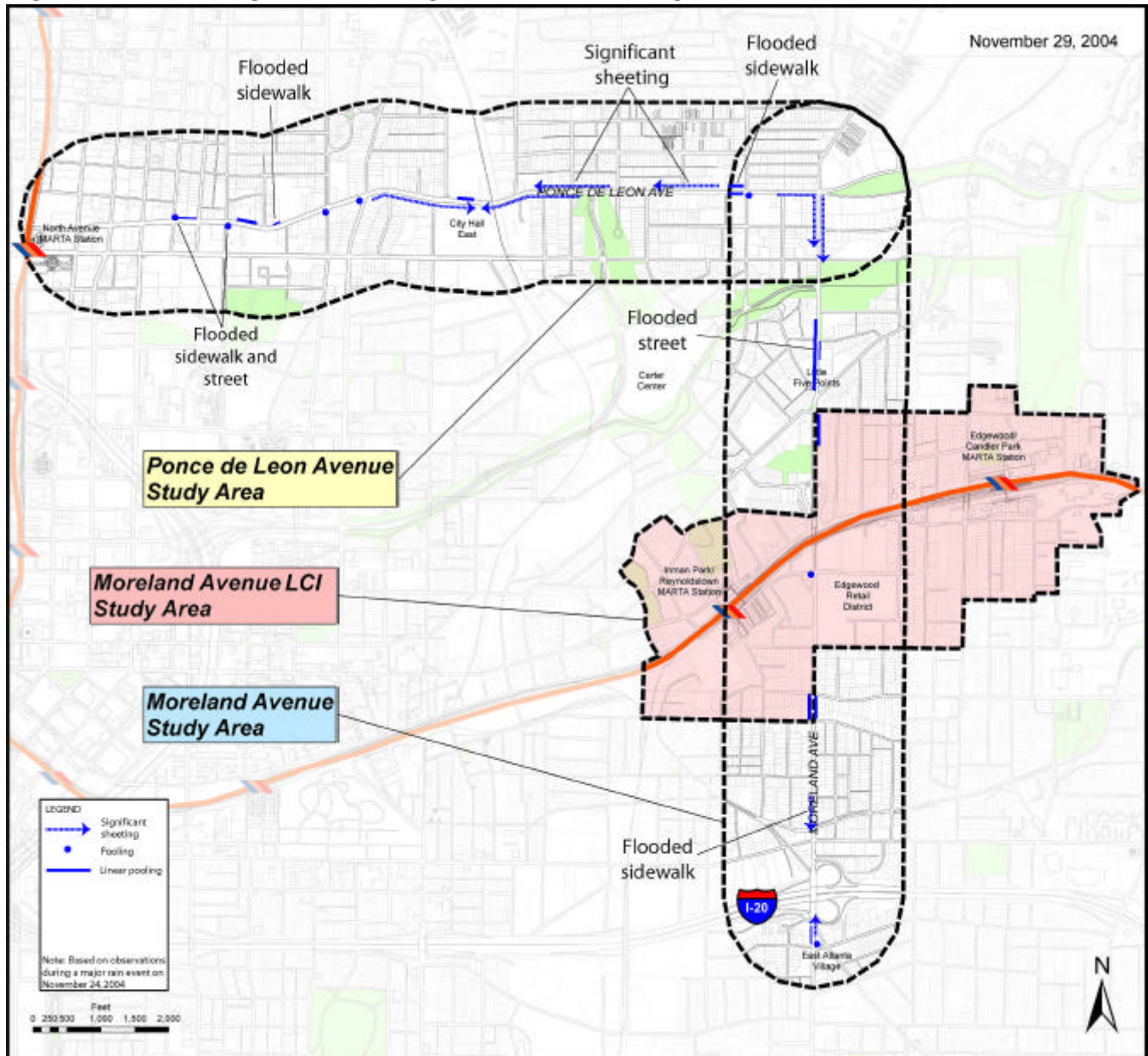
- Aging infrastructure.
- Street flooding and plugged drains in some locations.

Opportunities

- Redevelopment can utilize existing infrastructure.
- Utilize greenspace for stormwater management.

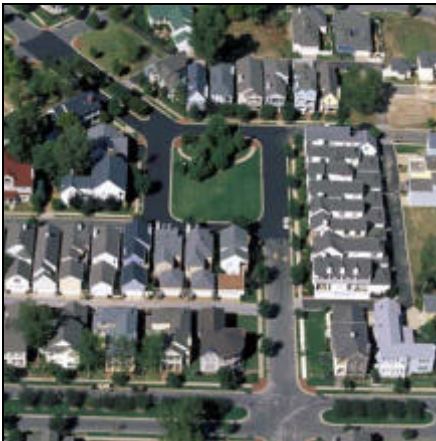
Threats

- Maintenance costs may increase due to age of systems.
- Impervious surfaces contribute to stormwater runoff.
- The real and perceived quality of APS could hurt efforts to attract families unless they can afford private schools.

Figure 1.14: Pooling and Sheeting Conditions During Rain Events



A plaza surrounded by mixed-use buildings in Mashpee, MA



A park is the center of this neighborhood in Harbor Town, TN

1.7 URBAN DESIGN & HISTORIC RESOURCES

Urban Design

Urban Design reflects a review of the patterns that define a community and consists of two primary components: Spatial Form and the Public Realm.

Spatial Form refers to the way in which the placement and massing of buildings work together to form a space greater than the individual buildings. Different spatial forms have different impacts on human psychology and the ability of places to support certain activities. For example, most people like to feel protected while walking. This is best achieved by making people feel enclosed. From a psychological point of view, a street with a height to width ratio of between 1:1 and 1:3 provides the necessary enclosure. Therefore, if there is a desire to create an environment where walking is encouraged, said street should respect these ratios. The existence or lack of enclosure has a direct impact on driver behavior; all else being equal, buildings close to the street psychologically narrow it and result in slight decreases in vehicular speeds.

Spatial form also takes into account the legibility of a place, or how easy it is for a visitor to quickly understand its overall organization. A figure ground study is a valuable tool for understanding this component of spatial form. In a figure ground study, the placement of buildings and their inter-relationships are reduced to a simple map showing their location on an otherwise blank background. This allows for an understanding of not just the buildings as objects, but, more importantly, the spaces between them, which tend to reflect public or quasi-public space.

Public Realm refers to the public experience of a community's Spatial Form. Public spaces are foundations upon which American democracy is based. Whether plaza, park, or national forest, publicly owned spaces represent collective grounds shared by all Americans. They are the basis of many of the basic freedoms that many take for granted.

In a world where people are increasingly isolated from one another by technology and the fast-paced lifestyles it creates, people are increasingly recognizing the value of spaces that allow them to connect with other people. In fact, one of today's hottest real estate trends is the community where people can partake in a wide variety of public spaces on a daily basis. Many people no longer want to drive many miles to walk down a pleasant, tree-lined sidewalk, play in a park with their children, or relax on a warm



This greenway is an environmental and recreational amenity



A plaza surrounded by mixed-use buildings in Mashpee, MA

summer evening. They now want communities that provide all of these public space opportunities and more.

There are five major categories of public space in the USA, each with their own distinct definition and applicability:

Streets and sidewalks are the most often used public spaces in towns and cities. In addition to serving as a transportation conduit, streets and sidewalks can be designed to encourage human interaction and community building. Streets can serve as parade routes or the location of special festivals, while in-town sidewalks can provide room for cafe dining, street furniture, and street trees.

Plazas are hardscaped gathering spaces located in a town or city center and surrounded by commercial, mixed-use, or civic buildings. Plazas often include fountains, benches, and similar elements. Their entire surface is accessible to the public and consists of stone, concrete, or durable pavement interspersed with trees and limited plant materials.

Parks are landscaped recreation and gathering places that can be located in any area of a town or city. They may be surrounded by residential or commercial buildings, and are often the focal points of neighborhoods. Parks often include picnic facilities, drinking fountains, benches, and playgrounds. Larger parks may include ponds, sports fields, and courts. Well-designed parks are defined at the edges by streets. Their accessible landscape consists of paths, trees, lawns, shrubs, and other plant materials.

Greenways are linear parks that can serve as corridors for transportation, wildlife migration, or protection of key habitats that occur in a linear manner, such as the riparian zones along creeks and rivers. Greenways can also connect plazas, parks, and conservation lands. Because of this, they can be located in virtually any setting with varying sizes.

Conservation Lands protect and enhance areas of environmental and historic significance. Because their primary purpose is the protection of open space, they can include camping sites and trails.



New development that fails to respect the street and pedestrian environment

Ponce de Leon Avenue Study Area

The Ponce de Leon Avenue Study Area varies in spatial form along the length of the corridor. In the western portion of the Study Area, buildings range from one story to skyscrapers with varying setbacks from the street. Areas along Ponce de Leon Avenue, including new development from Juniper Street to Argonne Avenue, provide a more unified spatial form with consistent setbacks and building heights that relate to the width of the street. In the central portion of the Study Area, the spatial form is very inconsistent with varying setbacks from the street, large parking lots with drive-thru facilities and lack of any relationship from one building to the next. In the eastern portion, the spatial form is somewhat consistent with similar building heights and setbacks. In addition, parking areas along this stretch of the corridor are often located to the side of the building and allow the building to relate more to the street.

The majority of public spaces within the Ponce de Leon Avenue Study Area consist of streets and sidewalks. Sidewalks run the entire corridor with varying planting, clear, and supplemental zones. Parks along the avenue include Central Park (9.5 acres), Freedom Park (187 acres), portion of Virgilee Park (10 acres), and the Olmstead Parks in the Druid Hills neighborhood. There are no public pocket parks along the avenue, although several private properties include de-fact park space, including at Ponce de Leon and Argonne Avenue and in front of the Midtown Place shopping center. Plans are under review to develop park space along the Belt Line and behind City Hall East, on North Avenue.

Strengths

- Freedom Parkway, which connects a large portion of the Study Areas
- Historic buildings and sidewalks, which enrich the public realm.

Weaknesses

- Buildings in commercial areas that are designed in isolation from other buildings, rather than lining up and touching adjacent structures.
- Auto-oriented streets.
- Lack of enclosure in commercial areas.
- Sidewalks in need of repair.
- Overhead utilities and visual blight, particularly.
- Street width, which causes even 2 and 3 story buildings to fail to provide adequate enclosure in some areas, most notably in the central sector.



The underpass at Moreland Avenue and DeKalb Avenue is not a pedestrian friendly environment



This greenway is an environmental and recreational amenity with residential that fronts the street

Opportunities

- Redevelopment, which can be programmed to occur in a cohesive manner.
- New public spaces on redeveloped land.

Threats

- Development, which could occur without appropriate open spaces and relationships to surrounding structures.
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point.

Moreland Avenue Study Area

The Moreland Avenue Study Area also varies in spatial form along the length of the corridor but has more continuity in the residential and commercial nodes. In the northern portion of the Moreland Avenue Study Area older residential structures have similar building setbacks and heights. For newer residential developments, setbacks are consistent within the developments, but do not necessarily relate to surrounding buildings. Little Five Points overall has good spatial form, with buildings facing the street and similar building massing. Some retail is auto-oriented with parking lots in between the building and the street, but creates opportunities for redevelopment. In addition, the retail buildings in Little Five Points create two public plaza areas for outdoor dining and community gathering.

Similar to the Ponce de Leon Avenue Study Area, the Moreland Avenue Study Area major public spaces consist of streets and sidewalks. Again, sidewalks are not consistent throughout the corridor - with varying planting, clear, and supplemental zones.

The public park areas found in the Study Area include a portion of a portion of Virgilee Park (10 acres), Freedom Park (187 acres), Iverson Park (1.5 acres), Bass Recreation Center Park (1 acre), and two public pocket parks in Little Five Points.

Strengths

- Freedom Parkway, which connects a large portion of the Study Areas.
- Private open space within some multifamily residential areas.

Weaknesses

- Lack of quality public realm just north of I-20.
- Lack of enclosure in commercial areas.
- Overhead utilities and visual blight, particularly.



Outdoor dining area at Little Five Points



The plaza at Moreland and Euclid Avenue is a well used public space, but also has loitering challenges

Opportunities

- Redevelopment, which can be programmed to occur in a cohesive manner.
- New public spaces on redeveloped land.

Threats

- Development, which could occur without appropriate open spaces and relationships to surrounding structures
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point.

Moreland LCI Study Area

The Moreland LCI Study Area lacks quality public spaces and overall consistent spatial form. One of the contributing factors is that the MARTA rail line and railroad tracks that parallel DeKalb Avenue create a visual disconnect between the two portions of the Study Area. Along DeKalb Avenue, new residential development does not front the street but turns inward to residential parking. Commercial and industrial uses along DeKalb Avenue have varying setbacks and heights. The two MARTA stations, Inman Park/Reynoldstown and Edgewood/Candler Park, loom over DeKalb Avenue and include large parking lots that are ripe for redevelopment.

As with the previous Study Areas, the Moreland LCI Study Area's majority of public spaces consist of streets and sidewalks. Sidewalks are located along the arterials, such as DeKalb Avenue, McLendon Avenue, and Moreland Avenue. Along DeKalb Avenue, inconsistent planting zones do not provide adequate buffer for pedestrians from the lanes of traffic. Along Moreland Avenue, the underpass at DeKalb Avenue is an inhospitable pedestrian environment that discourages pedestrian connections from one side to the other. Public park areas found in the Study Area include Springvale Park, a portion of Freedom Park greenway that connects to the Inman Park/Reynoldstown MARTA Station and Iverson Park, which is located north of the Edgewood/Candler Park Station.

Within the Moreland LCI Study Area, parks include Freedom Park (187 acres), Iverson Park (1.5 acres) and Springdale Park (4.6 acres). A small green space is also located at Seaboard and Moreland Avenues, and another is planned for the Edgewood Retail District.

Strengths

- Strong sense of enclosure within neighborhoods.
- Existing parks.

Weaknesses

- Lack of quality public realm around MARTA stations.
- Sidewalks in need of repair.
- Overhead utilities and visual blight, particularly.
- Big box in the Edgewood Retail District front Moreland Avenue with blank walls and no doors, which fail to reinforce the avenue's pedestrian orientation and building form.

Opportunities

- Redevelopment, which can be programmed to occur in a cohesive manner.
- New public spaces on redeveloped land.

Threats

- Development, which could occur without appropriate open spaces and relationships to surrounding structures
- Poorly designed open spaces, which could limit their use and fail to capitalize on the need for a community focal point.



Many communities are starting to recognize the historic value of early Modern buildings



The Plaza, at Ponce de Leon and North Highland Avenues, is the city's first suburban shopping plaza and one of its best examples of Art Deco design

Historic Resources

Historic structures are key community resources that must be preserved and protected. In this day of increasingly homogenous cities and towns, historic buildings have become critical to preserving local identity and sense-of-place. Not only does the preservation of historic structures preserve an architectural legacy, it also preserves the buildings and places that represent a community's collective memory.

There is also an economic benefit to preservation. Towns and cities around the country have found that the best way to promote future growth is by preserving the past. This is particularly true where historic buildings are of a quality that is financially prohibitive today. The National Trust for Historic Places identifies tourism of historic site - called "cultural tourism" - as a key component to successful downtown revitalization. For example, in Athens, the Historic Preservation Division of the Georgia Department of Natural Resources reports that tourism resultant from the unique scale and history of the city brought in over 123 million dollars in 1994, and over \$134 million in 1995.

Ponce de Leon Avenue Study Area

Ponce de Leon Avenue is home to many landmark structures, as well as a good deal of buildings that are over fifty years old (one of the criterion used to determined eligibility for the National Register of Historic Places). Notable historic resources include:

- The Peters Mansion ("The Mansion").
- Druid Hills Baptist Church.
- Briarcliff Hotel.
- Clermont Hotel.
- City Hall East.
- The Druid Hills historic district.
- The Massellton.
- The Ponce.
- The Ponceana.
- Briarcliff Plaza.
- The Ford Factory.
- Georgian Terrace.
- Fox Theater.
- The block of homes and apartment buildings lining the avenue's north side in Virginia-Highland.

Strengths

- Existing historic structures.



Remnants an earlier time can be seen in front of Mary Mac's, where trees, intimate sidewalks and street parking recall when the avenue was more neighborhood-oriented



The former shoe factory on Caroline Street is being converted to loft housing as part of the development of the Edgewood Retail District

- Adjacent historic neighborhoods.
- Existing local protection of Druid Hills, the Fox Theater, the Georgian Terrace, The Ponce and the Peters Mansion.

Weaknesses

- Disrepair and neglect found in many historic properties.

Opportunities

- Many early Modern buildings are now more than fifty years old and their protection and preservation is increasing nationwide; they are likely become more valued for their historic character in the future.
- Designating key buildings through the City's existing historic protection program could provide historic resource protection.

Threats

- Redevelopment, which could eliminate historic buildings.

Moreland Avenue/Moreland LCI Study Areas

Moreland Avenue and the surrounding neighborhoods are home to many landmark structures, as well as a good deal of buildings that are over fifty years old. Notable historic resources include:

- The Druid Hills historic district.
- The Inman Park historic district.
- The Victor Hugo Kriegshaber Mansion.
- The Carnegie Library.
- Early twentieth century commercial buildings.
- Bass Recreation Center grounds and mansion.
- Single-family homes in adjacent neighborhoods
- Historic homes and apartment buildings on Moreland Avenue between Euclid Avenue and Freedom Parkway.
- The "Academy" at 368 Moreland Avenue.
- Single-family home and apartment building at 367 and 373 Moreland Avenue.
- The shoe factory within the Edgewood Retail District.
- The Battle of Atlanta historic site, which occupied a good deal of the Study Areas south of DeKalb Avenue.

Strengths

- Existing historic structures.
- Adjacent historic neighborhoods.



These early twentieth century commercial building in Little Five Points are historic resources that must be protected

- Existing local protection of Druid Hills, Inman Park and the Victor Hugo Kriegshaber Mansion.

Weaknesses

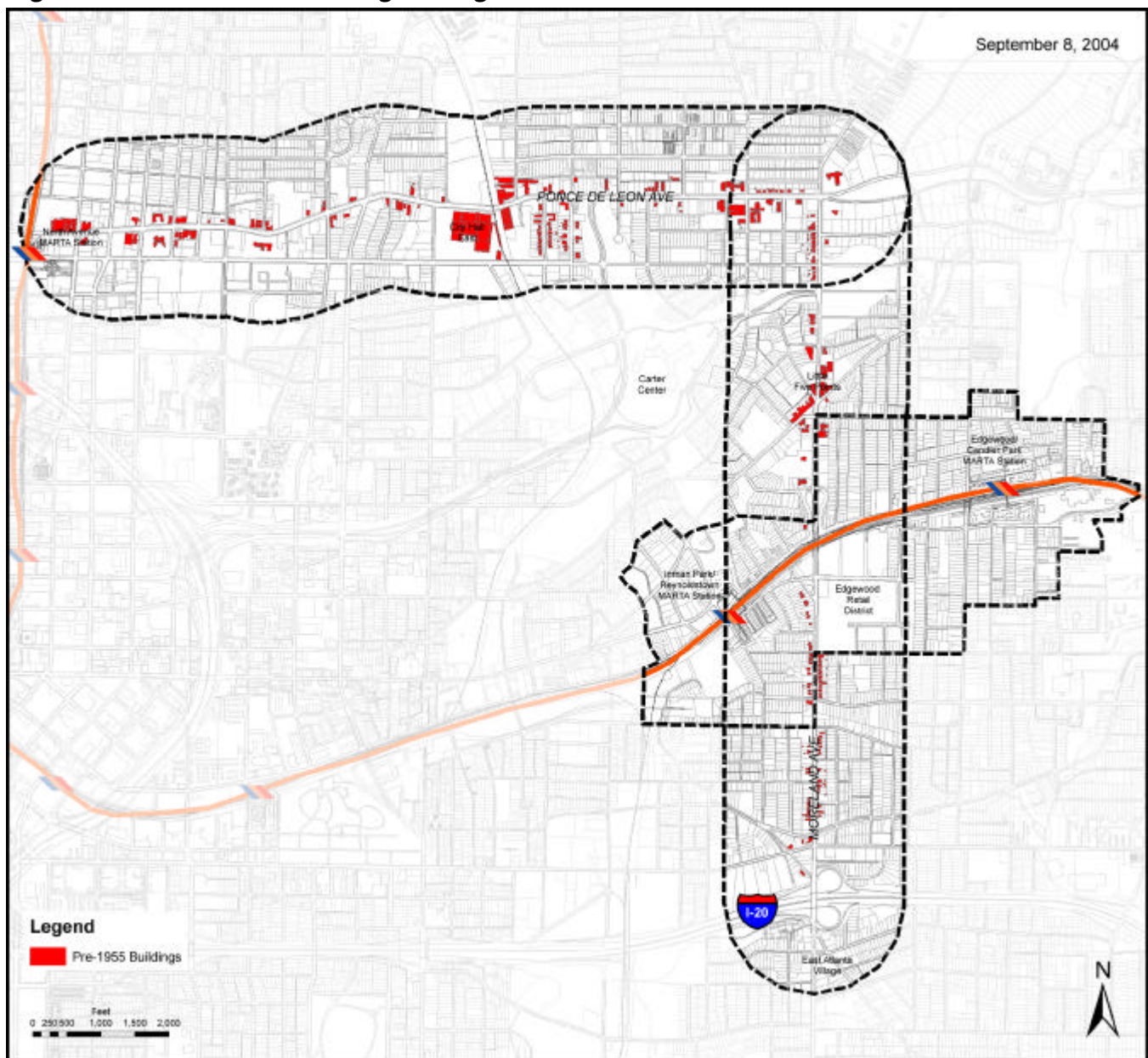
- Disrepair and neglect found in many historic properties.

Opportunities

- Many early Modern buildings are now more than fifty years old and their protection and preservation is increasing nationwide; they are likely become more valued for their historic character in the future.
- Designating key buildings through the City's existing historic protection program could provide historic resource protection.

Threats

- Redevelopment, which could eliminate historic buildings.

Figure 1.15: Pre-1955 Buildings along Ponce de Leon and Moreland Avenues

Based on field observations and data provided by the Fulton County Tax Assessors Office.



Input about the Study Area was gathered from residents and visitors at the Kickoff Meeting on September 14, 2004



Residents and stakeholders discussed land uses and the future character of the Study Area at the October 16, 2004, Community Workshop

2.1 PUBLIC PROCESS

The public participation process consisted of community meetings and workshops, a project website, and advisory committee meetings from September 2004 to January 2005.

Community Workshop and Public Meetings

The primary tool for achieving public participation was a Community Workshop held on Saturday, October 16 at City Hall East. A meeting announcement was delivered via post to all property owners within the Study Area, was announced on the project website, and was publicized via NPU and neighborhood meetings.

The October 16 Workshop focused on developing an overall vision and character for the Study Area. It included a review of existing conditions, a review of the on-line Image Preference Survey results and a hands-on session to identify the area's future character, with a focus on:

- Residential land uses
- Commercial land uses
- Parks and open space
- Pedestrian improvements
- Vehicular transportation improvements
- Community design

Other community meetings included:

- Project Kickoff Meeting (Tuesday, September 14, 2004) – included input from participants about positive and negative aspects of the Study Area, a review of the LCI process, project schedule, and planning process.
- Community Meeting (Tuesday, November 30, 2004) – included a review of draft alternative concepts that were refined by the consultants.
- Draft Plan Presentation (Tuesday, December 14, 2004) – included a presentation of the guiding principles and draft recommendations for the Study Areas.



A project website was used to facilitate the public process

- Final Draft Presentation (Tuesday, January 11, 2005) – included a presentation of the final recommendations for the Study Areas.
- Revised Final Draft Presentation (Monday, January 31, 2005) – included a presentation of the revised final recommendations for the Study Areas and unanimous vote by stakeholders to move forward with the plan.

Advisory Committee Meetings

An Advisory Committee was selected from local government, local business owners and neighborhood leaders that serve as liaisons to the larger community. The committee consisted of representatives from Neighborhood Planning Units F, M, N, O and W, Georgia Department of Transportation, MARTA, major property owners, local business organizations, and neighborhoods located within the Study Areas. Advisory Committee meetings were held on September 29, 2004, October 28, 2004, and December 14, 2004.

Project Website

A key public involvement tool was the project website. The website was used to post meeting announcements, workshop results, distribute documents, administer the Image Preference Survey and solicit community feedback. The website was accessed at:

www.tunspan.com/poncemoreland

2.2 GOALS AND OBJECTIVES

Prior to commencing with the visioning process consultants worked with the community and stakeholders to develop goals and objectives for the Study Areas. The following are those that were developed. Unless indicated, they apply to all Study Areas.

Transportation

Priority Goal:

Enhance the pedestrian environment by making walking comfortable, safe and convenient.

Objective: Create and maintain a system of safe sidewalks and pedestrian street crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.

Objective: Ensure that all pedestrian facilities are accessible and accommodating to persons with disabilities.

Objective: Encourage building forms that encourage pedestrian usage and increase pedestrian comfort.

Objective: Provide an attractive, pedestrian-friendly sidewalk environment with greenery, street trees, wide sidewalks, pedestrian lighting, buried utilities and outdoor dining.

Objective: Improve the utilization of existing pavement by converting unused pavement into pedestrian amenities.

Objective: Utilize building and site planning designs that reduce the walking distances.

Priority Goal:

Improve vehicular safety along major arterials, while respecting its urban context and impact on other modes of travel.

Objective: Utilize access management solutions, such as consolidated curb cuts, cross-access easements, and alleys, to reduce the number of curb cuts.

Objective: Utilize roadway design and signalization programs that favor drivers who drive responsible (reasonable acceleration, at the speed limit, etc).

Objective: Reduce driver confusion associated with shifting lanes, lane drops, unused pavement, and poorly marked intersections.

Objective: Reduce unnecessary roadside clutter so that traffic signs and design cues can more effectively support responsible driving in an urban context.

Objective: Eliminate drainage problems.

Objective: Psychologically narrow streets by placing new buildings at the back of the sidewalk to increase the sense of enclosure.

Objective: Target problematic intersections and develop targeted improvement programs (i.e. Boulevard/Ponce and Ponce/Moreland, etc.).

Objective: Provide adequate parking in commercial and mixed-use nodes.

Objective: Address the amount of traffic and speed through residential neighborhoods.

Objective: Connect new developments with the existing street pattern.

Objective: Reduce speeding at off-peak hours.

Priority Goal:

Make bicycling pleasant and safe.

Objective: Connect transit stations and commercial/mixed-use nodes with bicycle facilities.

Objective: Increase on-street bicycle lane options, signage and awareness.

Objective: Provide off-street bicycle paths.

Objective: Increase connections to existing off-street bicycle paths.

Priority Goal:

Make transit a more viable means of travel.

Objective: Enhance and improve transit facilities with trolley facilities along arterials and emphasizing implementation of the Belt Line.

Objective: Utilize transit to reduce the impact of automobile on the quality of life.

Objective: Provide land use patterns that support transit.

Objective: Provide improved bus facilities, such as posted schedules, shelters, and improved reliability.

Objective: Integrate transit with pedestrian improvements.

Objective: Encourage enhancement of existing MARTA service.

Land Use and Zoning

Goal: Provide a balanced and compatible mix of land uses.

Objective: Ensure a compatible mix of commercial and residential land uses.

Objective: Protect single-family neighborhoods from incompatible commercial and residential encroachment.

Objective: Utilize land use and zoning to accentuate the unique sense of place.

Objective: Encourage redevelopment of auto-oriented land uses into vertically mixed-use buildings.

Objective: Address and minimize the proliferation of suburban-style and auto-oriented uses.

Housing

Goal: Ensure a mix of quality housing options.

Objective: Encourage a variety of housing types that reflect the desired and unique scale and character of each study area.

Objective: Provide housing opportunities in mixed-use developments and redevelopments.

Objective: Reduce multifamily encroachment pressure into single-family areas by focusing new multifamily housing along major arterials.

Infrastructure and Facilities

Goal: Create a safe environment for residents and visitors.

Objective: Provide effective policing in residential areas.

Objective: Provide adequate, but not excessive, street and sidewalk lighting.

Objective: Encourage urban design principles that promote safety.

Objective: Provide for homeless and transient population in different ways to ameliorate their negative impact on businesses, residents, and visitors

Objective: Clean up the streetscapes with greenery, street trees, pedestrian lighting, and outdoor seating while removing graffiti from nearby property.

Goal: Ensure adequate infrastructure to support future development.

Objective: Maintain and rehabilitate utilities and infrastructure.

Objective: Incorporate natural resource protection and open space provision into infrastructure improvement projects.

Objective: Identify stormwater management and sewer improvements to mitigate flooding of low-lying areas.

Goal: Increase green space

Objective: Require new developments to concentrate open space into usable masses.

Objective: Increase and accentuate number of parks and green spaces.

Objective: Identify, evaluate, and protect mature public and private trees.

Urban Design and Historic Resources

Goal: Identify and preserve historic resources.

Objective: Identify, preserve and protect historically significant buildings and sites.

Objective: Provide buildings with a range of ages to support the economic diversity that usually results from such.

Goal: Utilize redevelopment to mend the urban fabric.

Objective: Ensure that new development is truly urban, rather than suburban, in form and scale.

Objective: Respect the primacy of the sidewalk as a city's primary public space.

Objective: Utilize building materials that are durable.

Objective: Avoid internally focused buildings and sites.

Markets

Goal: Establish community supported, market-based development strategies.

Objective: Support neighborhood commercial uses.

Objective: Establish market-based and financially viable development concepts, while respecting the community's vision for its future.

Objective: Provide a healthy mix of retailers, restaurants, services and professional uses.

Ponce de Leon Avenue Study Area

Goal: Recognize and respect Ponce de Leon Avenue's long-standing eclectic and diverse character, while removing key liabilities.

Objective: Remove threatening persons, especially those engaged in illegal activity such as drugs and prostitution.

Objective: Target the intersection of Monroe Drive/Boulevard and Ponce de Leon Avenue for redevelopment and transportation improvements.

Objective: Redevelop City Hall East into a mixed-use development.

Objective: Encourage new development to build upon diverse historic architectural precedents, including Modernism, Art Deco, Mediterranean Revival, Romanesque Revival, and Craftsman styles, in a complementary and compatible manner.

Moreland Avenue Study Area

Goal: Transform Moreland Avenue from a neighborhood barrier into a corridor that enriches and connects neighborhoods.

Objective: Incorporate and enhance existing plans to improve connectivity across Moreland Avenue at Freedom Park.

Objective: Establish a long-term vision for existing single-family areas along Moreland Avenue in the Edgewood and Reynoldstown neighborhoods.

Moreland Avenue LCI Study Area

Goal: Provide neighborhood-scaled transportation facilities.

Objective: Improve connectivity between MARTA stations, the adjacent neighborhoods, and each other.

Objective: Support existing traffic calming efforts in adjacent neighborhoods.



*Ponce de Leon Avenue
Transportation score of -3.48*



*Ponce de Leon Avenue
Transportation score of +3.63*



*Ponce de Leon Avenue West Sector
score of -3.70*

2.3 IMAGE PREFERENCE SURVEY

A key visioning tool for the Ponce de Leon/Moreland Avenue Corridor Study was the use of an Image Preference Survey (IPS) – one survey for the Ponce de Leon Avenue corridor and one survey for the Moreland Avenue corridor. Using an on-line format accessed via the project website, the public was given the opportunity to score a variety of images for their level of desirability for the future of the Study Area. Images included Commercial/Mixed Use, Residential and Public Spaces. Possible scores ranged from -5 (extremely undesirable) to +5 (extremely desirable). A score of 0 indicated no preferences.

The Ponce de Leon Avenue IPS was organized into a Transportation section covering the entire Ponce de Leon Avenue portion of the Study Area, a West Sector from Penn Avenue to Ponce de Leon Court, a Central Sector from Ponce de Leon Court to Freedom Parkway and an East Sector from Freedom Parkway to Moreland Avenue. The Moreland Avenue IPS was organized into a Transportation section covering the entire Moreland Avenue portion of the Study Area, a North Sector from Ponce de Leon Avenue to Druid Place, a Central Sector from Druid Place to Hardee Street, a South Commercial Sector at approximately Moreland Avenue and Memorial Drive and Moreland Avenue and Wylie Street, and a South Residential Sector from Hardee Street to Hosea Williams Drive and from Wylie Street to Merlin Avenue.

While the survey was available on-line, 231 people took the Ponce de Leon Avenue survey and 434 people took the Moreland Avenue survey.

Ponce de Leon Avenue Survey Results

Transportation Section

Although Ponce de Leon Avenue has sidewalks and is served by public transit, the results of the survey indicated that the pedestrian realm and other transportation amenities could be improved. Images that received negative scores included, sidewalks next to travel lanes without a planting zone buffer and bus stops without adequate shelter (see image). Images that received the highest positive scores and could be implemented along the Ponce de Leon Avenue corridor include light rail transit, bicycle paths, and planted medians (see image).

West Sector

The West Sector of Ponce de Leon Avenue currently consists of a variety of land uses, including residential, commercial, and institutional. Images that participants in the survey scored as



*Ponce de Leon Avenue West Sector
score of +3.73*



*Ponce de Leon Avenue Central
Sector score of -1.71*



*Ponce de Leon Avenue Central
Sector score of +2.75*

inappropriate for the West Sector of the corridor included those with large parking lots and “cookie cutter” housing and retail that could be found in more suburban areas (see image on previous page). Images that participants scored as appropriate for the corridor included mixed-use streets with first floor retail and office or residential above (see image). Architecture of the buildings included a mix of modern/contemporary and traditional styles with building heights at approximately 4 to 6 levels. Streets had a desirable pedestrian environment with sidewalks, street trees, and fewer curb cuts resulting in side and alley access to the rear of buildings.

Central Sector

The Central Sector of the Ponce de Leon Avenue corridor, from Ponce de Leon Court to Freedom Parkway, includes Midtown Place, City Hall East, and a variety of other retail and residential developments. Survey images that were scored undesirable for the Central Sector of Ponce de Leon Avenue included generic retail and restaurants (see image). Other negative images included residential buildings that did not front the street and mixed-use buildings that were too dense for this section of Ponce de Leon Avenue. Images that had high positive scores consisted of pedestrian-scaled retail and mixed-use buildings (see image). Building styles varied from traditional townhouses to contemporary loft developments. Other elements that contributed to positive scores included design features, such as plaza areas and unique architectural treatments at nodes.

East Sector

The East Sector of Ponce de Leon Avenue extends from Freedom Parkway to Moreland Avenue. Commercial/retail uses vary along the corridor from a big box grocery store to locally owned antique stores, while residential structures vary from duplex dwellings to mid-rise apartments. From the survey, images that scored as undesirable for the East Sector included generic retail establishments (see image on following page) lacking unique character and streetscapes that were lacking in pedestrian-scale and amenities. Common suburban garden-style apartments also scored negatively because of their lack of distinctive architecture and respect for surrounding uses. Images that scored positively by participants included mixed-use areas that were pedestrian-oriented with wide sidewalks, street trees and outdoor dining and gathering spaces (see image on the following page). Storefronts had large display windows and individual unique entrances. Building character included mostly brick, traditional style multi-family dwellings with architectural details. Building heights ranged from 3 to 4 levels with setbacks that complemented the pedestrian-oriented streetscape.



*Ponce de Leon Avenue East Sector
score of -4.24*



*Ponce de Leon Avenue East Sector
score of +3.41*



*Moreland Avenue Transportation
score of -3.81*

Moreland Avenue Survey Results

Transportation Section

Moreland Avenue is vehicular corridor that carries high volumes of traffic within the Study Area and to other destinations, such as Interstate 20, DeKalb Avenue Ponce de Leon Avenue, East Atlanta and beyond. Although Moreland Avenue should be maintained to continue to carry high volumes of traffic, survey respondents indicated that the corridor should not be entirely focused on the automobile and be more pedestrian and transit-oriented. Images that scored negatively for transportation issues along Moreland Avenue included poorly maintained sidewalks and sidewalks that lacked well-defined planting, clear, and supplemental zones (see image). Other images that were considered undesirable for the corridor were poorly marked crosswalks at high traffic intersections and unattractive streetscapes. Images that survey participants scored as desirable for the corridor included well-defined streetscapes with an adequate planting zone, clear zone, and supplemental zone and well-marked pedestrian crossings using brick pavers or stamped concrete. Other desirable images included transit in the form of a trolley or light-rail running the length of the corridor and bicycle lanes that were either on-street or separated from vehicular traffic (see image on the following page).

North Sector

The North Sector of Moreland Avenue extends from Ponce de Leon Avenue to Druid Place. This section of the corridor contains a variety of uses from a gas station to single-family homes to open space. None of the images presented in the North Sector of the IPS had negative scores meaning that survey participants found some characteristic redeeming about each of the images. However, some images received higher scores and include traditional single-family homes that front onto open space and multifamily units with unique architectural character, such as tiled roofs and covered entrances (see image on the following page).

Central Sector

The Central Sector of Ponce de Leon Avenue extends from the Starbucks in Little Five Points to the Edgewood Retail District south of DeKalb Avenue. The area is considered one of the most unique retail areas in Atlanta and boasts a vibrant nightlife. From the IPS, participants scored generic establishments that are auto-oriented poorly. Other negative images included strip shopping centers with common suburban facades lacking architectural detail (see image on the following page). Images that were scored as desirable for this sector of Moreland Avenue included mixed-use developments with unique retail and unique architectural character. In addition, streetscapes with adequate planting, clear, and



*Moreland Avenue Transportation
score of +3.70*

supplemental zones, which contained outdoor dining and gathering spaces, scored high on the survey (see image on the following page).

South Commercial Sector

The South Commercial Sector includes the commercial nodes of Moreland Avenue and Wylie Street and Moreland Avenue and Memorial Drive. From the Image Preference Survey, low scoring images included existing buildings where their form and design did not communicate their use and other generic, suburban style retail developments (see image on the following page). Images that displayed desirable characteristics included buildings with historic qualities and building materials that reflected a mix of traditional and contemporary styles. Images of desirable streets were pedestrian-oriented with sidewalk amenities that consisted of large storefront windows, lighting, outdoor seating and varying facades (see image on the following page).



*Moreland Avenue North Sector score
of +3.39*

South Residential Sector

The South Residential Sector of Moreland Avenue includes the areas between Hardee Street and Hosea Williams Drive and between Wylie Street and Merlin Avenue. The area currently consists of single-family homes that are often protected from the street by high retaining walls. A few areas of infill have produced condominium buildings that do not have unit entrances along Moreland Avenue. Images that were scored as inappropriate for the south residential areas along Moreland Avenue included overgrown sidewalks with little or no protection from vehicular travel lanes and “cookie cutter” residential and retail (see image on the following page). Images that were scored as appropriate by participants included “comfortable” sidewalks with wide planting zones and human-scale architecture. In addition, survey respondents found varying facades on residential structures with a mix of contemporary and traditional styles appropriate (see image on the following page).



*Moreland Avenue Central Sector
score of -2.36*

General Findings

The images selected as most desirable represent places around the nation and some within the Study Area. Regardless, all share several characteristics. Most notable is that all of the images represent a corridor with a variety of uses and architecture that is more pedestrian than auto-oriented. Survey participants rejected images of suburban areas and auto-oriented urban areas equally. Use was less important than form, with participants expressing a desire for certain businesses, but lamenting that their corporate prototypes tend to be auto-oriented. To this end, all desired images shared a common respect for attractive and functioning streetscapes and human-scaled buildings.



*Moreland Avenue Central Sector
score of +3.47*

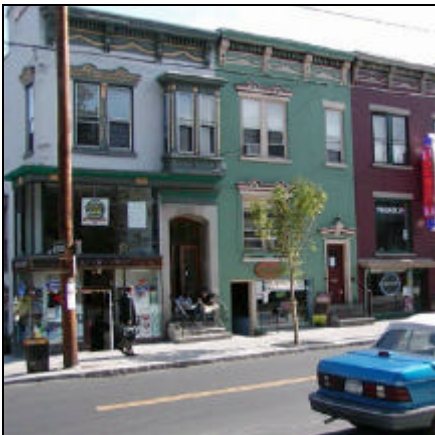
Results suggest that the residents, business, and property owners along Ponce de Leon Avenue and Moreland Avenue are yearning for a vibrant, pedestrian-oriented corridor that retains its unique character while allowing for higher density nodes at designated areas. Residential developments should be oriented towards the street and have interesting architectural designs and details. And, while the automobile will always continue to be a major mode of travel along the corridors, improved transit, walking, and bicycling facilities should be implemented to encourage them as alternatives.



*Moreland Avenue South Commercial
Sector score of -3.57*



*Moreland Avenue South Residential
Sector score of -3.55*



*Moreland Avenue South Commercial
Sector score of +3.65*



*Moreland Avenue South Residential
Sector score of +3.25*



The recommendations contained within this study are direct results of the expressed desires of residents, businesses and property owners

3.1 OVERVIEW

This section includes recommendations for Ponce de Leon Avenue and Moreland Avenue/Moreland LCI Study Areas. The recommendations define the direction for the future character of the Study Areas and provide short and long-range actions to improve the conditions identified through the public planning process. They also support the Goals and Objectives identified in Section 2: Visioning.

Recommendations are a synthesis of the desires expressed by residents, businesses, property owners, GDOT, the City of Atlanta, MARTA and other stakeholders during the planning process, coupled with sound planning. They are visionary yet achievable blueprint for change that reflect each Study Area's historic nature, limited rights-of-way, strong pedestrian orientation, transit-supportive land uses and high development pressure. To this end, recommendations strengthen the transportation and land use relationship by:

- Improving traffic operations by focussing on more efficient utilization of existing pavement.
- Balancing the regional and state roles and needs of Ponce de Leon and Moreland Avenues with their context and maintaining or improving their vehicular Levels of Service .
- Making existing MARTA transit facilities more user-friendly and efficient.
- Balancing the citywide need to focus mixed-use development into corridors with potential impacts on neighborhoods.
- Establishing a series of pedestrian-oriented mixed-use nodes that build on historic or existing nodes.

With time, Study recommendations will transform Ponce de Leon and Moreland Avenues into dynamic walkable urban corridors with: wide, tree-lined sidewalks; preserved historic structures; quality transit service; safe and smooth traffic flow; human-scaled buildings; and social diversity. This vision also extends to nearby transit stations, where transit-supportive land uses enhance neighborhoods and reduce auto-dependence.

Recommendations are organized by Study Area and include: Transportation; Land Use; Environment, Infrastructure & Facilities; and Urban Design & Historic Resources. Recommendations include policies and projects, as applicable. Projects are following by a project number as identified in Section 4: Action Plan, which contains a strategy for implementing these recommendations, including cost, funding and responsible parties. Section 4 also includes details on proposed 15 Year Future Land Use Plan Map and zoning changes.



The Ponce de Leon Avenue Study Area must support a variety of transportation options, including bicycling



Figure 3.1: Potential long term street location, with redevelopment

3.2 PONCE DE LEON AVENUE

The overall goal for Ponce de Leon Avenue is to recognize and respect its long-standing eclectic and diverse character, while removing key liabilities and establishing a framework for future growth that balances the needs of the avenue's varied constituents.

Transportation Recommendations

These recommendations are organized into Street & Block Patterns, Traffic Systems, Transit, Pedestrian Systems, and Bicycle Facilities.

Recommendations recognize the important role of Ponce de Leon Avenue in the regional and state roadway network, while also supporting the desired land use patterns and local accessibility.

Street and Block Pattern Recommendations

The interconnected street system and the small blocks should be preserved and protected in the Study Area. They provide multi-modal accessibility and are part of what makes the corridor urban.

Street and Block Pattern Policies

- Prohibit street abandonments or closures as part of new development, unless new streets are created with equal or greater connectivity to the existing street grid.
- Utilize traffic calming to minimize the impacts of cut through traffic on neighborhoods, rather than street closures.
- Support new streets across the Belt Line at such time as it is developed into a transit greenway.
- Provide public pedestrian and bicycle access to the Belt Line from adjacent areas.
- Support long-term development a street connecting Monroe Drive to Ponce de Leon Avenue, through the current Midtown Place and Midtown Promenade shopping centers.

Within the next 20 years it is likely that both shopping centers will be obsolete and redeveloped into more urban, mixed-use pedestrian-oriented extensions of the Midtown neighborhood. When this occurs, plans should include a street running from Ponce de Leon Avenue to Monroe Drive.

Because they are not likely to redevelop at the same time, the first redevelopment should built said street to the adjacent property line, while the later project could tie in at said location at a future point in time.

Medians

The benefits of medians include creating safer and shorter pedestrian crossings, discouraging mid-block crossings (if pedestrian access is prohibited across the median), minimizing mid-block turning conflicts, and reducing through traffic queuing and delay caused by left turning traffic.

Drawbacks include the possible need for rights-of-way, negotiations with businesses, and loss of left turns. However, in an urban setting with a street grid, the impacts of limited left turns can be mitigated by utilizing other access routes.

Traffic System Recommendations

Traffic recommendations are aimed at reducing car/pedestrian conflict, improving safety, and supporting driving at the speed limit.

Traffic System Policies

- Encourage high density housing within walking distance of retail and transit to reduce the need to drive.
- Limit vehicular access to alleys and side streets via zoning requirements. See map below for potential locations.
- Require access management with new development, which may include right-in/right-out islands and shared driveways.
- Amend Public Works standards to permit new multifamily and commercial uses to use existing alleys.
- Amend Public Works standards to remove the requirement for alleys and driveways to be set 7 feet from side property lines, even if zoning permits it.
- Work with GDOT to ensure that acceleration and deceleration lanes are not required on new developments if access must be provided from Ponce de Leon Avenue.

Traffic System Projects

- Install a 4-foot wide median between Penn and Argonne Avenues. (PT-8)
A median could be realized by moving the northern curb as part of the redevelopment of the adjacent vacant lot.
- Install a 2 to 4-foot median between Hunt Street and Charles Allen Drive/Parkway Drive. (PT-9)
- Install a 2 to 4-foot median between Charles Allen Drive/Parkway Drive and Monroe Drive/Boulevard. (PT-10)
- Install a 2 to 4 median between Monroe Drive/Boulevard and

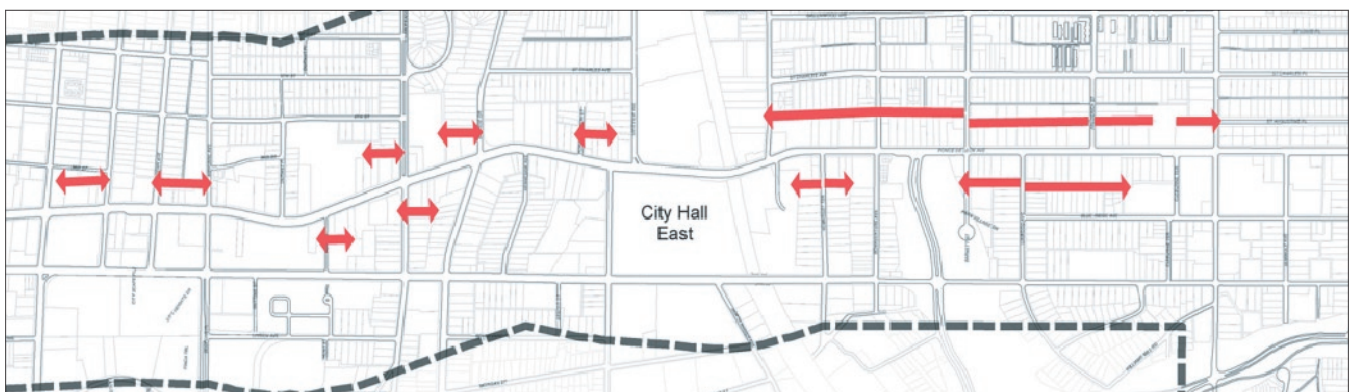
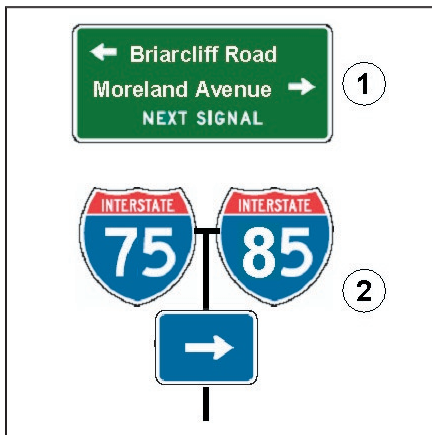


Figure 3.2: Map showing locations where private alleys may be feasible with redevelopment



Ponce de Leon Avenue at Freedom Parkway



Samples of signs providing directional information for interstates and major roads



Example of a street before and after median installation

Kennesaw Avenue. (PT-11)

This median could be achieved by removing the current northern deceleration lane as well as land purchases.

- Install a 7 to 12-foot median by City Hall East. (PT-12)

A planted median would prevent illegal left turns into Midtown Place Shopping Center. It could be realized by moving the southern curb as part of the redevelopment of City Hall East.

- Perform signal upgrades. (PT-14)

One of the most effective ways to improve traffic operations without road widening is through enhanced signal coordination and timing. This is not intended to increase vehicle speeds; improved signal timing creates a coordinated progression of a platoon of vehicles to travel the corridor at a predetermined speed, which is often less than the posted speed limit. The existing equipment for the traffic signals on Ponce de Leon Avenue is last generation's. Replacement of the hardware, including LED traffic signal heads, using the latest advances in video detection, installing the current industry standard controllers, and upgrading the interconnect to fiber optic, can position the corridor to maximize traffic efficiencies.

- Develop signal timing coordination plans. (PT-14)
- Install mast arm traffic signal poles as part of streetscape. (PT-1, PT-2, PT-3, PT-4)

See Pedestrian Recommendations for details.

- Install signs to provide directional information to interstates, major streets (including Moreland Avenue) and commercial nodes, such as Little Five Points, Virginia-Highland, or East Atlanta Village. (PT-16)
- Target the Study Area for traffic law enforcement. (PO-5)

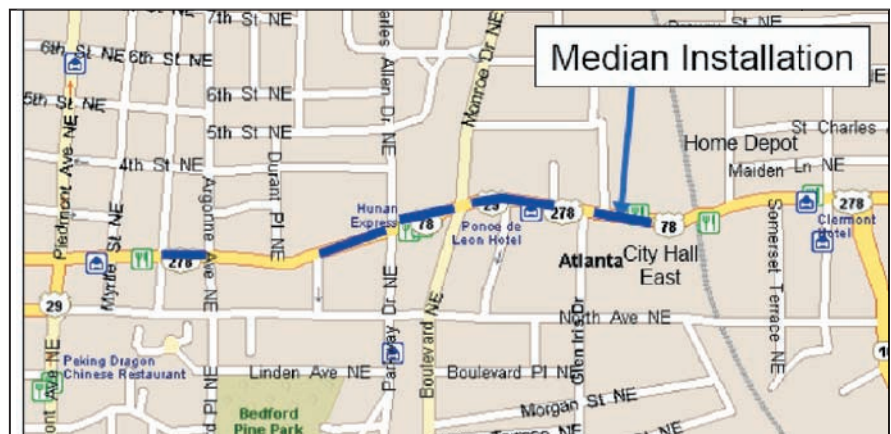


Figure 3.3: Proposed median locations

***Minimal Bus Improvements
Increase Ridership in
Arlington County, Virginia***

New Urban News
January/February 2004
page 24

Last fall, ridership on a Metrobus route in Arlington County, Virginia, suddenly jumped 30 percent. The reason? At 22 bus stops on the route, the county installed displays of the bus schedule and a laminated drawing of the bus route overlaid on a local street map.

“We had people stopping to read the schedules while we were putting them up,” James R. Hamre, the county’s transit program coordinator, told the *Washington Post*.

Basic bus information like this can attract potential riders. The display boxes cost the county \$76 each.

Transit Recommendations

Ponce de Leon Avenue was developed around a trolley route, yet today’s transit service is mediocre, at best. Recommendations are aimed at improving current transit service in a conservative and cost effective manner, while laying the foundation for future, more extensive transit upgrades.

Transit Policies

- Support the establishment of a Belt Line transit stop at City Hall East/Ponce de Leon Avenue.
- Recognize that enhanced bus service (see below) could be a pre-cursor to potential light rail or trolley service implemented as part of the MARTA Inner Core/C-Loop Study.
- Require new bus shelters to be located in the street furniture and tree planting zone of the sidewalk, rather than blocking the clear zone.

Transit Projects

- Create enhanced bus service along the corridor. (PT-17)

Enhanced bus service strives to make existing buses operate more like trains. It includes reducing the number of stops and constructing shelters at remaining stops, including seating, schedules, maps, and trash cans. It also includes implementing mandatory stops at all stops. Where proposed stops are within a deceleration lane, they should be located at the start of the lane, to allow cars to pass them to turn right.

Enhanced service improves the bus experience for riders by making buses more reliable, easier to understand, and more efficient. The mandatory stops means that buses take the same amount of time to travel a corridor regardless of

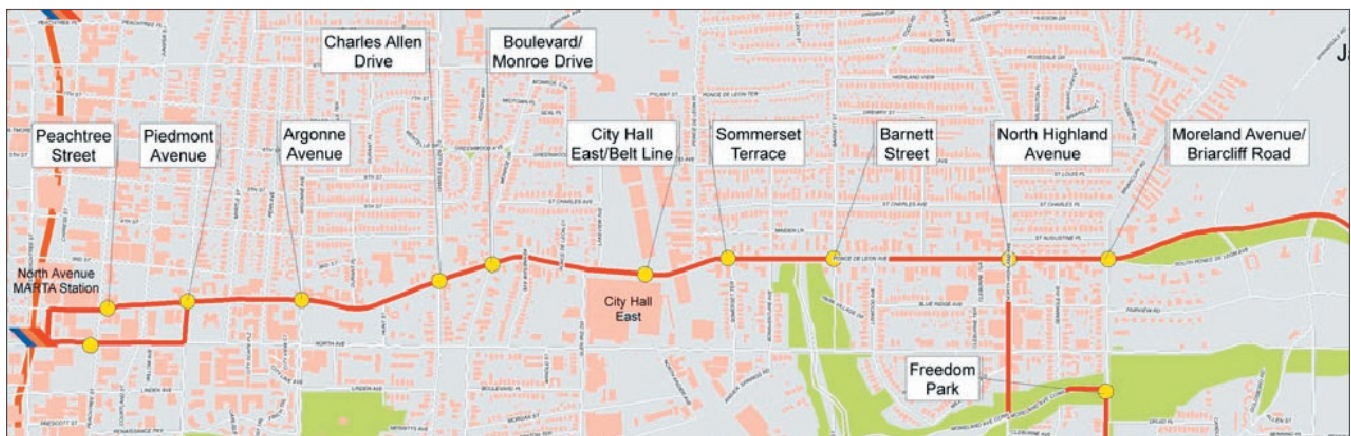


Figure 3.4: Map showing general locations where bus stop should be provided under the enhanced scenario



In Germany enhanced bus service is provides a user-friendly system



Improved bus transit could lay the way for future light rail or trolley service on the corridor

whether 5 people ride or 50. It also ensures new riders that buses will stop for them, should they not understand how to signal for a stop.

- Implement a bus signal prioritization program as part of signal upgrades. (PT-14)
- Extend MARTA bus route #48 service from Moreland Avenue to the North Avenue MARTA station via Freedom Parkway, Highland Avenue and Ponce de Leon Avenue. (PT-18)

As part of recent service modifications route #48 was discontinued north of DeKalb Avenue. This is likely due to poor ridership along the suburban areas of Briarcliff Road.

Extending the route to Ponce de Leon Avenue and the North Avenue rail station would connect Ponce de Leon Avenue to Moreland Avenue and fill a critical transit need. It would also provide greater bus headways along Ponce de Leon Avenue between Peachtree Street and North Highland Avenue - the area where transit demand is the greatest due to the most transit-supportive land use patterns.

- Remove parking from the south side of Ponce de Leon Avenue between Peachtree and West Peachtree Streets to create an eastbound, bus-only lane. (PT-20)

Because Ponce de Leon Avenue is westbound west of Peachtree Street, eastbound buses are forced to use North and Piedmont Avenues before turning onto Ponce de Leon Avenue. This not only makes the route psychologically confusing, it also increases delay during rush hour when buses must wait to turn left onto Piedmont Avenue due to high traffic volumes.

Creating a contra-lane would reduce delays and provide a route that is easy to comprehend for new riders.



Zoning required this project to have a 15 foot sidewalk but fenced outdoor dining now results in a 4 foot clear zone - too narrow for the avenue

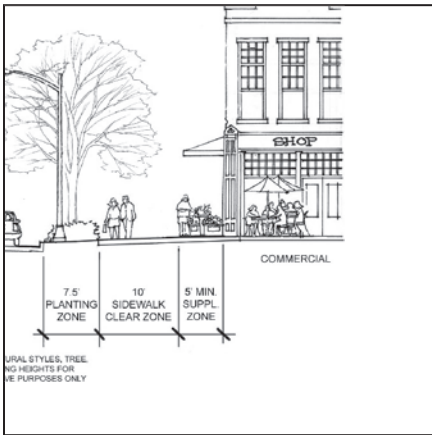


Figure 3.5: Non-residential streetscape west of Freedom Parkway

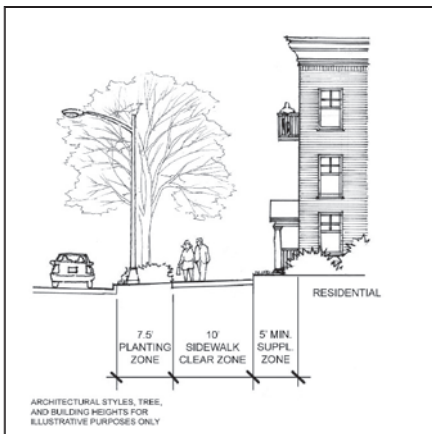


Figure 3.6: Residential streetscape west of Freedom Parkway

Pedestrian Recommendations

The pedestrian system should be improved along Ponce de Leon Avenue. The following recommendations are intended to encourage walking along the corridor.

Pedestrian Policies

- Establish new streetscapes with redevelopment east of Freedom Parkway, which include a 7 foot unpaved street furniture and tree planting zone (excluding curb), a 10 foot clear zone and a 20 foot (15 foot east of North Highland Avenue) landscaped supplemental zone adjacent to sidewalk level residential.
- Establish new streetscapes with redevelopment east of Freedom Parkway, which include a 7 foot unpaved street furniture and tree planting zone (excluding curb), a 10 foot clear zone and a minimum 5 foot hardscaped supplemental zone adjacent to sidewalk level non-residential.
- Establish new streetscapes with redevelopment west of Freedom Parkway, which include a 7 foot unpaved street furniture and tree planting zone (excluding curb), a 10 foot clear zone and a minimum 5 foot landscaped supplemental zone adjacent to sidewalk level residential.
- Establish new streetscapes with redevelopment west of Freedom Parkway, which include a 7 foot unpaved street furniture and tree planting zone (excluding curb), a 10 foot clear zone and a minimum 5 foot hardscaped supplemental zone adjacent to sidewalk level non-residential.
- Provide a protected pedestrian walk phase or leading phase at signalized intersections.
- Enforce current requirements for owners to maintain the

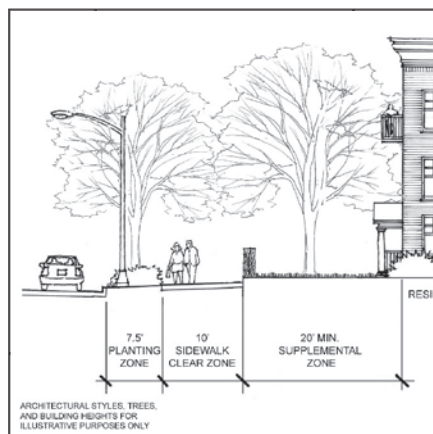


Figure 3.7: Residential streetscape east of Freedom Parkway

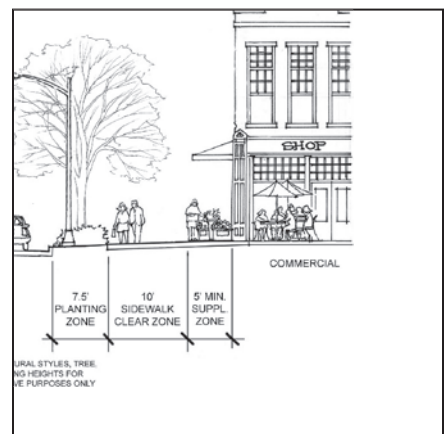
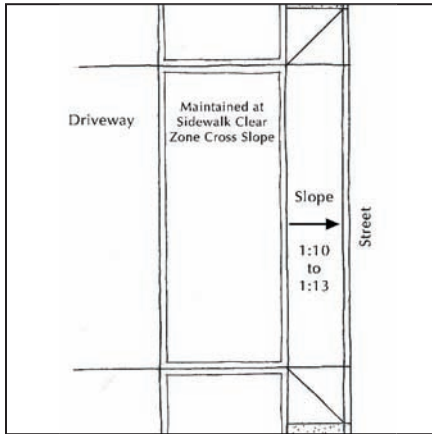
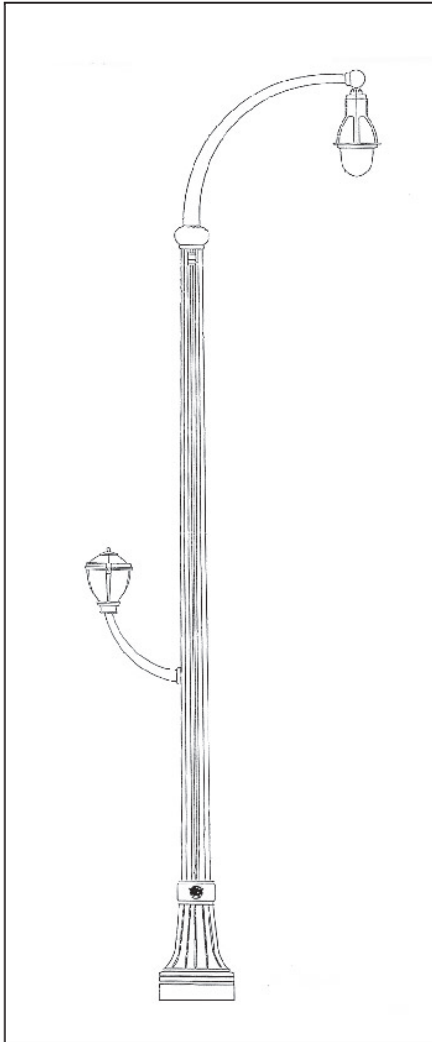


Figure 3.8: Non-residential streetscape east of Freedom Parkway



Sidewalk clear zones must maintain a consistent cross slope, even at driveways



A hybrid light with street and pedestrian luminaires is encouraged

sidewalks in front of their property.

- Adopt the Georgia Department of Transportation *Pedestrian and Streetscape Guide* and *Traffic Signal Design Guidelines* as the design guides for the City of Atlanta. (PO-4)
- Ensure that all sidewalks and ramps are compliant with the requirements of the Americans with Disabilities Act (ADA).

Sidewalks must maintain a consistent sidewalk clear zone cross slope (maximum 2%), even at driveways.

- Require all portions of public street-serving sidewalks, even when their width extends onto private property, to be held to the same design and accessibility standards as the portion within the public right-of-way.

Current practice by some City of Atlanta departments allows zoning-required sidewalks clear zones located on private property to be blocked by driveway ramps, stairs, fences and other such elements.

- Require new sidewalks to be 35 PSI broom finished concrete with standard expansions joints not exceeding 20 feet on center and crack control joints 5 feet on center.
- Utilize pedestrian countdown signals at all signalized crossings.
- Utilize two sidewalk ramps at intersection corners.

Ramps should direct pedestrians to crosswalks. This can only be achieved by providing two ramps per corner. When only one ramp is provided pedestrians are pointed towards the middle of the intersection.



An example of pedestrian countdown signals



Highly visible Duratherm crosswalks were used in this San Diego intersection (photo courtesy StreetPrint Decorative Asphalt Solutions)

Pedestrian Projects

- Require property owners to repair sidewalks including, but not limited to, at: the Peters Mansion block, Eats, and between the Massellton and Myrtle Street. (PT-5, PT-6, PT-7)
- Require property owners to repair sidewalks in front of Green's Liquors. (PT-26)

This should include repair of broken sidewalks and installing wheel stops, landscaping and trees between the parking and the sidewalk to prevent patrons from parking on the sidewalk.

- Clean and maintain sidewalk under the Belt Line. (PT-21)
- Open a bicycle and pedestrian connection from Midtown Place shopping center to Midtown Promenade. (PT-15)
- Restripe all crosswalks and add pedestrian crossing signs to alert drivers prior to implementing the streetscape. (PT-25)
- Develop a corridor-long streetscape in existing right-of-way. (PT-1, PT-2, PT-3, PT-4)

The existing right-of-way is 9 to 15 feet per side in most areas. Within this area a streetscape project should be undertaken

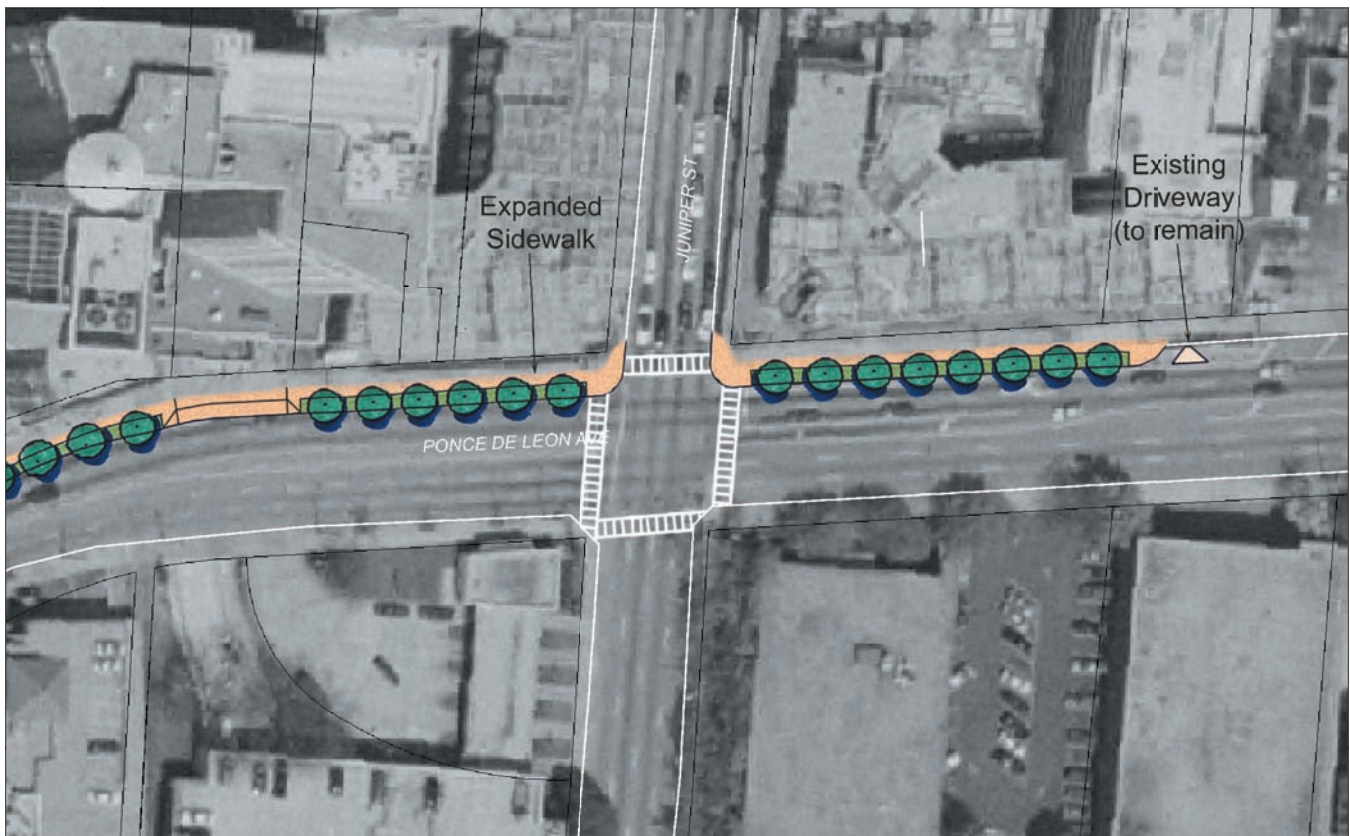


Figure 3.9: Recommended streetscape near Juniper Street



Bulbouts at Penn Avenue and Ponce de Leon Avenue will improve the pedestrian environment by reducing the crossing distance and better defining where car and pedestrian separation

which includes street trees in a minimum four feet wide unpaved street furniture and tree planting zone adjacent to the curb, hybrid pedestrian/roadway lighting, new plane concrete sidewalks, crosswalk upgrades, buried utilities, signal mast arms, and curb cut consolidations.

New crosswalks should be highly visible. The State Materials and Research Engineer has recommended approval of the street pavement texturing system Duratherm. This product is recommended for Ponce de Leon Avenue.

Improvements between Myrtle Street and Penn Avenue should include bulbouts on the north and a right-turn only sign for westbound traffic. At Juniper Street plans include expanding the sidewalk on the north, into unused roadway.

- Open a pedestrian connection from Midtown Place shopping center to Lakeview Street. (PT-24)

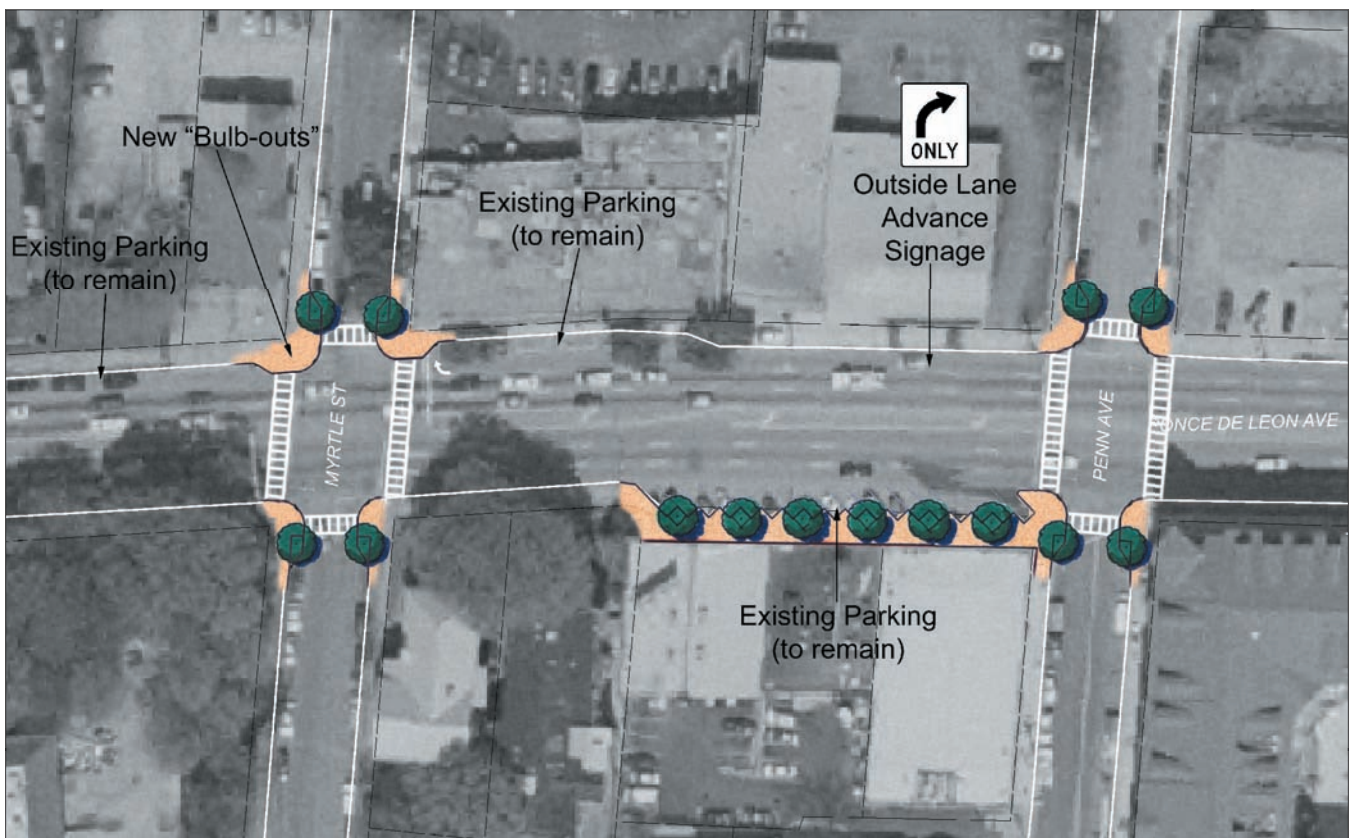


Figure 3.10: Recommended streetscape between Myrtle Street and Penn Avenue



Bike lockers provide total protection for bicycles and are desirable for locations where bikes will be stored for more than a few hours

Bicycle Recommendations

Bicycle Policies

- Requiring bike racks in new residential developments.
- Enforce current requirements for bicycle racks in commercial developments.
- Continue to implement the Atlanta Commuter On-street Bike Plan.

Bicycle Projects

- Install bike lanes on North Avenue. (PT-23)

This can be accomplished by narrowing North Avenue from six to four lanes with a center turn lane/median and bike lanes between Piedmont Street and the Belt Line rail bridge. Under the bridge a bikeable outside lane could be provided, while east of there a bikeable shoulder could be used.

- Provide bike lockers at the North Avenue MARTA station. (PT-19)
- Open a bicycle and pedestrian connection from Midtown Place shopping center to Midtown Promenade. (PT-15)

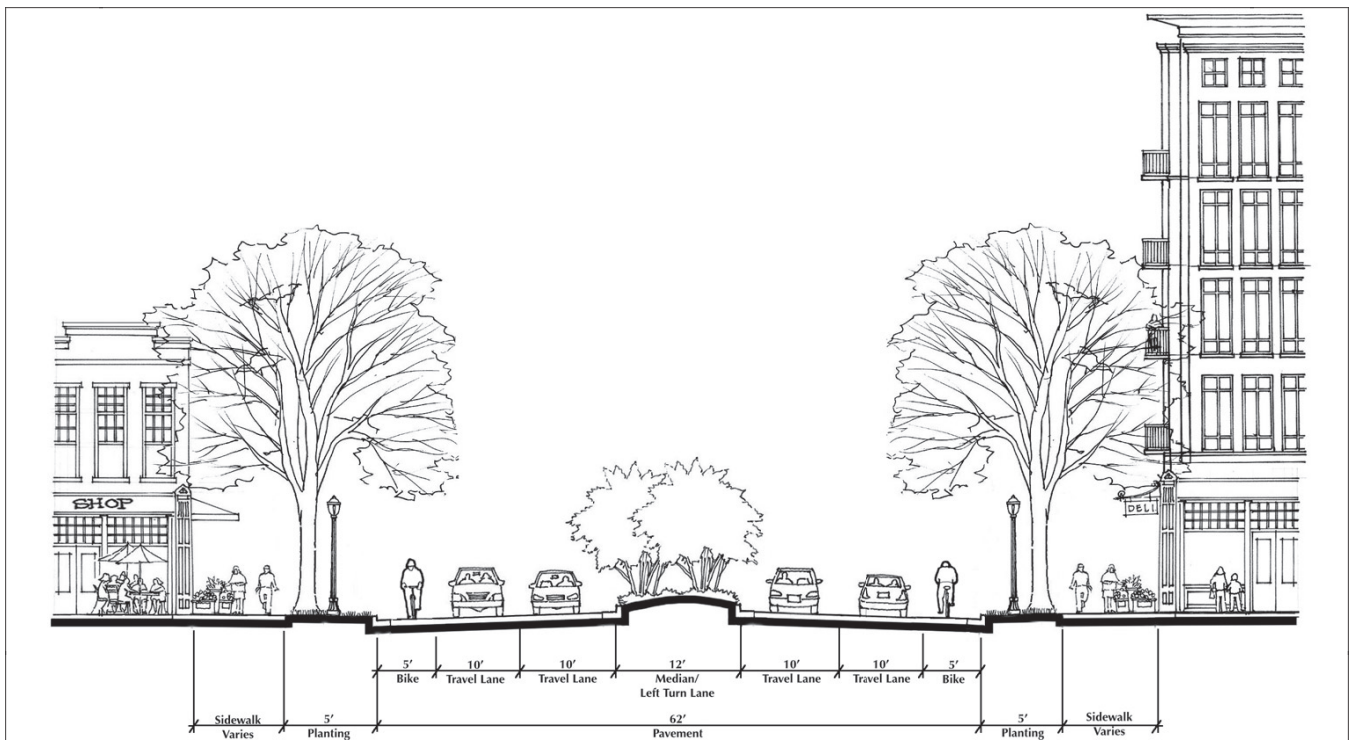


Figure 3.11: Recommended North Avenue section, between Piedmont Avenue and the Belt Line bridge



Gas stations are appropriate uses for Ponce de Leon Avenue, but their current form is not

Land Use Recommendations

Ponce de Leon Avenue was historically defined as a mixed-use corridor featuring nodes of commercial uses separated by areas of single-family or multifamily residential. This land use pattern should serve as the foundation for future development, with a general decrease in density and building scale from west to east.

Regardless of scale, future land uses should be more pedestrian-oriented and urban than the auto-oriented, suburban-style land uses found along much of the corridor today. They should also be planned to avoid negative impacts on neighborhoods and historic resources.

Due to the length of the avenue, land use recommendations are divided into sectors.

Corridor-wide Recommendations

Land Use Policies

- Preserve neighborhoods and protect them from inappropriate commercial and multifamily encroachment.
- Preserve historic resources.

Please see Urban Design & Historic Resources Recommendations for buildings that should be preserved.

- Preserve civic, religious and residential land uses.
- Recognize that some auto-oriented uses are appropriate for the avenue, but their form must be pedestrian-oriented.
- Support a range of housing options along the avenue for those of different ages, incomes and lifestyles.
- Concentrate commercial and mixed-uses to nodes.
- Require new development, regardless of use, to be pedestrian-oriented.
- Amend the City of Atlanta 15 Year Future Land Use Plan to support the land uses recommendations contained herein.
- Rezone portions of the corridor to support the recommendations contained herein.



This California gas station is built to the corner with pumps behind and street-oriented retail on the sidewalk



Historic apartment buildings should be preserved



Historic apartment buildings, such as the Ponceana, are valuable assets to Ponce de Leon Avenue's West Sector and must be protected



This open space should continue to be accessible to the public

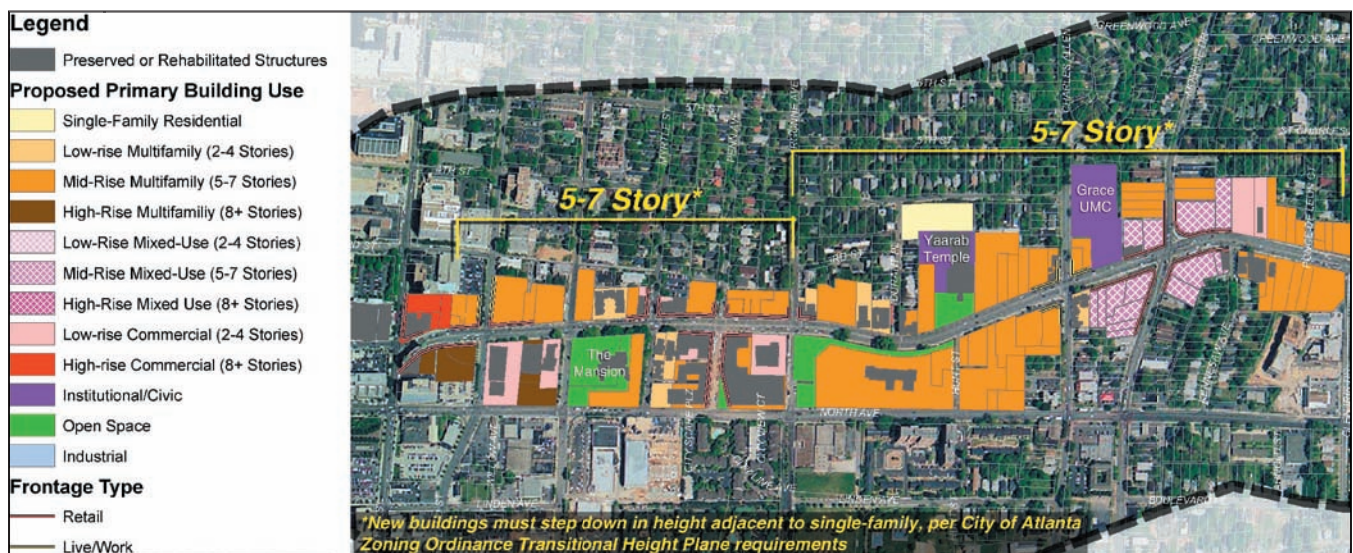
West Sector (Peachtree Street to Ponce de Leon Court)

The West Sector should represent the highest intensity sector of the avenue, consistent with current land use patterns. Recommendations for this sector are intended to ensure that the history of this portion of Ponce de Leon Avenue is preserved, while supporting increased open space and market-viable infill.

Land Use Policies

- Reinforce mixed-use nodes at:
 - Peachtree Street
 - Boulevard/Monroe Drive (see next page for concept)
 - Penn Avenue
- Provide primarily multifamily uses between nodes, with limited ground floor retail uses.
- Limit building height to 7 stories or 85 feet east of Juniper Street.
- Encourage property owners to establish new parks or publicly accessible open spaces at:
 - At the western half of the Peters Mansion
 - In front of Y'aarab Temple
 - At Argonne Avenue
- Preserve the Krispy Kreme building and use.

Figure 3.12: West Sector Recommended Land Use Map



Ponce de Leon Avenue at Boulevard/Monroe Drive Concept Plan

The intersection of Ponce de Leon Avenue with Boulevard/Monroe Drive represents a tremendous opportunity to change the face of Ponce de Leon Avenue. Once a pedestrian-oriented commercial node, the intersection of these two important Atlanta arterials is today marked by auto-oriented land uses, including gas stations, fast food, and drive-through banks. Furthermore, the public realm is so thoroughly degraded by visual clutter, pedestrian-hostility and a general state of neglect, that the intersection has become an epicenter for prostitution and other illegal activities.

The community strongly desires to transform this high visibility intersection from one of the avenue's greatest liabilities, to one of its greatest assets. The concept plan below represents just one possibility for how this transformation could look. It includes new mixed-use buildings, preserved historic and civic structures, improved streetscapes, and a pedestrian-friendly gas station, complete with rear pumps and a sidewalk-oriented convenience retail component.



Figure 3.13: Ponce de Leon Avenue at Boulevard/Monroe Drive concept plan



The use and scale of this condominium are appropriate for the Central Sector, but its first floor, which fronts the street with parking, is not



Historic apartment buildings on the avenue front the sidewalk with doors and courtyards, not parking

Central Sector (Ponce de Leon Court to Freedom Parkway)

The Central Sector should develop as a mixed-use node focused around the Belt Line transit greenway. To this end, recommendations are intended to encourage the redevelopment potential that this section of the corridor comprises.

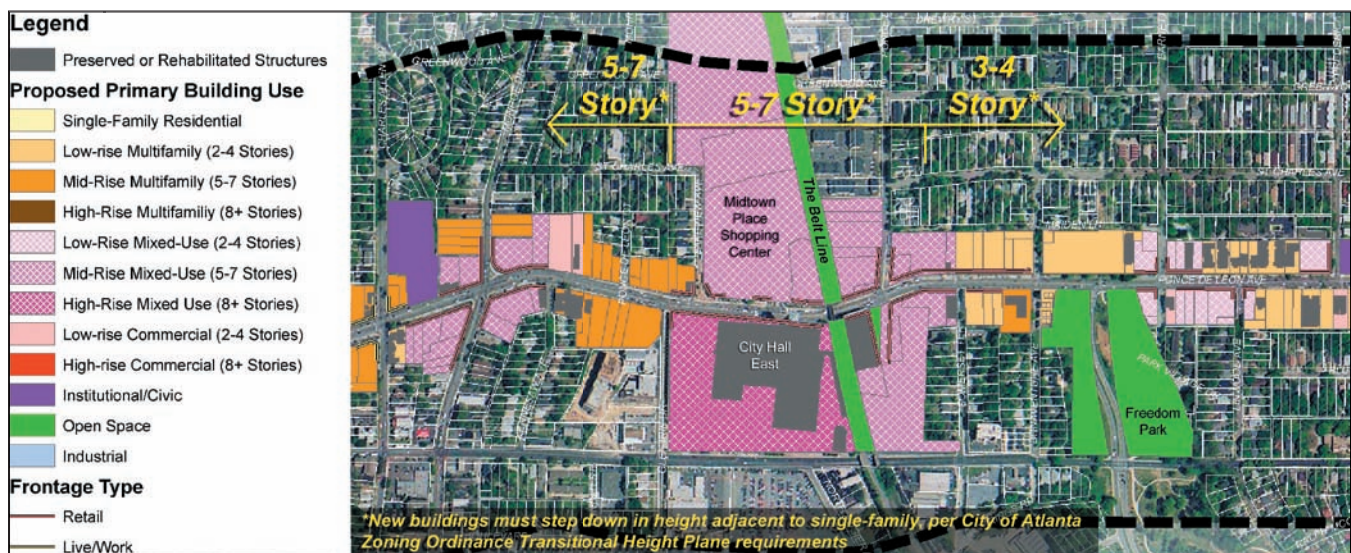
Land Use Policies

- Reinforce a mixed-use node at the Belt Line/City Hall East.
- Support the mixed-use redevelopment of City Hall East.
- Encourage the redevelopment of the Kroger shopping center and nearby commercial uses into mixed-uses.

While the center is likely to remain for some time, short-term improvements should be undertaken to improve its consistency with the vision for the avenue. A tree-lined concrete walkway should be provided through the parking lot to connect to the street or the Ford Factory Lofts walkway. New oak, maple or elm trees should be planted in the parking lot, and current signage should be replaced with a brick monument style sign to match adjacent buildings. A 24 to 36 inch high brick wall could also be provided on Ponce de Leon Avenue to screen parking and continue the street edge.

- Limit buildings to 7 stories or 85 feet west of Belt Line and in mixed-use areas, with the exception of City Hall East.
- Limit building heights to 3 to 4 stories or 52 feet in other areas.
- Support open space initiatives along the Belt Line.
- Support the North Avenue Park proposal.

Figure 3.14: Central Sector Recommended Land Use Map





If this Publix is redeveloped, it should be moved to the street, with parking behind or below, and incorporated into a primarily residential building



This Florida Publix fronts the sidewalk

East Sector (Freedom Parkway to Moreland Avenue)

The East Sector of Ponce de Leon Avenue should be the least intense, most residential portion of the corridor. The existing residential character should be preserved and enhanced, while new development should not overwhelm adjacent neighborhoods.

Land Use Policies

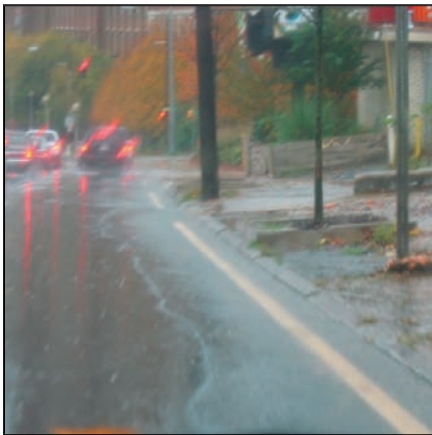
- Reinforce mixed-use nodes at:
 - Barnett Street
 - North Highland Avenue
- Retain the gas station at Moreland Avenue, but support its redevelopment to a pedestrian-friendly model.
- Protect the historic Druid Hills neighborhood.
- Protect the residential character on the north side of the avenue within the Atkins Park neighborhood (between North Highland Avenue and Briarcliff Road).
- Protect the residential character on the north side of the avenue within the Virginia-Highland neighborhood.
- Protect the historic neighborhood commercial character along Highland Avenue within the Poncey-Highland neighborhood.
- Limit building heights to 3 to 4 stories or 52 feet along the avenue, with the exception of the existing Briarcliff Hotel.

Figure 3.15: East Sector Recommended Land Use Map





Utilities should be buried as part of redevelopment that occurs prior to the streetscape project



Curbs must be raised to prevent flooding of the sidewalk and improve roadway drainage

Environment, Infrastructure, and Facilities

The overall goals for Ponce de Leon Avenue include ensuring adequate infrastructure to support future development, creating a safe environment, and increasing green space.

Environment, Infrastructure, and Facilities Policies

- Require new development to bury utilities, unless economically prohibitive.

The planned streetscape includes buried utilities. Private sector development prior to the streetscape project should reflect this. If utilities cannot be buried due to cost, all developments must include three buried conduits under the sidewalk for future corridor-wide buried utilities and front-loaded electrical meters and building access. This will allow underground utilities to be installed without removing the entire privately-funded streetscape.

- Encourage GDOT to work with the City of Atlanta to ensure that roads are milled prior to repaving.
- Ensure that all areas of the City provide their share of social services to avoid concentrations on Ponce de Leon Avenue.
- Support existing social service providers in their efforts to help Atlanta's needy in a pro-active and dignified manner.
- Support and grow existing neighborhood watch programs.
- Support private efforts to establish parks at the Peters Mansion, Argonne Avenue, the Y'aarab Shrine Temple, North Avenue Park and the Belt Line.

Environment, Infrastructure, and Facilities Projects

- Mill street and replace and/or reset curbs along the corridor. (PT-1, PT-2, PT-3, PT-4, PT-12)



Figure 3.16: Areas that need replacement curb and gutter are indicated in blue



Buildings should orient themselves towards parks and plazas



The Briarcliff Hotel



The Ford Factory Lofts

Locations include: at the intersection of Monroe Drive and Ponce de Leon Avenue – 400 feet North-South on Monroe; along Ponce de Leon Avenue from Ponce Place to Freedom Parkway – a 1,140 feet section; at the intersection of North Highland Avenue and Ponce de Leon Avenue – a 400 feet section on Ponce de Leon Avenue; and along Ponce de Leon Avenue from Seminole Avenue to Briarcliff Road – a 600 feet section.

- Provide an Atlanta Police Department precinct or mini precinct in the redevelopment of City Hall East or nearby on the avenue. (PO-6)

Urban Design & Historic Resources

Building on land use and other policy recommendations, urban design and historic resources policies are intended to preserve and enhance Ponce de Leon Avenue's sense of place while creating spaces that encourage human interaction and promote civic identity. More specifically, the goals for Ponce de Leon Avenue include identifying and preserving historic resources and utilizing redevelopment to mend the urban fabric.

Urban Design and Historic Resource Policies

- Work with property owners to designate the following buildings as Landmark Buildings under the City's Historic and Cultural Conservation Districts ordinance: (PO-7)
 - The Ponceana
 - Mary Mac's Tea Room
 - The Massellton
 - Grace United Methodist Church
 - The Abbey Restaurant
 - Three apartment buildings at Durant Place
 - Apartment building at the northeast corner of Ponce de Leon Avenue and Parkway Drive
 - City Hall East
 - Ford Factory Lofts
 - Claremont Hotel
 - Briarcliff Hotel
 - Druid Hills Baptist Church
 - Druid Hills Presbyterian Church
 - Briarcliff Plaza



Mary Mac's Tea Room



These commercial Chicago buildings line up to form a wall of buildings

- Homes along the north side of the avenue between North Highland Avenue and Briarcliff Road
- Support variations of zoning open space requirements for buildings over 50 years old to support their reuse.
- Prohibit EIFS (fake stucco) along the first three floors of street-facing facades.
- Require new development to utilize the basic urban design standards contained in the *City of Atlanta Urban Design Policy* and codified in the *Quality of Life Zoning Districts*.
- Provide a knee wall, fence, hedge or curb at the back of the required sidewalk in residential areas to provide a boundary between the public and private realms.
- Provide buildings that create a pleasant scale by requiring buildings to define the public street, like walls define a room and ensuring that balconies, porches, etc. provide articulation but do not destroy the delineation of the street.
- Ensure that buildings in commercial and mixed-use areas:
 - Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like
 - Provide continuous storefronts along the sidewalk.
 - Prohibit parking lots adjacent to the street
 - Do not use clapboard, vinyl or hardiplank siding
 - Line up to form a continuous line of buildings



Moreland Avenue just north of I-20

3.3 MORELAND AVENUE/MORELAND LCI

The vision for Moreland Avenue and the Moreland LCI area includes transforming Moreland Avenue from a neighborhood barrier into a corridor that enriches and connects neighborhoods and providing neighborhood-scaled transportation facilities.

Transportation Recommendations

Moreland Avenue is a unique roadway in that it is a major north-south arterial with direct Interstate connectivity city, while having residential and neighborhood commercial activities that front it. The challenge is to provide improvements that facilitate pedestrian and other mode circulation activities and support redevelopment efforts while not compromising vehicular operational efficiency and capacity.

These recommendations are organized into Street & Block Patterns, Traffic Systems, Transit, Pedestrian Systems, and Bicycle Facilities.

Street and Block Pattern Recommendations

The interconnected street system and the small blocks should be preserved and protected in the Study Area. They provide multi-modal accessibility and are part of what makes the area urban.

Street and Block Pattern Policies

- Prohibit street abandonments or closures as part of new development, unless new streets are created with equal or greater connectivity to the existing street grid.
- Utilize traffic calming to minimize the impacts of cut through traffic on neighborhoods, rather than street closures.

Street and Block Pattern Projects

- Reconnect Walthall Street to Seaboard Avenue. (MT-42)

The construction of MARTA separated the Reynoldstown neighborhood from its MARTA Station from a vehicular and bicycle perspective. By building a ramp from Walthall Street to the MARTA kiss-ride lot, the two could be reconnected.

Traffic System Recommendations

A variety of factors comprise traffic systems and include intersection operations, light timings, turning movements, volume, capacity, and speeds. For Moreland Avenue/Moreland LCI, the following road improvement recommendations are intended to: enhance the efficiency of intersections; reduce car/pedestrian conflict; improve roadway safety, and make it advantageous for drivers to drive the speed limit.



Today Walthall Street terminates at a fence and is a barrier for drivers, bicyclists and, most notably, those in wheelchairs



Mixed-use settings can promote walking for short trips



In traditional urbanism alleys were used for back-of-house functions



Figure 3.17: Map showing where private alleys may be feasible

Traffic System Policies

- Encourage high density housing within walking distance of retail and transit to reduce the need to drive.
- Limit vehicular access to alleys and side streets via zoning requirements.
- Require access management with new development, which may include right-in/right-out islands and shared driveways.
- Amend Public Works standards to permit new multifamily and commercial uses to use existing alleys.
- Amend Public Works standards to remove the requirement for alleys and driveways to be set 7 feet from side property lines, even if zoning permits it.
- Work with GDOT to ensure that acceleration and deceleration lanes are not required on new developments if access must be provided from Moreland Avenue.

Traffic System Projects

- Install a southbound left hand turn signal on Briarcliff Road. (MT-8)

As north-south and east-west arterials, Moreland and Ponce de Leon Avenues, respectively, carry large volumes of traffic not only during the peak commuting periods but throughout the day. One of the conditions that contributes to operating deficiencies at the intersection is the lack of left turn lanes on Moreland Avenue, while another is the short westbound left turn lane on Ponce de Leon Avenue. The northbound left is given a leading left turn arrow before southbound traffic is allowed to flow, but this does not adequately accommodate the left turns. If after that protected left turn phasing a vehicle wants to turn left, they have to wait for a gap in the opposing direction of traffic. If traffic is heavy, the left turn cannot be accomplished, and this lane ultimately does not carry any through volumes. A potential solution to address left turning traffic that was considered in this study was to widen Moreland Avenue to create left turn lanes.

A traffic study performed in 2003 indicated that for future traffic volumes (Year 2007), the Moreland Avenue/Ponce de Leon Avenue intersection would operate at Level of Service (LOS) E during the morning peak period and LOS F during the evening peak period. With the addition of left turn lanes on Moreland Avenue, plus an eastbound right turn lane on Ponce de Leon Avenue, the intersection would operate at LOS D during both morning and evening peak periods.

Building these lanes would be a challenge. Acquisition

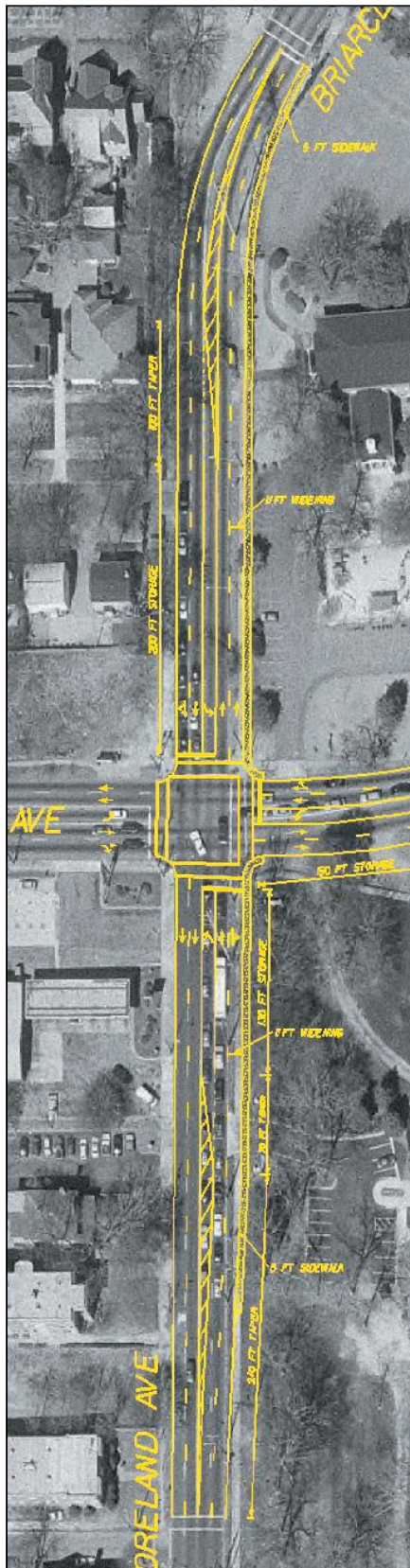


Figure 3.18: Option A for the Ponce de Leon/Briarcliff Road intersection

of the necessary right-of-way would be extremely difficult, with a church on the northeast corner, residences on the northwest corner, a gas station on the southwest corner, and an institutional facility on the southeast corner. Furthermore, electrical transmission lines on Moreland Avenue's east side south of Ponce de Leon Avenue would need to be relocated. Mature trees would also need to be removed and the pedestrian crossing distance increased.

Two techniques to provide left turn lanes to minimize overall impacts were considered: A) asymmetric widening (for example 3 feet to the west and 8 feet to the east); and B) all of the widening on the east. Neither included extending the left turn lane into the Druid Hills neighborhood. However, because of impacts on adjacent land uses, adding left turn lanes is not recommended at this time.

Instead, a left turn phase for southbound Briarcliff Road traffic that mirror the operation for northbound Moreland Avenue should be installed. The difference would be that the southbound left phase would come at the end of the green phase; this is referred to as a "lagging left". The north and south traffic movements would be: northbound left and through for Moreland (Moreland getting the left turn arrow) while southbound Briarcliff is stopped; northbound and southbound move concurrently (no left turn arrows); southbound left and through for Briarcliff (Briarcliff getting the left turn arrow) while northbound Moreland is stopped.

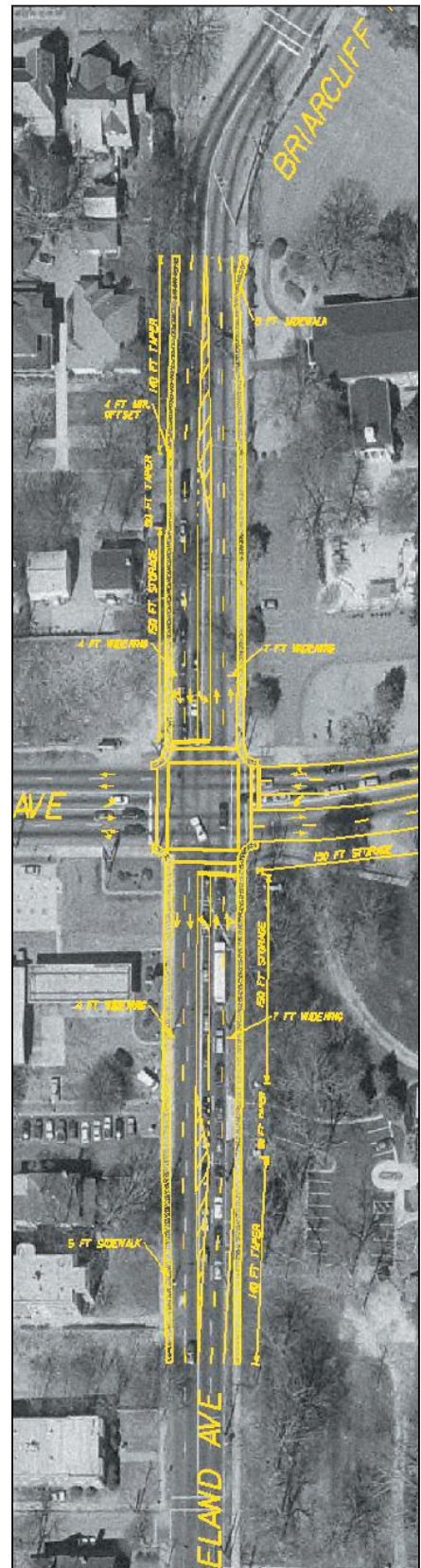


Figure 3.19: Option B for the Ponce de Leon/Briarcliff Road intersection

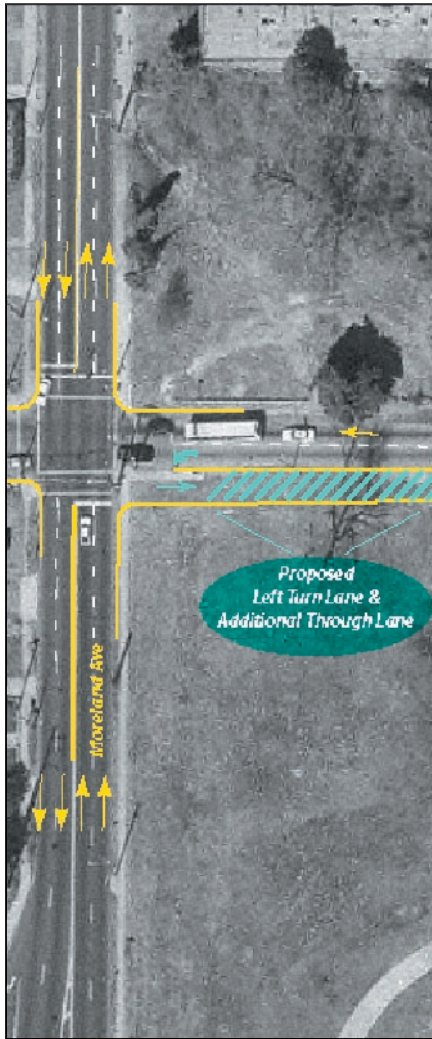


Figure 3.20: The North Avenue/Moreland Avenue intersection should be improved with signage and limited peak hour left turns onto North Avenue; a left hand turn lane onto Moreland from the east may be a future option, but is not recommended at this time due to its potential impacts on Freedom Park

- Perform follow-up study of Ponce de Leon and Briarcliff Road intersection signal upgrades. (MT-9)

After upgrades have been in-place for at least one year, a follow-up intersection study should be performed to identify the impact (to both current and predicted operations) of the changes for all approaches.

*Depending on the outcome of the intersection study and the benefits of signal changes, the option to pursue a higher-impact solution that may include dedicated left-turn lanes could be considered. Such solution would need to review public comments and issues identified in this study, and **must result in a recommendation with broad community support.***

- Install signage to direct northbound Moreland Avenue traffic wanting to turn left at North and Ponce de Leon Avenues to use Freedom Parkway; prohibit left turns at peak hours; and monitor conditions after completion of the Moreland and Ponce de Leon Avenues signalization project. (MT-10)

North Avenue is another east-west roadway providing direct access from the study into Midtown. The Moreland Avenue intersection at North Avenue is similar to the one at Ponce de Leon Avenue in that there are not separate northbound and southbound left turn lanes.

As with the intersection at Ponce de Leon and Moreland Avenues, neighborhood participants asked that the addition of left turn lanes not be recommended due to the land required from the Freedom Park. As an alternative solution, signage redirecting left turning traffic before it reaches this intersection was proposed. This would benefit both this intersection and the larger one to the north.

For northbound Moreland Avenue traffic destined to the west, either Midtown, I-75/I-85, or other destinations, east-west route options are Freedom Parkway, North Avenue, and Ponce de Leon Avenue. A left turn lane and protective-permissive left turn signal phasing exists at Freedom Parkway.

A methodology that should be employed to improve operations at North Avenue is to prohibit left hand turns at peak hours and direct/sign northbound Moreland Avenue traffic to turn at Freedom Parkway for use North Avenue and Ponce de Leon Avenue access. This should use static signing, i.e. regular metal signs. If the desired effect is not achieved, electronically illuminated signs could be installed.

A proposal from some study participants expressed interest



Figure 3.21: Proposed lane reduction south of Little Five Points

in adding a left turn lane on North Avenue for those headed south on Moreland. The right-of-way acquisition could include property from a currently undeveloped tract in the northeast corner of the intersection but there would still be property required from Freedom Park and there may be impacts to the property on the northwest corner that would complicate the design (see figure at left). As such, a left turn lane onto Moreland Avenue is not recommended at this time.

- Convert Mansfield to two-way street west of Moreland Avenue for the first 100 feet. (MT-13)
- Eliminate curb cuts in front of Starbucks. (MT-51)

Project MT-51 must only be done if MT-13 is implemented.

- Conduct a warrant study of a mid-block traffic signal between Mansfield and Euclid Avenues. (MT-14)

A signal at this location is recommended by this study, but first requires a warrant study. The location represents the highest number of mid-block pedestrian crossings on the corridor. With 800 feet between existing signals and the existence of retail and services on both sides of the avenue, many pedestrians cross mid-block rather than go up to ten minutes out of their way.

A warrant study must take into consideration the urban context, pedestrian crossing volumes, impacts on the elderly and person with disabilities, traffic conditions, and the ability of said light to support other improvements identified below.

- Install a mid-block traffic signal between Mansfield and Euclid Avenues. (MT-44)
- Consolidate driveways between Mansfield and Euclid Avenues. (MT-15)

Project MT-15 must only be done if MT-44 is implemented.

- Install signs to prohibit left turns into businesses between Euclid and Mansfield Avenues. (MT-16)

Project MT-16 must only be done if MT-44 is implemented.

- Reconstruct both Euclid Avenue approaches at Moreland Avenue by removing southbound right turn lane and adding bulb out on Euclid Avenue east of Moreland. (MT-12)

An issue identified during public outreach is pedestrian safety at the existing crosswalks in Little Five Points. It is desirable to augment the safety of the crossings at both legs of Euclid Avenue. For southbound Moreland traffic it is proposed to remove the right turn lane onto westbound Euclid Avenue and use the left over space to create extra wide sidewalks.

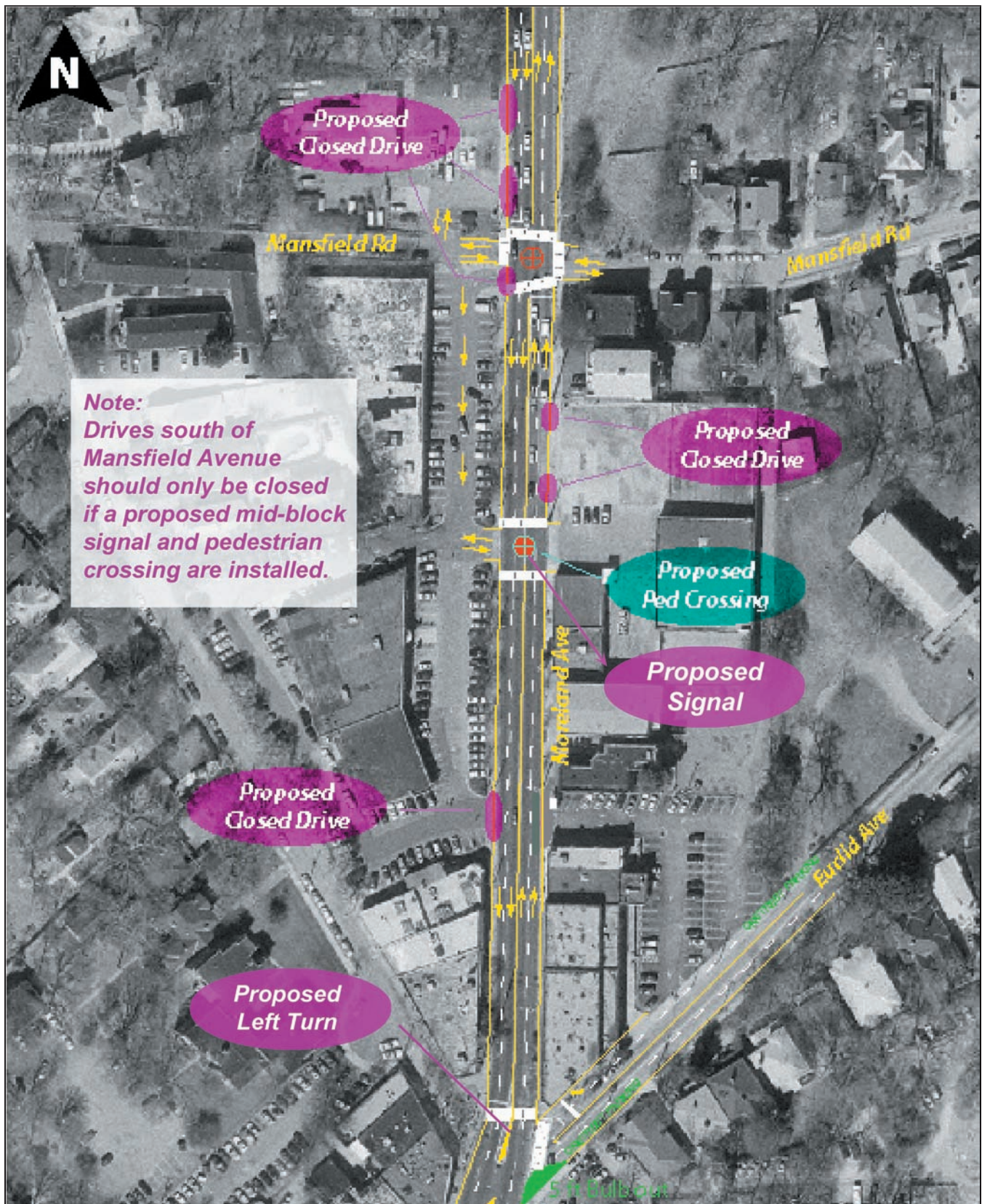


Figure 3.22: Proposed roadway and pedestrian improvements in the Little Five Points area
See Pedestrian Recommendations for more details



The reconfiguration of the western leg of the DeKalb/Moreland Avenues jug-handle would be enhanced by the addition of an Olmsted-inspired pocket park, such as this one in Forest Hills Gardens in New York

Furthermore, a bulb-out on Euclid Avenue eastbound is proposed to slow northbound traffic, which takes this y-intersection at high speeds because of the ease of the turning movement. A bulb-out would force traffic to take the turn at slightly lower speeds, thereby improving pedestrian safety. It would also support southbound left turn movements.

- Allow southbound left turns onto Euclid Avenue. (MT-50)
Project MT-50 must only be done if MT-44 is implemented.
- Reduce Moreland Avenue between McLendon Avenue and DeKalb Avenue from six lanes to four lanes with a center turn lane plus bike lanes. (MT-5)
- Reconfigure the Jug-handle intersection with DeKalb Avenue by narrowing ramp entrances and install a traffic signal on Moreland Avenue, signage and lighting. (MT-11)

A unique transportation aspect of the Moreland Avenue corridor is the ramp connections to DeKalb Avenue, often referred to as the “Jug Handles”. The configuration is unique in that the northbound approaching and departing volumes must use the east ramps and the southbound approaching and departing volumes must use the west ramps. With damaged or missing signage, this configuration can lead to confusion especially for the DeKalb Avenue traffic.

Although alterations to these ramps has generated a lot of public input, a traffic study performed in November 2004 indicated that for future traffic volumes (Year 2007), the ramp intersections with DeKalb Avenue would operate at acceptable Level of Services during both peak periods. The interest to redesign these ramps entails more a desire to match the scale of surrounding neighborhoods as opposed to a need to address operational deficiencies.

Alternative solutions for these ramps generated a tremendous amount of input from the community. Solutions such as completely closing one ramp or the other tended to pit the residents adjacent to the ramp against each other. From the most recent public involvement meetings, there appears to be some consensus among a number of the community members that keeps both ramps open but orients the accessing maneuvers from DeKalb Avenue to Moreland Avenue via the east ramp.

There are two major modifications to the existing configuration. The first is that the median would be extended on DeKalb Avenue across the opening for the west ramp so that left turns to and from DeKalb Avenue are prohibited. One circulation aspect this addresses is to discourage traffic



Figure 3.23: This study embraces the Inman Park Traffic Calming Plan's call for narrowing the western left of the jug handle, shown above

that wants to proceed eastbound on DeKalb Avenue from cutting through the neighborhood and using Austin Avenue and Alta Avenue to get to the ramp. To provide access for the southbound Moreland Avenue traffic to DeKalb Avenue, the median at the ramps on Moreland Avenue would have to be removed and Moreland Avenue would have to be re-stripped/reconfigured to provide a southbound left turn lane. This striping can be accomplished with the recommended reconfiguration for the bicycle lanes between DeKalb Avenue and McLendon Avenue. To facilitate this new southbound left turn maneuver, as well as the left turns from the east ramp to turn left and proceed south, a traffic signal is anticipated. An additional benefit of the traffic signal will be to provide a safer system for walkers to cross Moreland Avenue by having a crosswalk and pedestrian actuated signal phasing.

An important aspect of this redesign is that the west ramp at Moreland Avenue continues to be right-in/right-out. Not allowing straight through maneuvers also discourages traffic cutting through Austin Avenue and Alta Avenue to ultimately proceed eastbound on DeKalb Avenue.

Input from community members during the public outreach efforts was that a consistent source of motorist confusion is that directional signs continue to be damaged and/or knocked down. Regardless of what project moves forward, consideration must be given to installing overhead directional signs and lighting on DeKalb Avenue. Strategically located mast arm poles with hanging signs can accomplish this.

In conjunction with these changes, the community also expressed a desire to reduce ramp lane widths. With parking currently on the west side of the west ramp, interest was expressed in building bulb-outs at the ends of the parking area. For the east ramps, an option exists to widen the existing median and increase plantings.

In an effort to promote alternate modes, bike lanes can be installed on the east side of the east ramp.

- Remove eastbound free right on Seaboard Avenue. (MT-7)

During the public outreach efforts, community members expressed safety concerns with the speed of eastbound Seaboard Avenue traffic using the right turn lane to proceed south on Moreland Avenue. In addition, pedestrians have to cross this lane to get to a channelizing island before crossing Moreland Avenue. The alternative proffered was to eliminate the right turn lane and reconstruct the island as part of a continuous sidewalk system. Brantley Street is still available for MARTA buses to proceed south on Moreland Avenue.

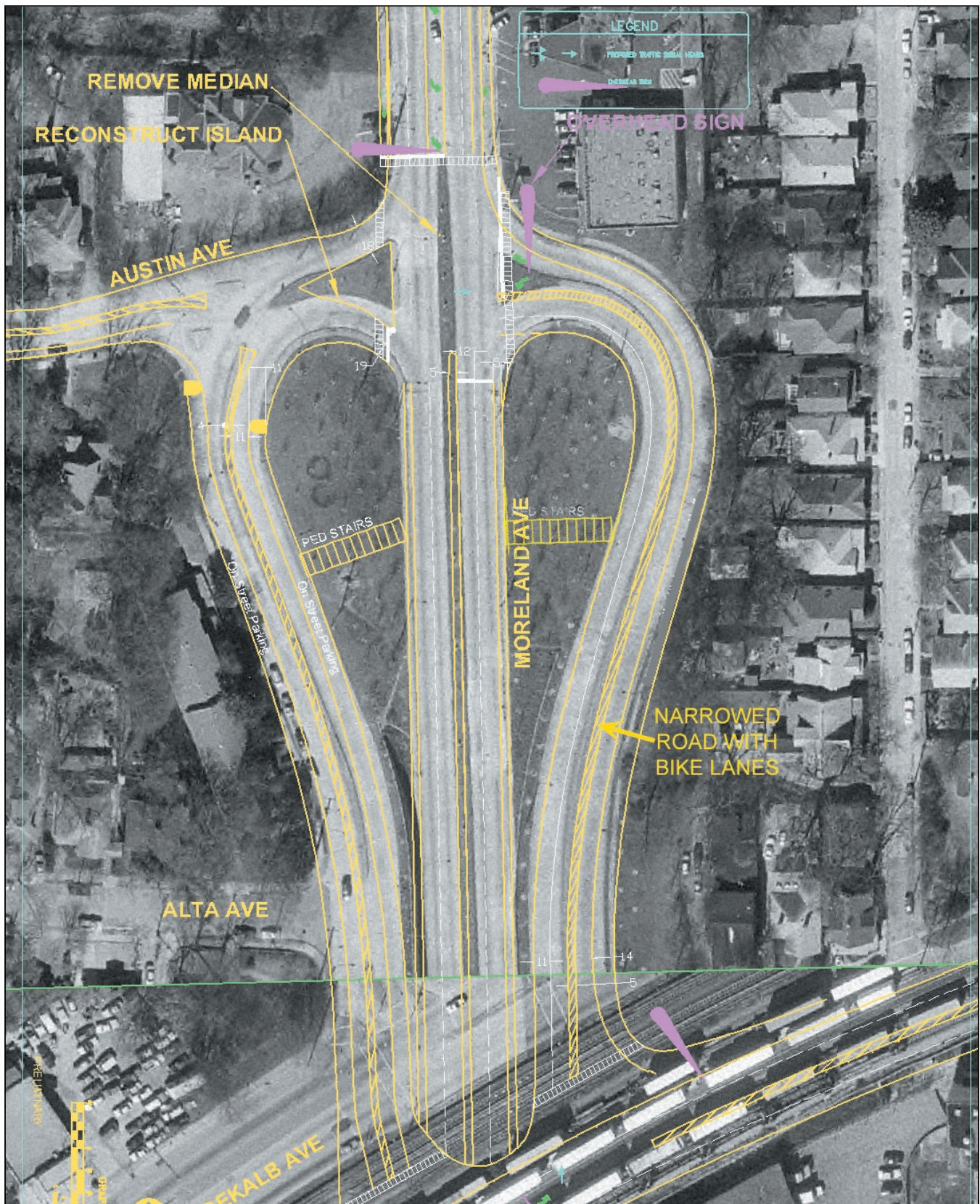
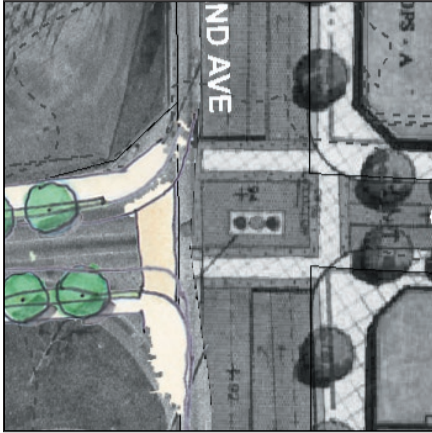


Figure 3.24: Proposed roadway and pedestrian improvements at the Moreland and DeKalb Avenues jug-handle



Removing the free right at Seaboard Avenue (at left) would create a better pedestrian route from the Inman Park/Reynoldstown MARTA station to the Edgewood Retail District

- Conduct a detailed study of the I-20 interchange. (MT-23)

For trips of longer distances, Interstates will be part of the long haul route. A convenient way to access I-20, which can be utilized to get to I-285 and I-75/I-85, is via the Moreland Avenue interchange. As residential and commercial development continues in the area, traffic volumes will continue to increase at this facility. With this anticipated growth, safety will be lessened and delays will increase. One technique to address this situation is to install traffic signals.

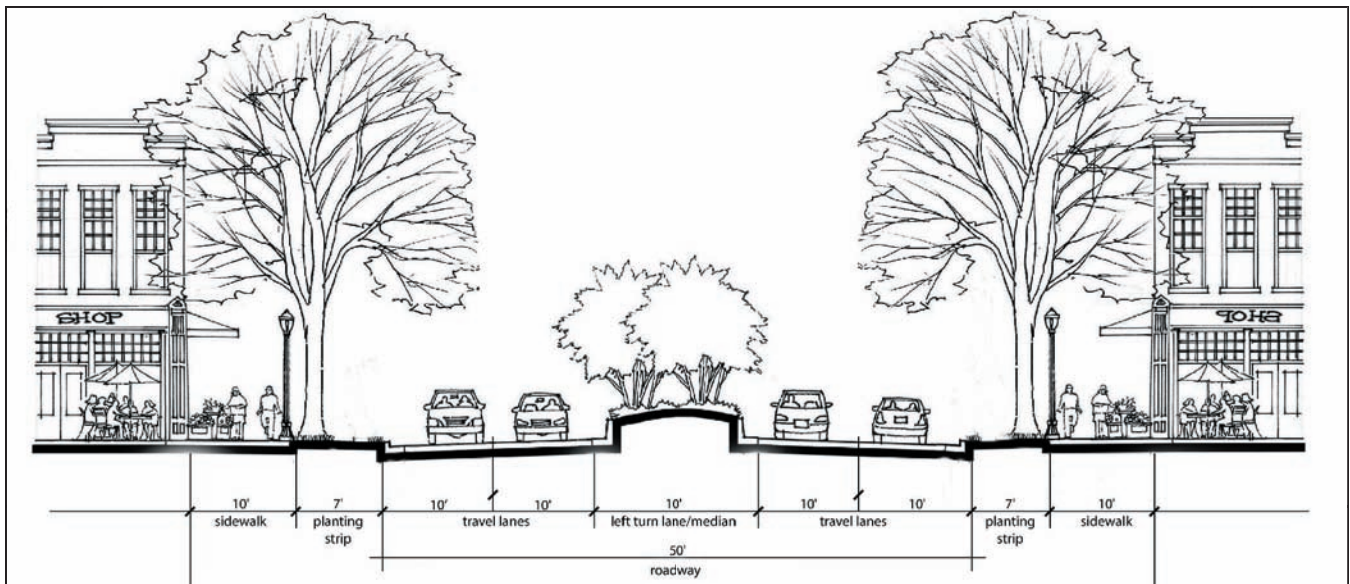
Traffic volumes also appear to exit the ramps at higher speeds than what is posted. This creates an undesirable situation for pedestrians. Options that can be considered for alerting motorists are to install over-sized "State Law Stop for Pedestrian in Crosswalk" signs and possibly rumble strips.

- Convert the third southbound lane between Hardee Street and Arkwright Place into a median/center turn lane. (MT-25)

Moreland Avenue should provide two north and southbound through lanes from I-20 north. The current third lane drops at Memorial Drive and is of no value to through traffic. Its conversion to a left turn lane at intersections, alternating with a median where no turns occur, could improve northbound operations by removing left turns from through traffic. It would also improve the pedestrian environment and aesthetics.

- Conduct a warrant study to gauge the need for a traffic signal at DeKalb Avenue and Hurt Street. (MT-29)
- Install traffic signal at DeKalb Avenue and Hurt Street. (MT-49)
- Close the Arkwright Place northern slip lane. (MT-22)

Figure 3.25: Proposed section south of Hardee Street to Arkwright Place



The intersection at Arkwright Place is complicated by the existence of a small slip lane remaining from the streetcar line that passed through here. The high number of accidents at Memorial Drive and Moreland Avenue also include this adjacent signalized intersection at Arkwright Place, which is only 100 feet away. The closeness of the signals exacerbates confusion and the anomalous slip lane only adds to it

- Develop signal timing coordination plans. (MT-26)
- Install mast arm traffic signal poles as part of streetscape. (MT-1, MT-2, MT-3, MT-4)

See Pedestrian Recommendations for details.

- Install signs to provide directional information to interstates, major streets and commercial nodes, such as Little Five Points, Virginia-Highland, or East Atlanta Village. (MT-43)
- Target the Study Area for traffic law enforcement. (MO-12)
- Implement existing traffic calming plans in Inman Park and Edgewood. (MT-37, MT-38)
- Construct a parking deck in Little Five Points. (MO-4)

The deck could be in the low area between Moreland and Euclid Avenues and would be hidden from view. It could have access from both avenues. On Moreland Avenue, a drive may warrant a traffic signal at some future time.

- Perform signal upgrades. (MT-26)

One of the most effective ways to improve traffic operations without road widening is through enhanced signal coordination and timing. This is not intended to increase vehicle speeds;

improved signal timing creates a coordinated progression of a platoon of vehicles to travel the corridor at a predetermined speed, which is often less than the posted speed limit. The existing equipment for the traffic signals on Ponce de Leon Avenue is last generation's. Replacement of the hardware, including LED traffic signal heads, using the latest advances in video detection, installing the current industry standard controllers, and upgrading the interconnect to fiber optic, can position the corridor to maximize traffic efficiencies.



Figure 3.26: Possible layout of a proposed Little Five Points parking deck



Figure 3.27: Map showing general locations where bus stop should be provided under the enhanced scenario

Transit Recommendations

Moreland Avenue was developed around trolleys, yet today's transit service is mediocre, at best. Recommendations are aimed at improving current service in a conservative and cost effective manner, while laying the foundation for future upgrades.

Transit Policies

- Recognize that enhanced bus service (see below) could be a pre-cursor to potential light rail or trolley service implemented as part of the MARTA Inner Core/C-Loop Study.
- Require new bus shelters to be located in the street furniture and tree planting zone of the sidewalk, rather than blocking the clear zone.

Transit Projects

- Create enhanced bus service along the corridor. (MT-28)

Enhanced bus service strives to make existing buses operate more like trains. It includes reducing the number of stops and constructing shelters at remaining stops, including seating, schedules, maps, and trash cans. It also includes implementing mandatory stops at all stops. Where proposed stops are within a deceleration lane, they should be located at the start of the lane, to allow cars to pass them to turn right.

Enhanced service improves the bus experience for riders by making buses more reliable, easier to understand, and more efficient. The mandatory stops means that buses take the same amount of time to travel a corridor regardless of whether 5 people ride or 50. It also ensures new riders that buses will stop for them, should they not understand how to signal for a stop.

- Implement a bus signal prioritization program as part of signal upgrades. (MT-26)
- Extend MARTA bus route #48 service from Moreland Avenue to the North Avenue MARTA station via Freedom Parkway, Highland Avenue and Ponce de Leon Avenue. (MT-31)

As part of recent service modifications route #48 was discontinued north of DeKalb Avenue. This is likely due to poor ridership along the suburban areas of Briarcliff Road.

Extending the route to Ponce de Leon Avenue and the North Avenue rail station would connect Ponce de Leon Avenue to

**Minimal Bus Improvements
Increase Ridership in
Arlington County, Virginia**

New Urban News
January/February 2004
page 24

Last fall, ridership on a Metrobus route in Arlington County, Virginia, suddenly jumped 30 percent. The reason? At 22 bus stops on the route, the county installed displays of the bus schedule and a laminated drawing of the bus route overlaid on a local street map.

"We had people stopping to read the schedules while we were putting them up," James R. Hamre, the county's transit program coordinator, told the *Washington Post*.

Basic bus information like this can attract potential riders. The display boxes cost the county \$76 each.



In Germany enhanced bus service provides a user-friendly system

Moreland Avenue and fill a critical transit need. It would also provide greater bus headways along Ponce de Leon Avenue between Peachtree Street and North Highland Avenue - the area where transit demand is the greatest due to the most transit-supportive land use patterns.

- Change the Proctor Creek rail line terminus from King Memorial to the Edgewood/Candler Park station. (MT-32)
- Route southbound buses on Brantley Street. (MT-41)

This will reduce the need for the free-right turn lane on Seaboard Avenue and provide better transit access to future redevelopment along the west side of Moreland Avenue. Northbound buses will continue to turn left at Moreland Avenue and Seaboard Avenue.

- Move MARTA bus route #6 to the north bus bay of the Edgewood/Candler Park station. (MT-34)
- Install light cutoffs at MARTA parking to prevent light spillage. (MO-5)
- Encourage MARTA to update rail announcements to reflect service changes. (MT-40)
- Provide neighborhood maps in both stations. (MT-39)
- Work with Sembler to implement the Edgewood Retail District shuttle route shown on the next page.
- Improve accessibility to Inman Park/Reynoldstown station with a new bridge and station entrance, and a future connection to transit-oriented development. (MT-33)

Due to the development of the Edgewood Retail District to the southeast across Moreland Avenue from the Inman Park Station there is a need to improve pedestrian access to the station from the southeast quadrant. Since the Inman Park/Reynoldstown station is the closest station to the development, it needs to have its orientation, which is currently to the far western end of the platform, augmented with eastern pedestrian access.

This could be built in phases and begin as a simple staircase and elevator at the first bend on the southern bridge. Later phases could include a new bridge and turnstiles at the eastern end of the station platforms to both or one side of the tracks. A final phase may include an extension to the east and a new bus bay terminal and turn around on the City of Atlanta property near the power substation.

A MARTA station sign should be built on Moreland Avenue to increase visibility, and streetscapes upgraded on Seaboard



Figure 3.28: Locally preferred circulator route

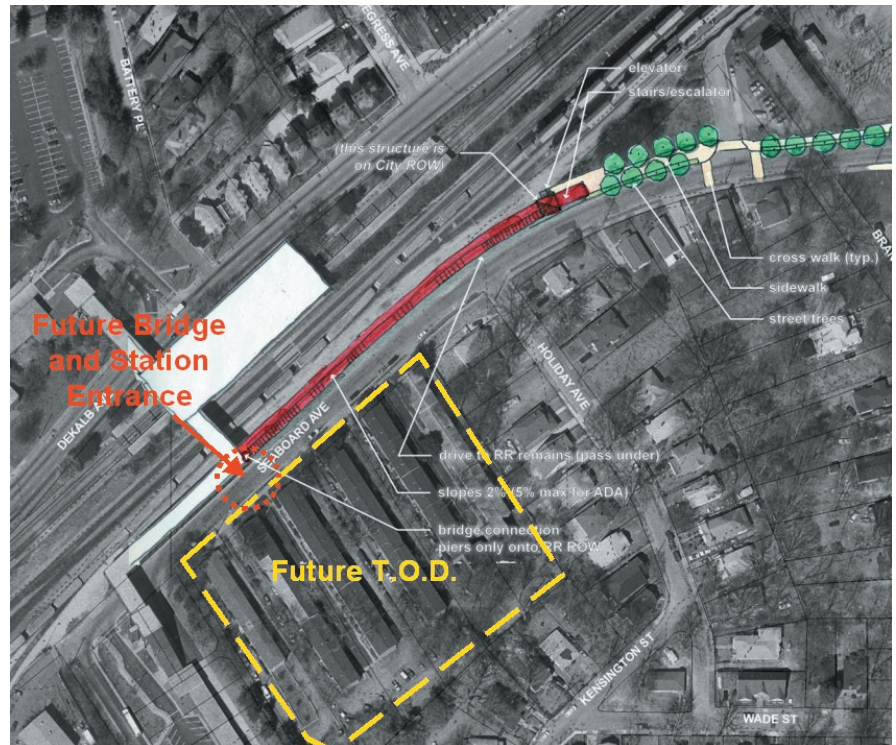


Figure 3.29: Proposed modifications to the south side of the Inman Park/Reynoldstown MARTA rail station

Avenue.

See diagram on next page for conceptual layout.

Pedestrian Recommendations

The pedestrian system should be improved in the Study Area. The following recommendations are intended to encourage walking along the corridor.

Pedestrian Policies

- Adopt the Georgia Department of Transportation *Pedestrian and Streetscape Guide* and *Traffic Signal Design Guidelines* as the design guides for the City of Atlanta. (MO-6)
- Ensure that all sidewalks and ramps are compliant with the requirements of the Americans with Disabilities Act (ADA).
Sidewalks must maintain a consistent sidewalk clear zone cross slope (maximum 2%), even at driveways.
- Require all portions of public street-serving sidewalks, even when their width extends onto private property, to be held to the same design and accessibility standards as the portion within the public right-of-way.

Current practice by some City of Atlanta departments allows

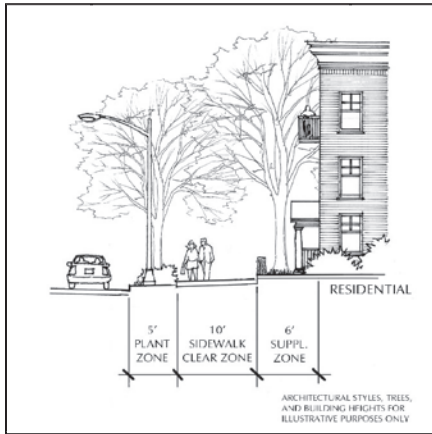


Figure 3.30: Residential streetscape north of Starbucks

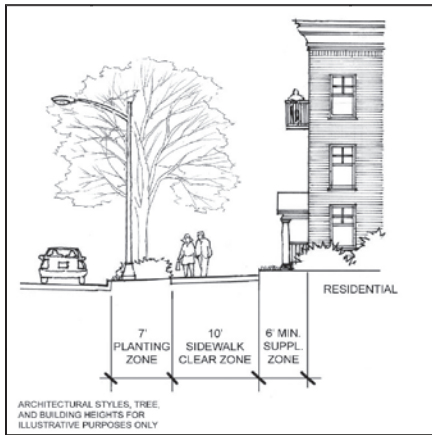


Figure 3.31: Residential streetscape south of DeKalb Avenue

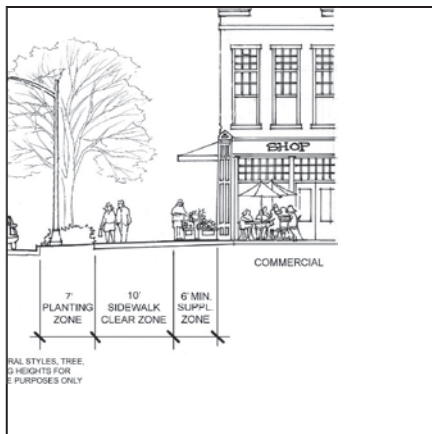


Figure 3.32: Non-residential streetscape south of DeKalb Avenue

zoning-required sidewalks clear zones located on private property to be blocked by driveway ramps, stairs, fences and other such elements.

- Require new sidewalks to be 35 PSI broom finished concrete with standard expansion joints not exceeding 20 feet on center and crack control joints 5 feet on center.
- Utilize pedestrian countdown signals at all signalized crossings.
- Establish new streetscapes with redevelopment north of Starbucks (just north of Mansfield Avenue), which include a 5 foot street furniture and tree planting zone, a 10 foot clear zone and a minimum 6 foot landscaped supplemental zone adjacent to sidewalk level residential.
- Establish new streetscapes with redevelopment south of DeKalb Avenue, which include a 7 foot street furniture and tree planting zone, a 10 foot clear zone and a minimum 6 foot landscaped supplemental zone adjacent to sidewalk level residential.
- Establish new streetscapes with redevelopment south of DeKalb Avenue, which includes a 7 foot street furniture and tree planting zone, a 10 foot sidewalk clear zone and a minimum 6 foot landscaped supplemental zone adjacent to sidewalk level non-residential.
- Require sidewalks with redevelopment in Little Five Points to meet Neighborhood Commercial zoning requirements.
- Provide a protected pedestrian walk phase or leading phase at signalized intersections.
- Enforce current requirements for owners to maintain the sidewalks in front of their property.
- Utilize two sidewalk ramps at intersection corners.

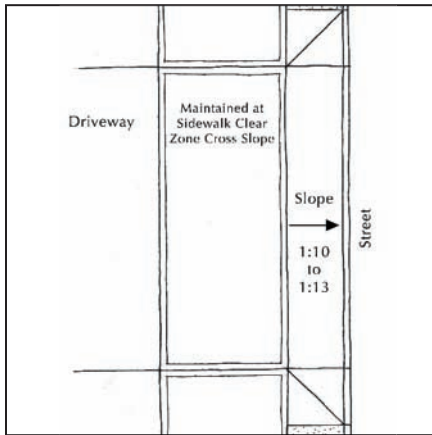
Ramps should direct pedestrians to crosswalks. This can only be achieved by providing two ramps per corner. When only one ramp is provided pedestrians are pointed towards the middle of the intersection.

Pedestrian Projects

- Repair high priority sidewalks including Euclid Avenue in Little Five Points, LaFrance Street, and Oakdale Road from McLendon to DeKalb Avenues. (MT-17, MT-20, MT-18)
- Build a sidewalk from Inman Park/Reynoldstown MARTA station to Euclid Avenue east of the PATH trail. (MT-19)
- Restripe all crosswalks and add pedestrian crossing signs to



Highly visible Duratherm crosswalks were used in this San Diego intersection (photo courtesy StreetPrint Decorative Asphalt Solutions)



Sidewalk clear zones must maintain a consistent cross slope, even at driveways



A hybrid light with street and pedestrian luminaires is encouraged

alert drivers prior to implementing the streetscape. (MT-45)

- Implement a corridor-wide streetscape in existing right-of-way. (MT-1, MT-2, MT-3)

The existing right-of-way is 7 to 10 feet per side in most areas. Within this area a streetscape project should be undertaken which includes street trees in a minimum four feet wide unpaved street furniture and tree planting zone adjacent to the curb, hybrid pedestrian/roadway lighting, new plane concrete sidewalks, crosswalk upgrades, buried utilities, signal mast arms, and curb cut consolidations.

New crosswalks should be highly visible. The State Materials and Research Engineer has recommended approval of the street pavement texturing system Duratherm. This product is recommended for Moreland Avenue.

- Install facilities on I-20 ramps to improve pedestrian safety along Moreland Avenue. (MT-24)

Traffic appears to exit the ramps at higher speeds than what is posted. This creates an undesirable situation for pedestrians. Options that can be considered for alerting motorists are to install over-sized "State Law Stop for Pedestrian in Crosswalk" signs and possibly rumble strips. A median in existing unused areas could also help. The City should coordinate with GDOT to explore opportunities to install over-sized pedestrian warning signs, enhanced crosswalk markings, and possibly rumble strips.

- Develop a six feet wide cantilever pedestrian way on both sides of the bridge over I-20. (MT-4)

The Moreland Avenue Bridge over I-20 is a critical piece of the pedestrian transportation network. Today, however, it is very pedestrian hostile. The bridge could be widened by installing a six foot wide pedestrian cantilever on both sides. Existing railings could be removed, and current sidewalk areas on the bridge decking could be used for lights and trees in planters.

- Install a wayfinding system from the Inman Park/Reynoldstown MARTA station to Little Five Points. (MT-36)

This could include a line painted on the sidewalk, inlaid special pavers, or inlaid plaques. Regardless, said improvement should be compatible with the primarily residential character along the route.

- Implement the planned at-grade Freedom Parkway crossing on Moreland Avenue. (MT-33)

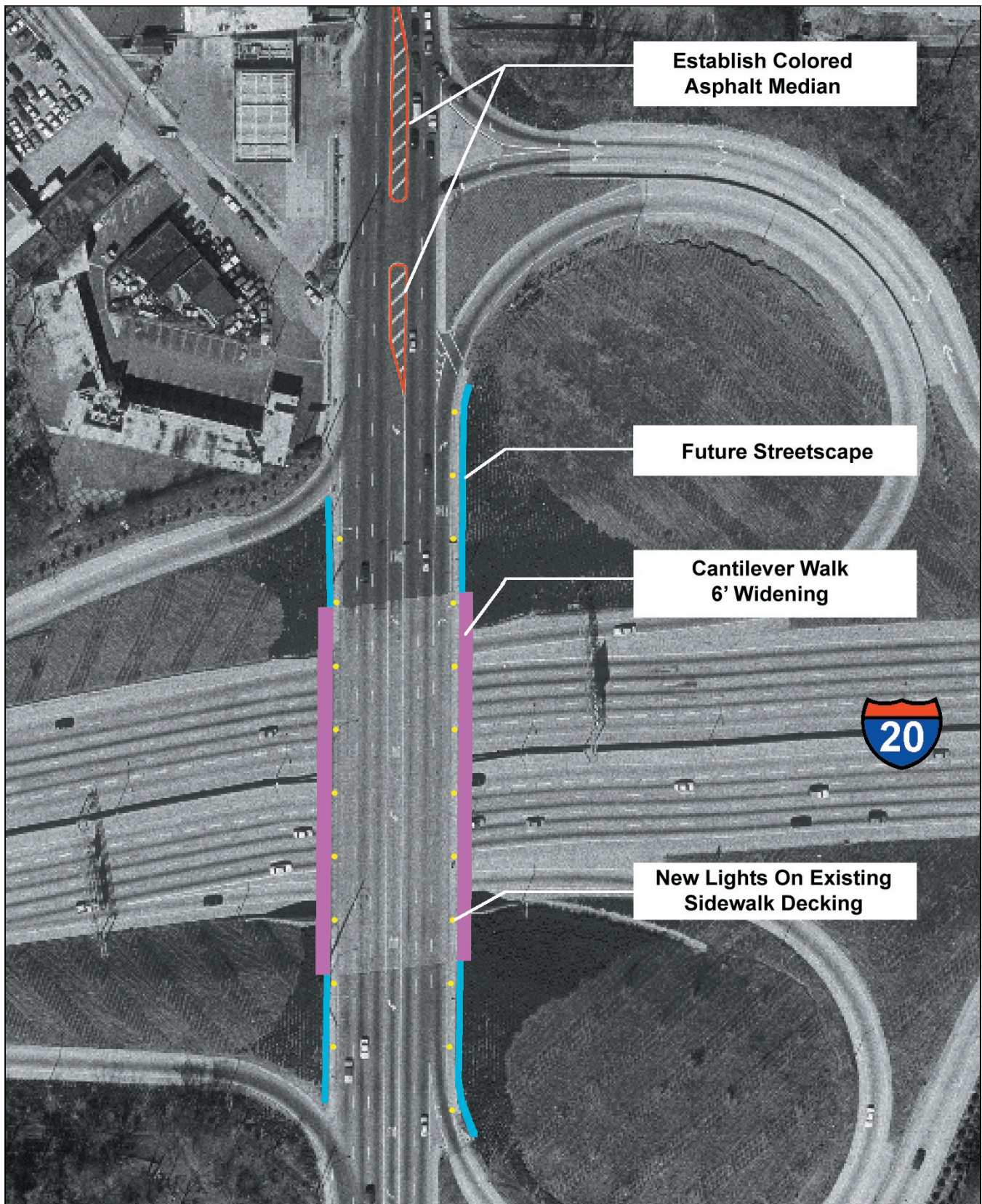
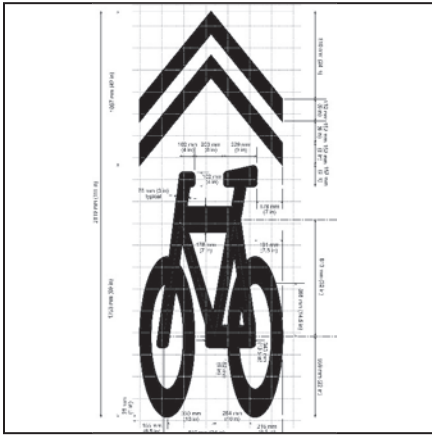


Figure 3.33: Proposed pedestrian improvements at Moreland Avenue and I-20



Bike lockers provide total protection for bicycles and are desirable for locations where bikes will be stored for more than a few hours



When bike lanes can't be installed, shared lane markings could be used to notify drivers that bicyclist also have the right-of-way



Bicycle-friendliness is a long term goal for Moreland Avenue

Bicycle Recommendations

Bicycle Policies

- Require bike racks in new residential developments.
- Enforce current requirements for bicycle racks in commercial developments.
- Support efforts to build a multi-use trail on Arkwright Place.
- Continue to implement the Atlanta Commuter On-street Bike Plan.

Bicycle Projects

- Provide bike lockers at the Inman Park/Reynoldstown and Edgewood/Candler Park MARTA stations. (MT-35)
- Install bike lanes on Moreland Avenue between McLendon Avenue and the DeKalb Avenue bridge. (MT-5)

Reduce the roadway to two lanes in both directions with a center left turn lane. Use remaining space for bike lanes.

- Study the feasibility of a multi-use trail from DeKalb Place to Hurt Street along the south side of DeKalb Avenue. (MT-47)
- Implement the planned at-grade Freedom Parkway crossing on Moreland Avenue. (MT-33)
- Periodically study options for continuous bike lanes along Moreland Avenue. (MT-46)

Given current traffic volumes, transportation priorities and roadway design standards, bike lanes are not feasible for the length of Moreland Avenue. But they could be provided in the future if state transportation policies and priorities change.

North of McLendon Avenue a road reduction from four to two lanes with a center turn lane and bike lanes could be achieved.

Adjacent to the Edgewood Retail District opportunities could include narrowing the sidewalk to allow bike lanes, narrowing travel lanes to create a bikeable shoulder, or widening the street (as part of redevelopment) for bike lanes.

South of Hardee Street the proposed median/turn lane could be removed and bike lanes installed. At intersections where left turns are necessary, bicyclists would operate in the lane with traffic, as they should do at such locations.

At Memorial Drive lanes could be narrowed and a bikeable shoulder provided.



Figure 3.34: Proposed pedestrian improvements at Moreland Avenue and I-20

- Install bicycle lanes at the DeKalb Avenue underpass by re-striping lanes. (MT-6)
- Install bike lanes on the eastern leg of the jug-handle.
See Traffic System Recommendations for details.
- Implement bicycle lanes on the Moreland Avenue bridge over I-20. (MT-48)

The I-20 bridge is a critical north/south connection for cyclists, yet it is currently hostile. Bicyclists wishing to avoid the it must go more than one mile out of their way to either William Kennedy Way or Maynard Terrace. The current bridge roadway is 88 feet from curb to curb, including, from west to east: one 14 foot southbound lane; two 12 foot southbound lanes; one 12 foot turn lane; two northbound 12 foot lanes; and one 14 foot northbound exit/entrance lane.

Bicycle lanes could be achieved by reducing travel lanes to an 11 foot width - an acceptable width for urban arterials. From west to east the revised section would include: one 5 foot southbound bike lane; three 11 foot southbound lanes; one 11 foot turn lane, two 11 foot northbound lanes, one 5 foot northbound bike lane, and one 12 foot northbound exit/entrance ramp. Appropriate transitions of cyclists into travel lanes would need to be provided north and south of this segment.

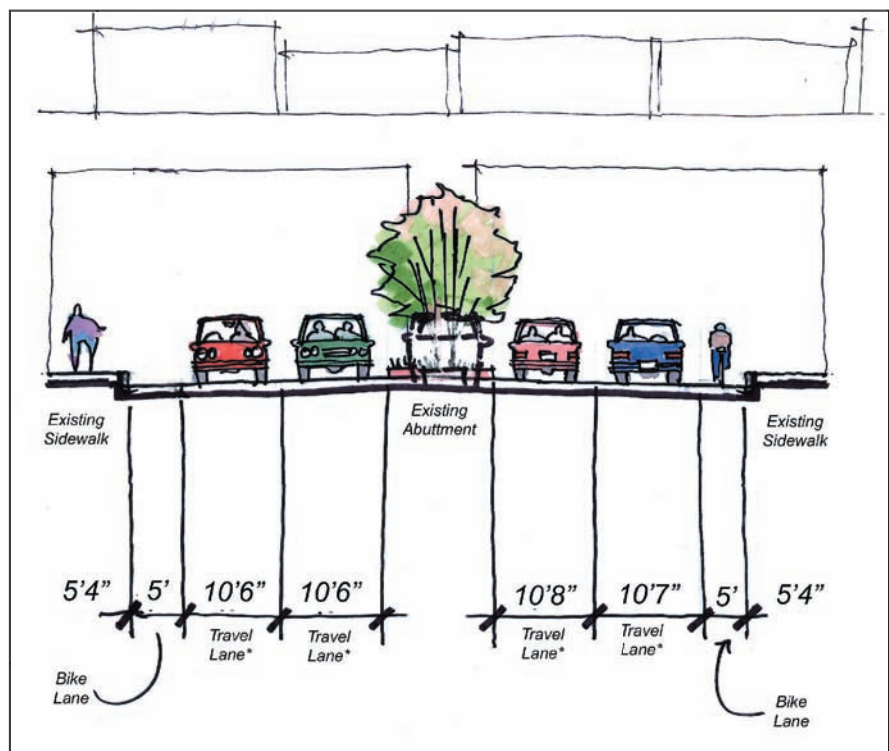


Figure 3.35: Graphic showing how bike lanes can be accommodated under the DeKalb Avenue underpass



Moreland Avenue today is marked by a neglected public realm; this must change



The Edgewood Retail District will introduce the idea of living over retail to Caroline Street (image courtesy The Sembler Company)

Land Use Recommendations

Moreland Avenue was historically defined as a mixed-use corridor featuring nodes of commercial uses separated by areas of single-family residential. This pattern should serve as the foundation for future development, with a general decrease in density and building scale as the distance from the MARTA stations increases.

Regardless of scale, future land uses should be more pedestrian-oriented and urban than the auto-oriented, suburban-style land uses found along much of the corridor today. They should also be planned to avoid negative impacts on neighborhoods and historic resources.

Due to the length of the avenue, land use recommendations are divided into sectors.

Corridor-wide Recommendations

Land Use Policies

- Preserve neighborhoods and protect them from inappropriate commercial and multifamily encroachment.
- Preserve historic resources.
Please see Urban Design & Historic Resources Recommendations for buildings that should be preserved.
- Preserve civic, religious and residential land uses.
- Recognize that some auto-oriented uses are appropriate for the avenue, but their form must be pedestrian-oriented.
- Support a range of housing options along the avenue for those of different ages, incomes and lifestyles.
- Concentrate commercial and mixed-uses to nodes.
- Require new development, regardless of use, to be pedestrian-oriented.
- Amend the City of Atlanta 15 Year Future Land Use Plan to support the land uses recommendations contained herein. (MO-1)
- Rezone portions of the corridor to support the recommendations contained herein. (MO-2)



Recent development along North Avenue has respected the North Sector's historic character

North Sector (Ponce de Leon Avenue to Mansfield Avenue)

The North Sector should be protected as a residential area.

Land Use Policies

- Reinforce an open space nodes at Freedom Parkway.
- Protect the residential character of the sector.
- Limit building height to 3 stories or 35 feet.
- Protect the historic Druid Hills neighborhood.
- Retain the gas station at Moreland Avenue, but support its redevelopment to a pedestrian-friendly model.
- Protect the historic neighborhood commercial character along Highland Avenue within the Poncey-Highland neighborhood.



New Moreland Avenue townhomes

Legend

Preserved or Rehabilitated Structures

Proposed Primary Building Use

- Single-Family Residential
- Low-rise Multifamily (2-4 Stories)
- Mid-Rise Multifamily (5-7 Stories)
- High-Rise Multifamily (8+ Stories)
- Low-Rise Mixed-Use (2-4 Stories)
- Mid-Rise Mixed-Use (5-7 Stories)
- High-Rise Mixed Use (8+ Stories)
- Low-rise Commercial (2-4 Stories)
- High-rise Commercial (8+ Stories)
- Institutional/Civic
- Open Space
- Industrial

Frontage Type

- Retail
- Live/Work

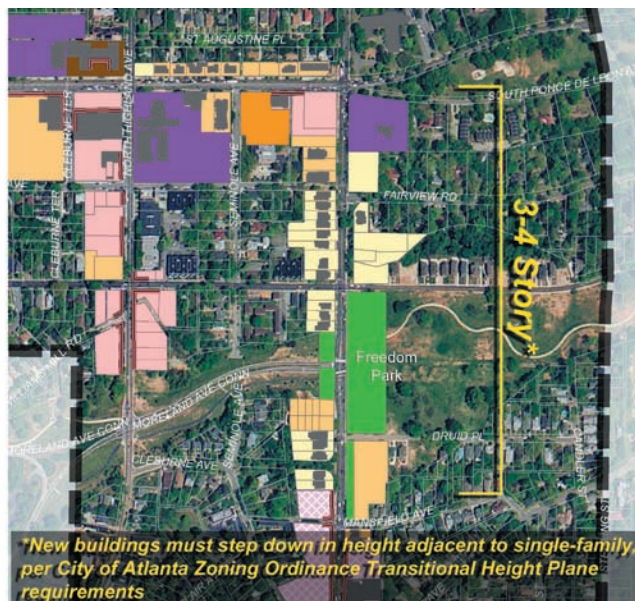


Figure 3.36: North Sector Recommended Land Use Map



Photo manipulation showing potential new development in Little Five Points



Edgewood Retail District (image courtesy The Sembler Company)

Central Sector (Mansfield Avenue to Hardee Street)

The Central Sector should be preserved as a core commercial area of Moreland Avenue. Residential uses should also increase by redeveloping under-utilized auto-oriented properties.

Land Use Policies

- Reinforce mixed-use nodes at:
 - Little Five Points
 - Caroline Street/Seaboard Avenue
- Preserve homes in the Inman Park Historic District on Moreland Avenue.
- Preserve historic commercial buildings in Little Five Points.
- Retain existing auto-oriented buildings, but ensure that any redevelopment has a pedestrian-friendly, urban form.

Certain auto-oriented buildings in Little Five Points create a unique character for the area and should be celebrated as distinct. However, if redeveloped, the development must take a pedestrian-friendly form.

- Limit buildings to 3 stories or 35 feet in Little Five Points.
- Support 4 to 6 story mixed-use or multifamily buildings on Brantley Street.
- Retain one gas station, but support redevelopment into a pedestrian-friendly model.
- Encourage housing above existing shops on Euclid Avenue.

Figure 3.37: Central Sector Recommended Land Use



Moreland Avenue at Euclid/McLendon Avenues Concept Plan

The intersection of Moreland Avenue with Euclid and McLendon Avenues represents the core of Little Five Points. While certainly one of the areas of highest pedestrian activity in Atlanta, it could be improved from a pedestrian and urban design point of view. Most notably, the existing plaza turns its back on Moreland Avenue due to the pedestrian-hostility of the current roadway. Furthermore, while buildings immediately adjacent to the plaza define and enrich it as a civic space, the buildings across Moreland and Euclid Avenues are single-story, auto-oriented buildings that have no formal relationship to the space.

The community desires to enhance this important intersection as a celebration of Little Five Points and the value of the public realm. The concept plan below shows how, over the long-term, new development across Moreland and Euclid Avenues could front the street with mixed-use buildings and transform the plaza into an outdoor room. Geometric changes to the roadway itself could also make it more pedestrian friendly, while the plaza could be redesigned to embrace Moreland Avenue, rather than fronting it with a barrier or landscaping.

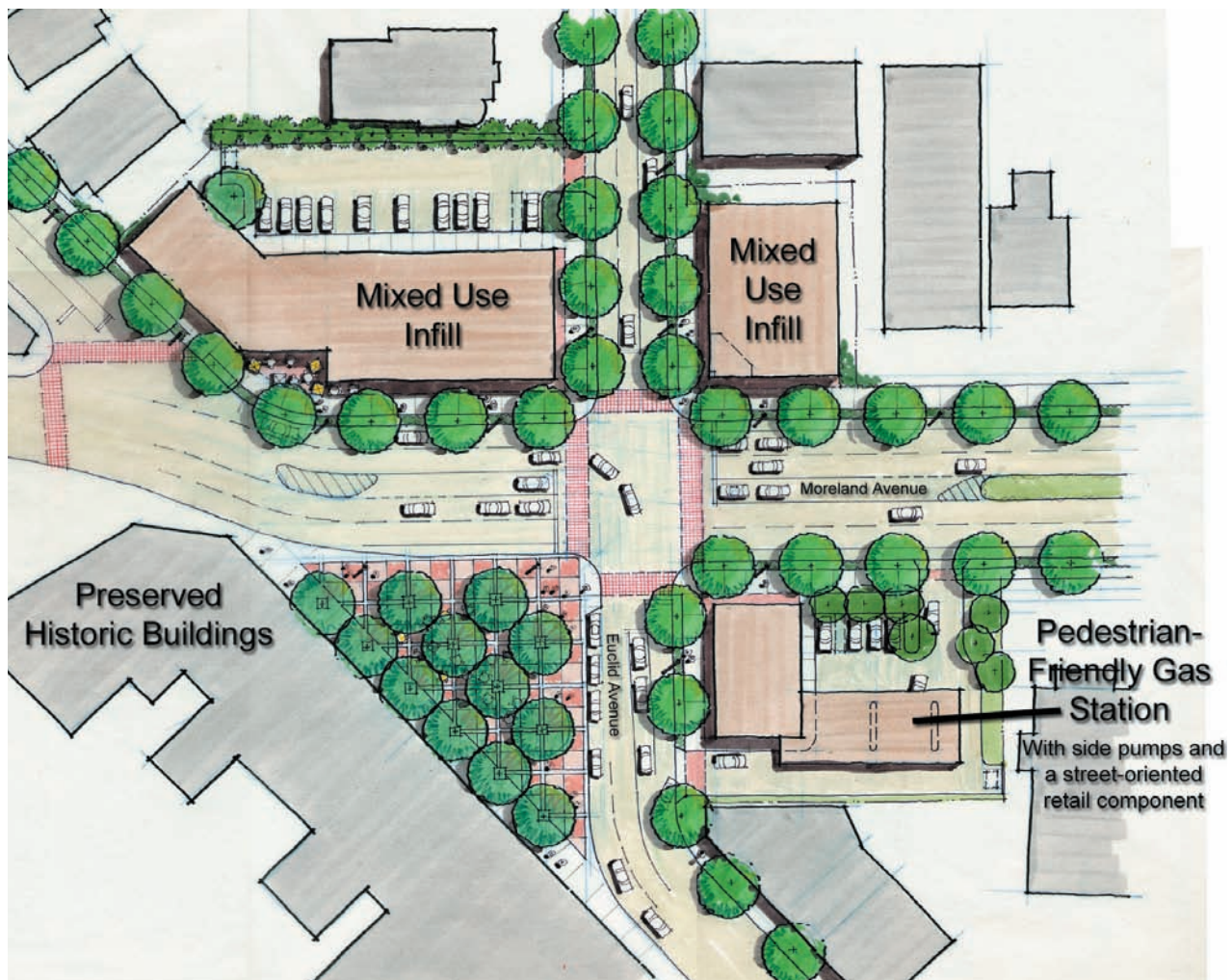


Figure 3.38: Moreland Avenue at Euclid Avenue concept plan



Live/work units are homes with a commercial component at street level for use by the homeowner



This unused parking lot on the south side of the Inman Park/Reynoldstown station should be developed into townhomes

Moreland LCI Area (MARTA station vicinities)

The land use plan for the Moreland LCI Study Area calls for developing higher density housing near MARTA stations.

Land Use Policies

- Reinforce mixed-use nodes at:
 - The south side of the Edgewood/Candler Park station
 - Edgewood Avenue and Hurt Street
- Support 2 to 3 story or 35 feet high primarily residential uses on east DeKalb Avenue.
- Support 2 to 3 story or 35 feet high multifamily uses on west Dekalb Avenue.
- Support lining Seaboard Avenue with 4 to 6 story or 80 feet high multifamily or live/work uses.
- Support a 4 to 6 story or 80 feet high multifamily area on the south side of the Edgewood/Candler Park station.
- Support a 2 to 3 story, neighborhood-scale residential uses on the north side of the Edgewood/Candler Park station, with up to 6 stories fronting DeKalb Avenue.
- Support efforts by the Candler Park Neighborhood Organization to identify a long-term land use and zoning vision for their neighborhood.

Land Use Projects

- Issue a Request for Proposals (RFP) to develop on the south side of Edgewood/Candler Park station. (MO-7)
- Issue an RFP to develop on the south side of the Inman Park/Reynoldstown station, on the parking lot. (MO-8)

Figure 3.39: Moreland LCI Recommended Land Use Map





Pent Manor is a townhome development at 142 Moreland Avenue (image courtesy Converge Real Estate, LLC)



Buildings like these could anchor nodes

South Sector (Hardee Street to I-20)

The South Sector of Moreland Avenue includes the area between the Edgewood Retail District and I-20. Recommendations in this area should strength existing commercial nodes and create a greater density of residential between when the area is redeveloped.

Land Use Policies

- Reinforce mixed-use nodes at:
 - Wylie Street
 - Memorial Drive/I-20
- Locate 3 to 4 story or 52 feet high townhome and multifamily uses between nodes.
- Allow limited live/work uses in the multifamily areas, but not exclusively commercial uses.

Land Use Projects

- Establish a pocket park in the Reynoldstown neighborhood at 210 and 214 Flat Shoals Avenue. (MO-10, MO-11)
- Establish a pocket park in the Reynoldstown neighborhood at 1129 Memorial Drive and the property behind it. (MO-12, MO-14)



Figure 3.40:
South Sector Recommended Land Use Map



Resetting the curb and milling the street will prevent the sidewalk from flooding

Environment, Infrastructure, and Facilities

The overall goals for Moreland Avenue include ensuring adequate infrastructure to support future development, creating a safe environment for residents and visitors, and increasing green space.

Environment, Infrastructure, and Facilities Policies

- Require new development to bury utilities, unless economically prohibitive.

The planned streetscape includes buried utilities. Private sector development prior to the streetscape project should reflect this. If utilities cannot be buried due to cost, all developments must include three buried conduits under the sidewalk for future corridor-wide buried utilities and front-loaded electrical meters and building access. This will allow underground utilities to be installed without removing the entire privately-funded streetscape.

- Encourage GDOT to work with the City of Atlanta to ensure that roads are milled prior to repaving.

Environment, Infrastructure, and Facilities Projects

- Mill street and replace and/or reset curbs along the corridor. (MT-1, MT-2, MT-3, MT-21)

Consistent along urban arterials is that when the road is resurfaced, the new paving is placed on the current riding surface. After repeated resurfacing, the newer asphalt layers can encroach into the gutter. The result problem is that storm water run-off does not drain properly and areas of flooding can occur. To address this condition, when Moreland is next programmed for resurfacing, milling the current asphaltic layers should be built into the construction procedures.

- Establish a pocket park in the Reynoldstown neighborhood at 210 and 214 Flat Shoals Avenue. (MO-10, MO-11)
- Establish a pocket park in the Reynoldstown neighborhood at 1129 Memorial Drive and the property behind it. (MO-12, MO-14)
- Rebuild the plaza at Moreland Avenue and Euclid/McLendon Avenues to increase visibility into it. (MO-9)



Style notwithstanding, buildings that front the street with blank walls, such as these, are not acceptable on Moreland Avenue



The shoe factory within the Edgewood Retail District

Urban Design & Historic Resources

Building on land use and other policy recommendations, urban design and historic resources policies are intended to preserve and enhance Moreland Avenue's sense of place while creating spaces that encourage human interaction and promote community identity. More specifically, goals include identifying and preserving historic resources and utilizing redevelopment to mend the urban fabric.

Urban Design and Historic Resource Policies

- Work with property owners to designate the following buildings as Landmark Buildings under the City's Historic and Cultural Conservation Districts ordinance: (MO-3)
 - Carnegie Library
 - Bass Recreation Center building and fields, but not peripheral areas such as the lots on Austin Avenue
 - "Academy" at 368 Moreland Avenue
 - Bass High School Lofts
 - "Shoe factory" in the Edgewood Retail District
- Support variations of zoning open space requirements for buildings over 50 years old to support their reuse.
- Prohibit EIFS (fake stucco) along the first three floors of street-facing facades.
- Require new development to utilize the basic urban design standards contained in the *City of Atlanta Urban Design Policy* and codified in the *Quality of Life Zoning Districts*.
- Provide a knee wall, fence, hedge or curb at the back of the required sidewalk in residential areas to provide a boundary between the public and private realms.
- Provide buildings that create a pleasant scale by requiring buildings to define the public street, like walls define a room and ensuring that balconies, porches, etc. provide articulation but do not destroy the delineation of the street.
- Ensure that buildings in commercial and mixed-use areas:
 - Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like.
 - Provide continuous storefronts along the sidewalk.
 - Prohibit parking lots adjacent to the street.
 - Do not use clapboard, vinyl or hardiplank siding.
 - Line up to form a continuous line of buildings.



Public actions will be necessary for the quality of private investment envisioned by the community to become a reality

4.1 ACTION PROGRAM

The Action Program outlines the next steps after adoption of this plan by the City of Atlanta. It includes a list of projects, time lines and responsible parties and is intended to serve as a blueprint for achieving the community's vision for its future.

Stakeholders identified several efforts to assure implementation. These included continued diligence on the part of area residents, business, and the City to monitor development in the Study Area and ensure compliance with the vision of this plan. Part of this should be revisions to the plan, as needed. Stakeholders must also work with the City to implementing land use and zoning changes which support the vision.

Recommendations are provided in an aggressive five year time line, although some can clearly extend beyond this time period as funding becomes available. Projects in the near future represent those addressing areas with the most critical need for public improvement or those where public investment can spur private investment. Longer-term projects are less urgent, but equally key the long-term success of this study.

Transportation Projects and Funding

This plan may be approved by the ARC as a grandfathered Livable Centers Initiative (LCI) Study. If it is, the ARC has committed to provide funding for implementation of plan elements related to transportation. Their expressed desire is for public infrastructure investments to spur private investment within existing activity centers and corridors. The strategies for funding improvements outlined herein often supplement potential funding from the LCI Program.

Transportation projects may also be funded through a variety of other sources administered through the ARC. The City of Atlanta should work with ARC staff to ensure that projects that require transportation funds are included in future Regional Transportation Plans (RTPs). Revisions to such are made every five years.

Most funds administered via the ARC or using federal dollars will require a twenty percent local match. The City of Atlanta Quality of Life Bonds could be a source of these funds, other could include:

- **Midtown Community Improvement District:** The Midtown CID is a self-imposed, self-taxing district run by the Midtown Alliance. It is charged with raising funds from commercial properties for public improvements. Such funds could be used along the western end of Ponce de Leon Avenue.



Streetscape improvements are key to improving the pedestrian environment

- **Private Donations:** Local matches could also be obtained by soliciting area property owners, businesses, and residents. Although highly unusual, this method was used in Downtown to fund public improvements in the Fairlie-Poplar district.

Private funds may also be used to fund specific “special interest” projects. For example, the PATH Foundation funds multi-use greenway trails, while the Trust for Public Lands and the Blank Foundation sometimes fund urban park projects.

Without detailed analysis that is beyond the scope of this study, the ideal local match mechanism cannot be determined. However, the City should carefully explore all available options.

Cost Assumptions

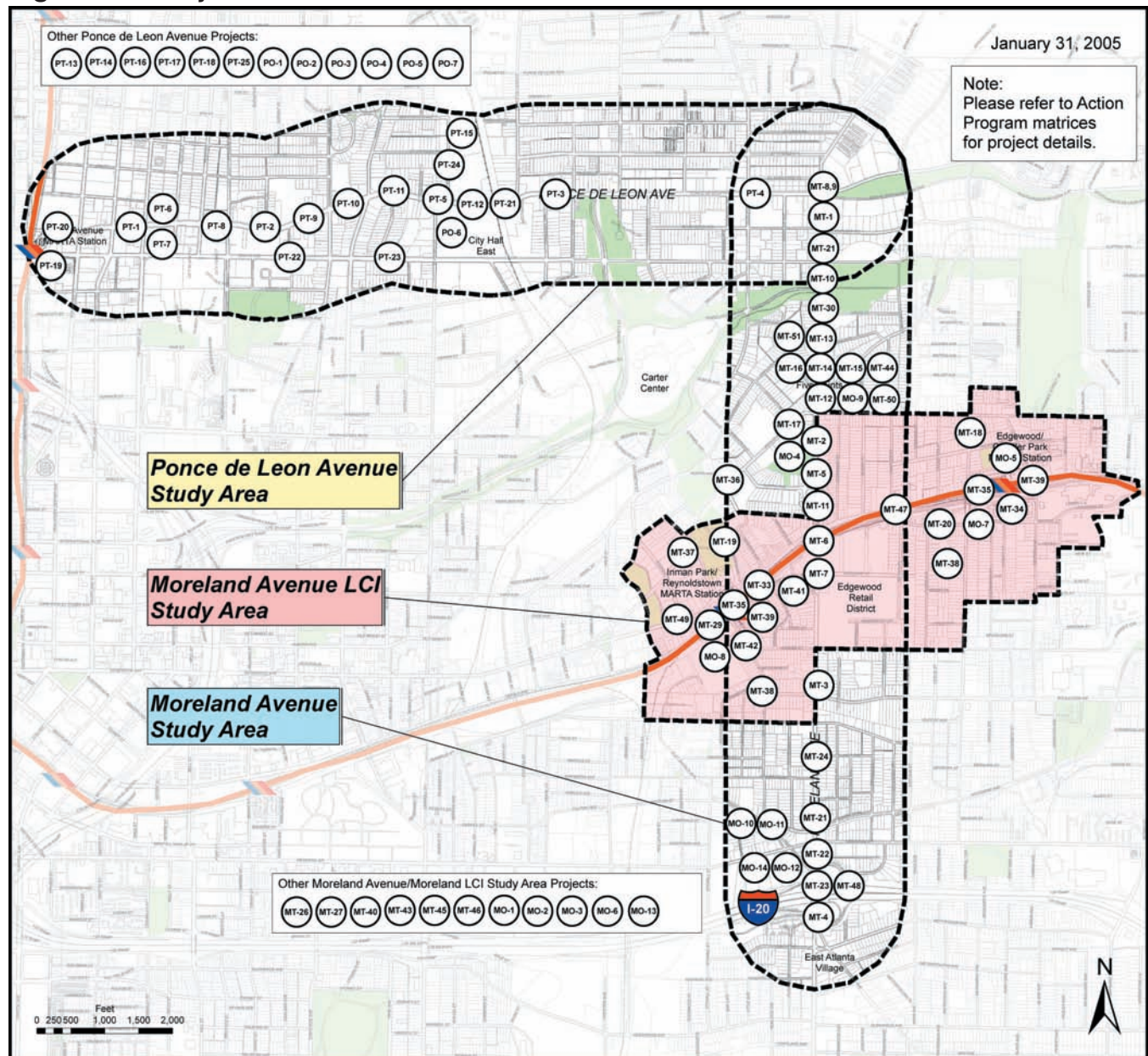
As with any macro-level planning process, it is impossible to perfectly assign costs to future projects. However, it is possible to estimate based on standard cost assumptions. The following assumptions are used in the Action Program Matrices found on the following pages; all costs include demolition and installation:

- Street trees = \$600 each
- Atlanta Light Type “C” pedestrian lights = \$4,500 each
- Hybrid Atlanta “A/C” lights = \$6,500 each
- Concrete sidewalks = \$5.50/sf
- Bulbouts = \$3,000 each
- Landscape strip on existing streets = \$1.50/sf
- Landscaped Median = \$50/sf
- Duratherm crosswalks = \$9/sf or \$4,500/leg
- Thermoplastic crosswalks = \$3,000/leg
- Bike lanes = \$3/linear foot
- Bike lockers = \$1,250/locker
- Roadway milling (variable depth) = \$2/sf
- Mast arms signals (along arterial only) = \$125,000 each
- Buried utilities (as part of streetscape) = \$275/linear foot

Land costs were based on 2003 values (land plus building) as reported by the Fulton County Tax Assessor. Land costs were increased by 30% to account for increased values.

All costs are in 2005 dollars.

Figure 4.1: Project Locations



FIVE YEAR IMPLEMENTATION PLAN

Ponce de Leon Avenue Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source Match & Amount
PT-1	Streetscape - Peachtree to Argonne	Pedestrian/Roadway Operations	2007	\$390,864.97	N/A	N/A	2008	\$2,605,766	\$2,996,631.43	City	Bonds, LCI, SAFTEA	City \$912,018
PT-2	Streetscape - Argonne to Kennesaw	Pedestrian/Roadway Operations	2007	\$441,784.96	N/A	N/A	2009	\$2,845,233	\$3,387,018.06	City	Bonds, LCI, SAFTEA	City \$1,030,832
PT-3	Streetscape - Kennesaw to Freedom Pkwy	Pedestrian/Roadway Operations	2007	\$469,574.96	N/A	N/A	2010	\$3,130,500	\$3,600,074.68	City	Bonds, LCI, SAFTEA	City \$1,095,675
PT-4	Streetscape - Freedom Pkwy to Moreland	Pedestrian/Roadway Operations	2007	\$501,119.95	N/A	N/A	2011	\$3,340,800	\$3,841,919.65	City	Bonds, LCI, SAFTEA	City \$1,169,280
PT-5	Repair sidewalks in front of Eals	Pedestrian	2005	\$173.25	N/A	N/A	2005	\$1,155	\$1,328.25	Private	Private	N/A \$0
PT-6	Repair sidewalks between the Massillon and Myrtle St	Pedestrian	2005	\$288.75	N/A	N/A	2005	\$1,925	\$2,213.75	Private	Private	N/A \$0
PT-7	Repair sidewalks around Mansion block	Pedestrian	2005	\$3,450.00	N/A	N/A	2005	\$23,000	\$26,450.00	Private	Private	N/A \$0
PT-8	Median - Penn to Argonne - 4' wide	Pedestrian/Roadway Operations	2007	\$10,500.00	2005	\$175,000	2008	\$70,000	\$80,500.00	City	Bonds, LCI, SAFTEA	City \$24,500
PT-9	Median - Hunt to Charles Allen/Parkway - 4' wide	Pedestrian/Roadway Operations	2007	\$18,750.00	2008	\$312,500	2009	\$125,000	\$143,750.00	City	Bonds, LCI, SAFTEA	City \$43,750
PT-10	Median - Charles Allen/Parkway to Boulevard - 4' wide	Pedestrian/Roadway Operations	2007	\$13,500.00	2008	\$225,000	2009	\$90,000	\$103,500.00	City	Bonds, LCI, SAFTEA	City \$31,500
PT-11	Median - Boulevard to Kennesaw - 4' wide	Pedestrian/Roadway Operations	2007	\$18,000.00	2008	\$300,000	2009	\$120,000	\$138,000.00	City	Bonds, LCI, SAFTEA	City \$42,000
PT-12	Median - City Hall East - 4' wide	Pedestrian/Roadway Operations	2007	\$19,500.00	2006	\$325,000	2007	\$130,000	\$149,500.00	City	Bonds, LCI, SAFTEA	City \$45,500
PT-13	Roadway milling prior to next repaving	Roadway Operations	TBD	N/A	N/A	N/A	TBD	\$328,800	\$328,800.00	GDOT	Fast Forward, GDOT Safety	N/A \$0
PT-14	Upgrade all of the traffic signals, including signal timing and bus prioritization	Corridor/Intersection	2006	\$110,000	N/A	N/A	2009	\$1,525,000	\$1,635,000	City, GDOT	Bond Fund, "Fast Forward" program	City \$415,000
PT-15	Bicycle and pedestrian connection from Midtown Place shopping center to Midtown Promenade.	Pedestrian/Bicycle	2006	\$22,500	N/A	N/A	2007	\$150,000	\$172,500	Private	Property owners, PATH Foundation	N/A
PT-16	Signs to provide directional information	Roadway Operations	2006	\$2,250	N/A	N/A	2008	\$15,000	\$17,250	City	Bond Fund, State, Federal	City \$5,250
PT-17	Enhanced bus plan along Ponce de Leon Avenue	Transit	2006	\$45,000	N/A	N/A	2008	\$300,000	\$345,000	MARTA	FTA Grant	MARTA Capital Funds \$105,000
PT-18	Bus route #48 extension	Transit	N/A	\$0	N/A	N/A	2005	TBD	TBD	MARTA	Operating Funds	TBD \$0

FIVE YEAR IMPLEMENTATION PLAN

Ponce de Leon Avenue Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Amount
PT-19	Install bike lockers at the North Avenue MARTA station - 6 bikes	Bicycle	2007	\$1,125	N/A	N/A	2007	\$7,500	\$8,625	MARTA	FTA Grant	MARTA Capital Funds \$2,625
PT-20	Remove parking from south side of Ponce de Leon between Peachtree Street and West Peachtree Street for bus contra-lane; upgrade traffic signal	Transit	2006	\$4,500	N/A	N/A	2007	\$30,000	\$34,500	City	City, LCI, Midtown Alliance, MARTA	MARTA Capital Funds \$10,500
PT-21	Clean and maintain sidewalk under the Belt Line	Pedestrian	N/A	N/A	N/A	N/A	2005	\$500	\$500	Private	Private	N/A \$0
PT-22	Implement bike lanes on North Ave from Moreland to Piedmont	Bicycle	N/A	\$9,090	N/A	N/A	2007	\$60,600	\$69,690	City	Bonds, LCI, SAFTEA	City \$13,938
PT-23	Implement median/turn lane on North Ave from Belt Line to Piedmont	Roadway Operations/Bicycle	N/A	\$225,000	N/A	N/A	2007	\$1,500,000	\$1,725,000	City	Bonds, LCI, SAFTEA	City \$345,000
PT-24	Pedestrian connection between Midtown Place shopping center and Lakeview St	Bicycle/Pedestrian	2005	\$2,250	N/A	N/A	2007	\$15,000	\$17,250	Private	Private	Private \$5,250
PT-25	Restriped crosswalks and added pedestrian crossing signs to alert drivers	Pedestrian	2006	\$36,450	N/A	N/A	2007	\$243,000	\$279,450	City	Bonds, SAFTEA	City \$85,050
PT-26	Repaired sidewalks in front of Green's Liquors	Pedestrian	2005	\$2,400.00	N/A	N/A	2005	\$16,000	\$18,400.00	Private	Private	N/A \$0
Totals						\$0		\$16,774,779	\$19,122,851			\$5,382,668

NOTES

TBD: To Be Determined

N/A: Not Applicable

FIVE YEAR IMPLEMENTATION P

Ponce de Leon Avenue Study Area: Other Local Initiatives

ID	Description/Action	Cost	Year	Responsible Party	Funding Source
PO-1	Amend 15 Year Future Land Use Plan	Staff Time	2005	City	City
PO-2	Create new MR District	Staff Time	2005	City	City
PO-3	Rezone corridor	Staff Time	2005	City	City
PO-4	Adopt the Georgia Department of Transportation Pedestrian and Streetscape Guide and Traffic Signal Design Guidelines	Staff Time	2005	City	City
PO-5	Target Ponce de Leon Avenue for traffic law enforcement.	Staff Time	2005	City	City
PO-6	Provide an Atlanta Police Department precinct or mini precinct in the redevelopment of City Hall East or nearby on the avenue.	TBD	2007	City	City
PO-7	Work with property owners to designate identified buildings as Landmarks	Staff Time	On-going	City	City

Totals	Staff Time
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FIVE YEAR IMPLEMENTATION

Moreland Avenue Study Area/Moreland LCI Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
MT-1	Streetscape - North of Euclid	Pedestrian/Roadway Operations	2007	\$572,314.96	N/A	N/A	2008	\$3,815,433	\$4,387,748.00	City	Bonds, LCI, SAFTEA	City \$1,335,402
MT-2	Streetscape - Euclid to DeKalb	Pedestrian/Roadway Operations	2007	\$203,704.98	N/A	N/A	2009	\$1,358,033	\$1,561,738.15	City	Bonds, LCI, SAFTEA	City \$475,312
MT-3	Streetscape - Hardie to I-20	Pedestrian/Roadway Operations	2007	\$491,394.96	N/A	N/A	2010	\$3,275,966	\$3,767,361.34	City	Bonds, LCI, SAFTEA	City \$1,146,588
MT-4	Streetscape- I-20 Bridge	Pedestrian/Roadway Operations	2007	\$106,200.00	N/A	N/A	2008	\$708,000	\$814,200.00	City	Bonds, LCI, SAFTEA	GDOT \$247,800
MT-5	Restriping of Moreland between McLendon and DeKalb Aves from 6 to 4 lanes with bike lanes	Bicycle	2006	\$5,000	N/A	N/A	2007	\$20,000	\$25,000	City, GDOT	Bonds, LCI, SAFTEA	GDOT \$9,000
MT-6	Restripe Moreland under bridge to allow bike lanes	Bicycle	2006	\$750	N/A	N/A	2007	\$5,000	\$5,750	City	City	N/A
MT-7	Elimination of Seaboard's westbound right turn lane at Moreland	Pedestrian	2006	\$10,000	N/A	N/A	2007	\$60,000	\$70,000	City	Bond Fund, State, Federal	N/A \$22,000
MT-8	"Lagging left" signal on southbound Briarcliff Rd	Intersection	2006	\$5,250	N/A	N/A	2007	\$35,000	\$40,250	City	Bond, State, Federal	City \$12,250
MT-9	Follow-up study of Ponce/Moreland intersection signal upgrades	Study	N/A	N/A	N/A	N/A	2009	\$20,000	\$20,000	City	City, LCI	City \$4,000
MT-10	Signage to prohibit peak hour lefts on North Ave and to encourage northbound left turns at Freedom Parkway rather than North or Ponce de Leon Ave	Intersection	2005	\$0	N/A	N/A	2005	\$1,000	\$1,000	City	City	N/A
MT-11	Reconfigured Moreland/DeKalb Jug-handies, including traffic signal on Moreland Avenue	Intersection/ Pedestrian	2006	\$85,000	N/A	N/A	2008	\$375,000	\$460,000	City	Bond Fund, State	City \$177,000
MT-12	Reconstructed Moreland/Euclid intersection by removing southbound right-turn lane and installing bulbout on eastern leg	Pedestrian	2006	\$15,000	N/A	N/A	2008	\$50,000	\$65,000	City	Bond Fund, State, Federal	City \$25,000
MT-13	Converted Mansfield to a two-way street on west side; remove other driveways	Intersection/ Pedestrian	2006	\$3,375	N/A	N/A	2008	\$22,500	\$25,875	City	Bond Fund, State, Federal	City \$7,875
MT-14	Warrant study of a traffic signal between Mansfield and Euclid	Roadway Operations	N/A	N/A	N/A	N/A	2007	\$10,000	\$12,500	City	Bond Fund, LCI Supp. Grant	City \$2,500
MT-15	Consolidated driveways between Mansfield and Euclid Aves	Roadway Operations/Pedestrian	2007	\$1,125	N/A	N/A	2008	\$7,500	\$8,625	City	Bond Fund, LCI Supp. Grant	City \$2,625
MT-16	Signage to prohibit left turns between Mansfield and Euclid Aves	Roadway Operations	2007	\$0	N/A	N/A	2008	\$500	\$500	City	Bond Fund, State, Federal	City \$100
MT-17	Repaired sidewalks on Euclid Avenue in Little Five Points	Pedestrian	2008	\$11,220	N/A	N/A	2009	\$74,800	\$86,020	City	Bond, LCI	City \$26,180
MT-18	Repaired sidewalks on both Oakdale Road from DeKalb Ave to McLendon Ave	Pedestrian	2007	\$4,744	N/A	N/A	2008	\$31,625	\$36,369	City	Bond, LCI	City \$11,069

FIVE YEAR IMPLEMENTATION

Moreland Avenue Study Area/Moreland LCI Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
MT-19	Build new sidewalk from PATH trail to Euclid Avenue through Freedom Park - 5 feet wide	Pedestrian	2008	\$4,520	N/A	N/A	2008	\$30,800	\$35,420	City	Bond, LCI	City \$10,780
MT-20	Repaired sidewalks on both sides of LaFrance Street from Lowry St to Marion Pl	Pedestrian	2008	\$14,850	N/A	N/A	2009	\$99,000	\$113,850	City	Bond, LCI	City \$34,850
MT-21	Roadway milling north of Euclid Ave	Roadway Operations	N/A	N/A	N/A	N/A	2008	\$150,000	\$150,000	City	Bond Fund, State, Federal	City \$30,000
MT-22	Closed Arkwright Place slip lane	Intersection	2005	City	N/A	N/A	2005	\$20,000	\$20,000	City	City	City
MT-23	Study of traffic signals are Moreland Ave and I-20	Study	N/A	N/A	N/A	N/A	2007	\$20,000	\$20,000	GDOT	GDOT	N/A
MT-24	Improved pedestrian interface with I-20 ramps	Pedestrian	2006	\$3,000	N/A	N/A	2007	\$20,000	\$20,000	City	Bond Fund, LCI, Federal	City \$4,000
MT-25	Median/center turn lane between Hardee Street and Arkwright Place	Roadway Operations/Pedestrian	2008	\$121,500	N/A	N/A	2009	\$810,000	\$500	City	City	N/A
MT-26	Upgraded traffic signals	Corridor/Intersection	2006	\$110,000	N/A	N/A	2009	\$1,525,000	\$1,635,000	City	Bond Fund, "Fast Forward" program	City \$415,000
MT-27	Roadway milling prior to next repaving	Roadway Operations	TBD	N/A	N/A	N/A	2008	\$800,000	\$800,000.00	GDOT	Fast Forward, GDOT Safety	N/A \$0
MT-28	Enhanced bus plan along Moreland Avenue	Transit	2006	\$37,500	N/A	N/A	2008	\$250,000	\$287,500	MARTA	FTA Grant	MARTA Capital Funds \$87,500
MT-29	Warrant study of a traffic signal at Hurt Street and DeKalb Ave	Roadway Operations	N/A	N/A	N/A	N/A	2007	\$10,000	\$12,500	City	Bond Fund, LCI Supp. Grant	City \$2,500
MT-30	Implement at-grade crossing improvement at Freedom Park and Moreland Avenue	Bicycle/Pedestrian	2004	\$90,000	N/A	N/A	2005	\$600,000	\$690,000	GDOT, Freedom Park Cons.	GDOT	Freedom Park Conservancy \$210,000
MT-31	Bus route #48 extension	Transit	N/A	\$0	N/A	N/A	2005	TBD	TBD	MARTA	Operating Funds	N/A
MT-32	Proctor Creek train to Edgewood/Candler Park Station	Transit	N/A	\$0	N/A	N/A	2005	TBD	TBD	MARTA	Operating Funds	N/A
MT-33	Inman Park/Reynoldstown MARTA Station Enhancements, including Seaboard Streetscape	Transit, Pedestrian	2009	\$397,500	N/A	N/A	2010	\$2,650,000	\$3,047,500	MARTA	FTA Grant	MARTA Capital Funds \$927,500
MT-34	Moved MARTA bus #6 to north Edgewood Candler Park bus bays	Transit	N/A	N/A	N/A	N/A	2005	\$500	\$500	MARTA	Operating Funds	N/A
MT-35	Bicycle lockers at Inman Park/Reynoldstown and Edgewood/Candler Park stations - 6 each	Bicycle	2007	\$2,250	N/A	N/A	2007	\$15,000	\$17,250	MARTA	FTA Grant	MARTA Capital Funds \$5,250
MT-36	Wayfinding system from Inman Park/Reynoldstown MARTA station to Little Five Points	Transit/Pedestrian	2007	\$2,250	N/A	N/A	2008	\$15,000	\$17,250	City, Private	Bonds, Private	City \$5,250

FIVE YEAR IMPLEMENTATION

Moreland Avenue Study Area/Moreland LCI Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
MT-37	Inman Park traffic calming	Traffic Calming	2007	\$68,900	N/A	N/A	2008	\$778,995	\$847,895	Private, City	Private, City, LCI	City, Private
MT-38	Edgewood/Reynoldstown traffic calming	Traffic Calming	2004	\$52,174	N/A	N/A	2005	\$347,826	\$400,000	Private - Sembler	Private - Sembler	N/A
MT-39	Neighborhood directory maps in the Edgewood/Candler Park and Inman Park/Reynoldstown MARTA Stations	Transit	N/A	N/A	N/A	N/A	2007	\$7,500	\$7,500	MARTA, City	FTA Grant, LCI Funds	Bond, MARTA Capital Funds
MT-40	Updated MARTA rail announcements to reflect proposed service changes when next system-wide updates occur	Transit	N/A	N/A	N/A	N/A	TBD	\$0	\$0	MARTA	N/A	N/A
MT-41	Rerouted southbound MARTA buses from Inman Park/Reynoldstown Station down Brantley Street	Transit	N/A	N/A	N/A	N/A	2005	\$0	\$0	MARTA	Operating Funds	N/A
MT-42	Open street connection between Seaboard Ave and Wallhall Street	Roadway Operations/Bicyclist/Pedestrian	2007	\$7,500	N/A	N/A	2008	\$50,000	\$57,500	City	Bond Fund, LCI Funds	City
MT-43	Directional signs	Roadway Operations	2006	\$2,250	N/A	N/A	2008	\$15,000	\$17,250	City	Bond Fund, State, Federal	City
MT-44	Mid-block traffic signal between Euclid and Mansfield Aves	Pedestrian/Roadway Operations	2007	\$12,000	N/A	N/A	2008	\$80,000	\$92,000	City	Bonds, SAFTEA	City
MT-45	Restriped crosswalks and pedestrian crossing signs to alert drivers	Pedestrian	2006	\$22,050	N/A	N/A	2007	\$147,000	\$169,050	City	Bonds, SAFTEA	City
MT-46	Study of options for continuous bike lanes along Moreland Avenue.	Study	N/A	\$0	N/A	N/A	2010+	Staff Time	Staff Time	City	City	N/A
MT-47	Study of feasibility of a multi-use trail from DeKalb PI to Hurt St along the south side of DeKalb Ave	Study	N/A	\$1	N/A	N/A	On-going	Staff Time	Staff Time	City	City	N/A
MT-48	I-20 bridge bike lanes	Bicycle	2007	\$750	N/A	N/A	2008	\$5,000	\$5,750	City	Bonds, SAFTEA	City
MT-49	Traffic signal at Hurt St and DeKalb Ave	Pedestrian/Roadway Operations	2006	\$12,000	N/A	N/A	2007	\$80,000	\$92,000	City	Bonds, SAFTEA	City
MT-50	Southbound left turns onto Euclid Ave	Roadway Operations	2007	\$375	N/A	N/A	2008	\$2,500	\$2,875	City	Bonds, SAFTEA	City
MT-51	Eliminate curb cuts in front of Starbucks	Pedestrian/Roadway Operations	2007	\$525	N/A	N/A	2008	\$3,500	\$4,025	City	Bonds, SAFTEA	City
Totals				\$2,477,074		\$0		\$18,402,979	\$19,951,051			\$5,597,379

NOTES

TBD: To Be Determined

N/A: Not Applicable

FIVE YEAR IMPLEMENTATION P

Moreland Avenue Study Area/Moreland LCI Study Area: Other Local Initiatives

ID	Description/Action	Cost	Year	Responsible Party	Funding Source
MO-1	Amend 15 Year Future Land Use Plan	Staff Time	2005	City	City
MO-2	Rezone corridor	Staff Time	2005	City	City
MO-3	Work with property owners to designate identified buildings as Landmarks	Staff Time	On-going	City	City
MO-4	Develop parking deck in Little Five Points	\$1,700,000	2009	Private, City	Private, City
MO-5	Install light cutoffs at MARTA parking to prevent light spillage.	\$3,000	2005	MARTA	MARTA
MO-6	Adopt the Georgia Department of Transportation Pedestrian and Streetscape Guide and Traffic Signal Design Guidelines	Staff Time	2005	City	City
MO-7	Issue RFP for development of south Edgewood/Candler Park MARTA parking lot	Staff Time	2005	MARTA	MARTA
MO-8	Issue RFP for development of south Inman Park/Reynoldstown parking lot	Staff Time	2006	MAKIA	MAKIA
MO-9	Rebuild Little Five Points Plaza	\$225,000	2008	City, Private	City, Private
MO-10	Reynoldstown Park - 210 and 214 Flat Shoals - Land	\$65,000	2007	City, Private	City, Private
MO-11	Reynoldstown Parks - 210 and 214 Flat Shoals - Improvements	\$25,000	2008	Private, City, Rey. Civic Impvt League	Private, City, Rey. Civic Impvt League
MO-12	Reynoldstown Park - 1129 Memorial Dr and property behind it - Land	\$100,000	2006	City, Private	City, Private
MO-13	Target Moreland Avenue for traffic law enforcement.	Staff Time	2005	City	City
MO-14	Reynoldstown Park - 1129 Memorial Dr and property behind it - Improvements	\$45,000	2007	Private, City, Rey. Civic Impvt League	Private, City, Rey. Civic Impvt League
Totals		\$2,160,000			



EIFS, shown above, should not be permitted on the first three floors of buildings



Commercial and mixed-use buildings should have roofs that appear horizontal from the street



Siding is inappropriate for intown commercial or mixed-use buildings

4.2 Land Use Plan and Zoning Changes

A key recommendation of this study is eliminating auto-oriented land uses in favor of more urban, pedestrian-oriented buildings. Before this can occur, however, amendments to the City of Atlanta's 15 Year Future Land Use Plan Map and subsequent zoning changes must occur. Current land use classifications and zoning designations have created the auto-oriented land uses that residents, businesses, and property owners so desperately want to change.

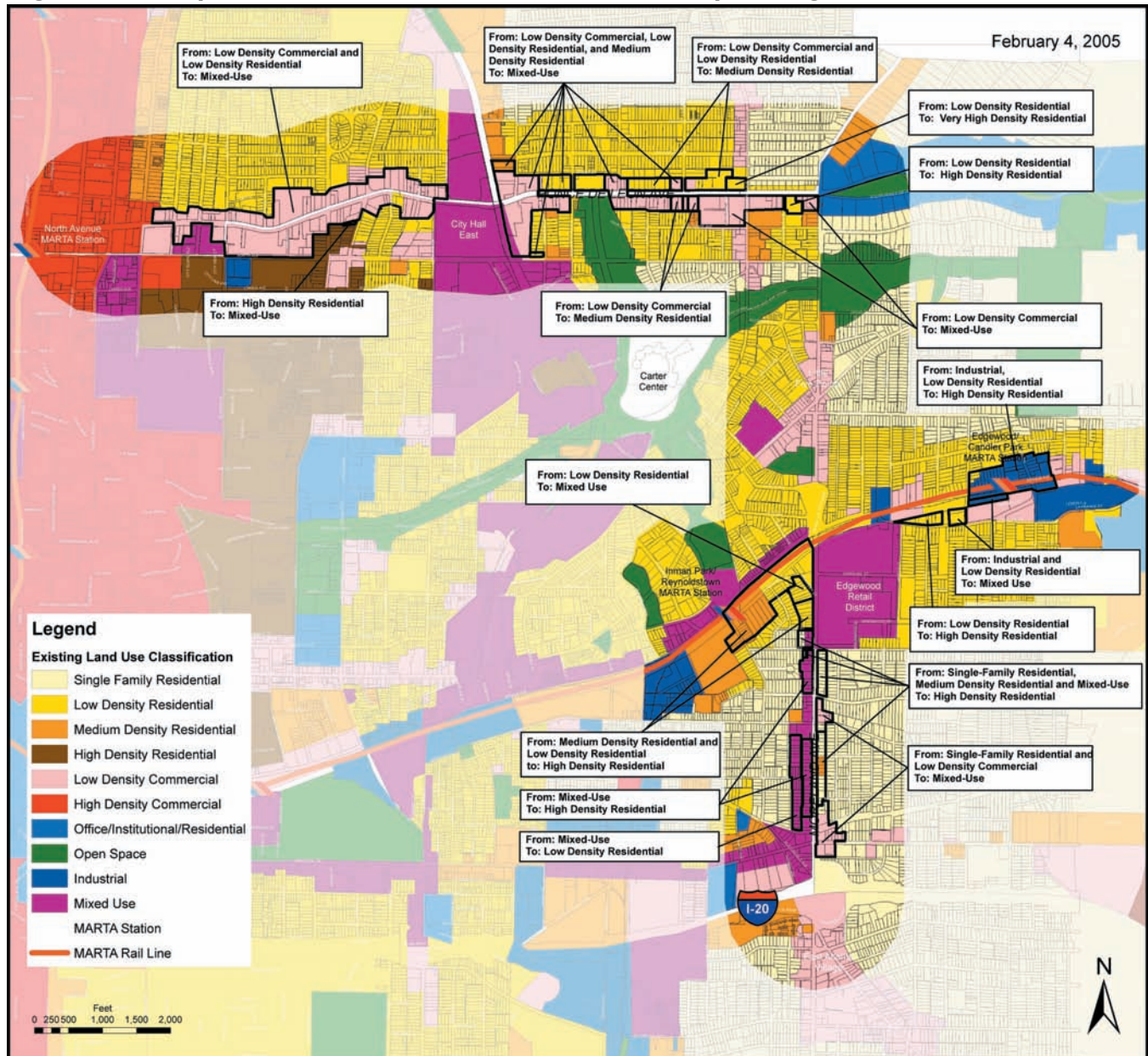
15 Year Future Land Use Plan Map and subsequent zoning changes are priority actions for this study. They are intended to codify recommended land uses, urban design standards and streetscape treatments. Land use recommendations focus on increasing the "Mixed-Use" classification in many areas, while zoning changes support use of the pedestrian-oriented Quality of Life Zoning Codes.

The zoning changes recommended in this study are intended to balance the community's wishes for the Study Areas, market realities, and the current rights of land owners. They are intended to maintain properties values, while enacting controls to support greater pedestrian orientation and contextualism. Many of the urban design characteristics envisioned will increase development costs and challenge the expressed desire to increase affordable or workforce housing. As a result, the study recommends zoning changes that achieve the community's vision while providing an economic incentive to redevelop existing, profitable auto-oriented uses.

For example, the study supports establishing height controls throughout, even though no such controls exist today. Under current C1 and C2 zoning it would be possible to build mid-rise office buildings or hotels along many of the larger, deeper lots on both corridors (subject the transitional height plane) without any public input. This has, of course, not happened due to the limited demand for such, but the fact that a given property is zoned for this does affects its market value. To allay the concern that imposing height controls could represent "takings," the study often recommends both height limits and increased residential density. Because there is stronger demand for housing than office or hotel uses, land values are maintained by increasing the permission for neighborhood-scaled housing.

It is possible that the design standards recommended *vis-a-vis* proposed zoning changes could actually enhance values. By increasing design requirements and prohibiting suburban-style development, proposed zoning changes raise the bar for new development, protect high quality development, and protect neighborhoods. For example, without them, there is little incentive for a developer to invest in a street-oriented retail building if the adjacent

Figure 4.2: Proposed 15 Year Future Land Use Plan Map Changes



parcel can compete for the same tenants with a low-grade, lower rent box surrounded by parking.

15 Year Future Land Use Plan Map Amendments

Prior to rezoning, the 15 Year Future Land Use Plan Map must be amended to support proposed zoning changes. The map above illustrates recommended changes.

Streetscape Overlay

Some of the streetscape and urban design recommendations of this study transcend underlying existing or recommended zoning and

apply to all properties along Ponce de Leon and Moreland Avenues. To this end, two overlay districts - one for Ponce de Leon Avenue and one for Moreland Avenue - should be created for all parcels fronting the respective avenues, regardless of current zoning or use.

These overlay districts should:

- Codify redevelopment streetscape standards contained within the Pedestrian Recommendations subsection, except that, along Atkins Park's Ponce de Leon Avenue frontage, the supplemental zone should be 15 feet to match historic setbacks.
- Prohibit Exterior Insulation and Finish Systems (EIFS) along the first three stories of all buildings fronting the avenues.
- Require a short knee wall, fence, hedge or curb at the back of the required sidewalk adjacent to a residential supplemental zone to distinguish public and private realms.
- Require that commercial and mixed-use buildings:
 - Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like.
 - Do not use clapboard, vinyl or hardiplank siding.

Please note that most other urban design recommendations contained in Section 3 are already required by proposed zoning districts and do not need to be included in these overlay districts.

New Multifamily Residential District

While most of the recommended land use and urban design qualities can be achieved through the City of Atlanta Quality of Life Zoning Districts, there is one notable exception. Currently, there is no district for mid-rise primarily residential uses up to 100 feet in height and with lower floor non-residential uses.

Current MRC districts do not contain adequate base residential floor area ratios (FARs) to support new development, and their affordable housing bonus requirements are too high to encourage their use. They also contain commercial FARs that are much higher than are appropriate for many areas.

Current MR districts have adequate residential FARs, but a limit of non-residential uses to 5% of floor area prevents the creation of viable neighborhood commercial uses in all but the largest buildings.

To this end, a new MR district is recommended that:

- Has a residential FAR of 3.196, with a requirement that 10%



A Residential Treatment with stoops on a modern styled stucco building



A Residential Treatment with stoops on a traditionally styled brick building

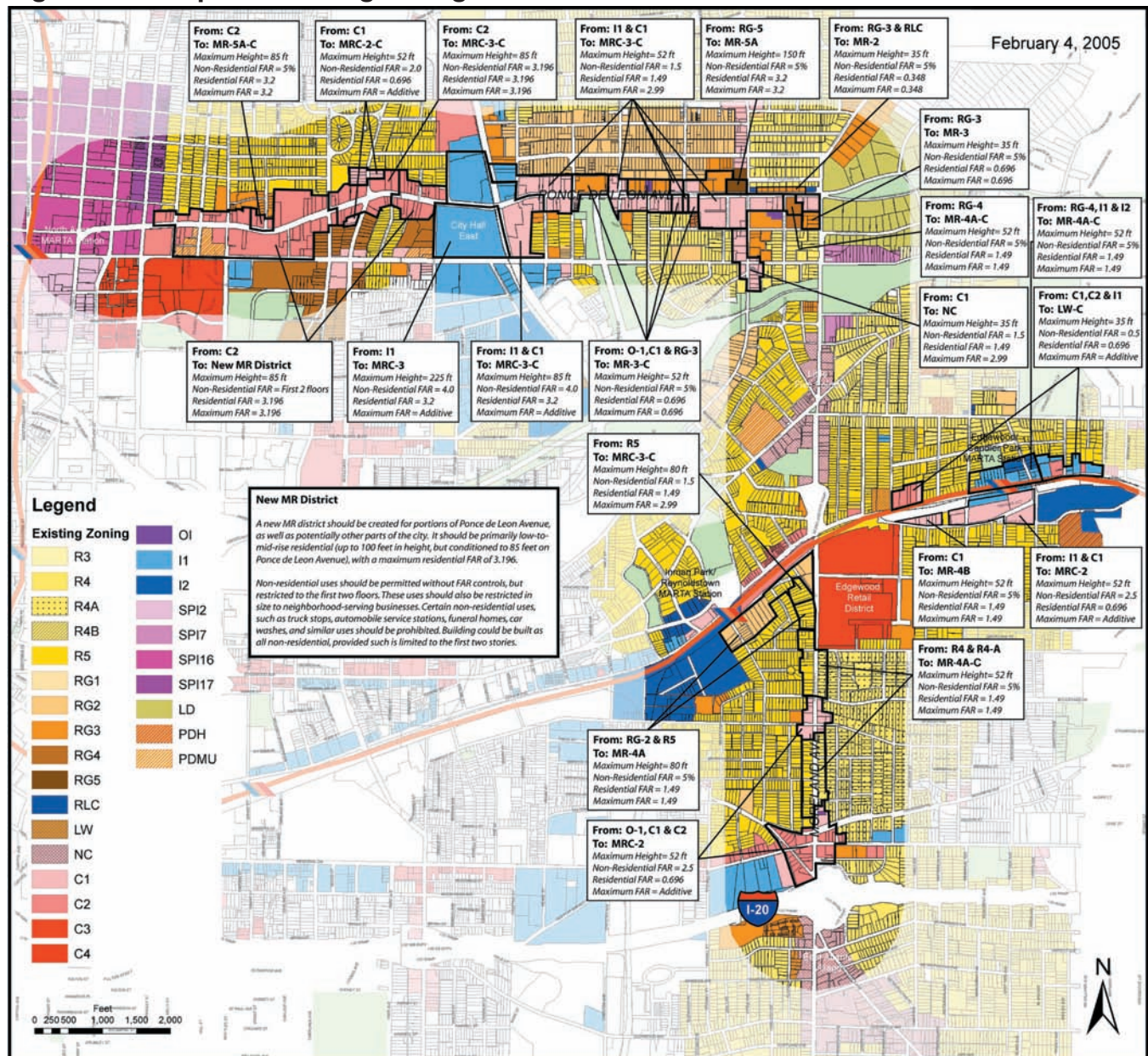


A Residential Treatment that is accessible to wheelchairs

of units built above an FAR of 0.696 be affordable per the current Quality of Life District definition.

- Permits non-residential uses only in the first two stories of a building. A free-standing one or two story all non-residential building could be built.
- Limits the sizes of individual retail, restaurant, repair or commercial recreation establishments, and clubs and lodges, to 15,000 square feet along arterials and collector streets and 10,000 square feet elsewhere.
- Provides a sidewalk level Storefront or Residential Treatment. Residential Treatment shall:
 - Provide doors and vertical windows arranged horizontally at the sidewalk-level,
 - Provide windows for a minimum of 30 percent of the total sidewalk-level street facade area, with each façade being calculated independently,
 - Provide porches, stoops, or wheelchair accessibility at each sidewalk level unit entrance, and
 - Prohibit garage doors opening onto the street.
- Requires window frames to be recessed a minimum of two inches from the exterior façade.
- Prohibits exterior wooden stairs that are visible from the street.
- Requires any exterior chimneys to extend to the ground.
- Requires porches to be a minimum of six feet in depth and eight feet in width.
- Requires exterior columns to be a minimum width of five and one-half inches.
- Requires foundations to be faced in brick, terracotta, stone, masonry with the appearance of brick, terracotta or stone, poured-in-place rubbed concrete, or hard coat stucco.
- Prohibits parking deck heights that extend beyond the height of adjacent buildings on the same parcel unless said deck is completely enclosed by a building of equal or greater height.
- Allows parking decks to front the sidewalk for a maximum length of 125 feet, but not exceeding 50 percent of the building façade length.
- Permits administrative variations to all district requirements except Floor Area Ratio and building height regulations.

Figure 4.3: Proposed Zoning Changes



Zoning Changes

Zoning changes are proposed as shown above. Those followed by a “C” indicate that conditions should be added to the under-lying zoning. These conditions are necessary where the indicated FAR or height is less than permitted by the base zoning.

One notable exception to this is in the properties along DeKalb Avenue in Candler Park, where a condition should be enacted that requires the transitional height plane to us 25 feet as its starting height, rather than 35 feet. 25 feet is more in-keeping with adjacent homes than the current 35 feet standard.



The Urban Enterprise Zone program has encouraged affordable housing around Centennial Park in Downtown

Affordable Housing

Affordable or workforce housing is critical to the diverse urbanism envisioned for the Study Areas. However, because of land costs and the nature of development, the private sector has failed to meet the demand for this housing type. This said, given market conditions, imposing both mandatory affordable housing requirements and higher development costs associated with street-oriented buildings and streetscapes is not the answer. This will only drive developers to other areas where these requirements do not exist. For this reason, projects with tax abatements or other public supports notwithstanding, the affordable housing bonuses contained in the current Quality-of-Life Zoning Districts are unlikely to ever be utilized anywhere in the city because they require 20% of the entire development, above a given base, to be affordable. The recommendation for the proposed new MR district includes a bonus wherein 10% of the bonus must be affordable. This is a more viable option for developers and would result in affordable units where there are now none.

Even more affordable units could be achieved by expanding the Urban Enterprise Zone, or a similar program, citywide. The program requires 20% of new housing units be affordable, but currently, the program is seen more as a development incentive than an affordable housing tool. Recent real estate trends suggest that the enticing development to depressed neighborhoods is no longer the critical challenge to Atlanta – providing affordable housing is.

4.3 EMPLOYMENT & POPULATION ANALYSIS

It is projected that the built-out Concept Plan will add jobs and population to the Study Areas as follows:

Ponce de Leon Avenue Study Area

2015 Employment and Population

Currently, 4,012 employees are estimated to work within the Study Area. When the recommended land uses are factored into this, 374 new jobs will be added to the Study Area by 2010 and 375 additional jobs by 2015. The table below displays projected employment gains from development in the Study Area.

It is estimated that 11,667 residents currently live within the Study Area. The recommended land uses will increase the number of residents to 13,148 by 2010 and 14,913 by 2015. Depending on the final development program and phasing of the City Hall East redevelopment, this number could be even higher.

Ponce de Leon Avenue Employment: 2005 - 2015

	Commercial	Office	Total
January 2005			
Square Footage	1,268,937	61,751	
Employees	1,542	2,470	4,012
2010 Estimate			
Net Square Footage	200,000	54,640*	
Net Employees	243	131	374
Total Employment	1,785	2,601	4,386
2015 Estimate			
Net Square Footage	200,000	54,989*	
Net Employees	243	132	375
Total Employment	2,028	2,733	4,761

*Includes population growth generated demand plus 50,000 sf at City Hall East

Ponce de Leon Avenue Population: 2005 - 2015

	Total
January 2005	
Dwelling Units	6,179
Average Size	1.90
Population	11,667
2010 Estimate	
Net Dwelling Units	788
Average Household Size	1.88
Net Population Increase	1,481
Total Population	13,148
2015 Estimate	
Net Dwelling Units	944
Average Household Size	1.87
Net Population Increase	1,765
Total Population	14,913

2030 Employment and Population

Forecasting employment and population growth beyond ten years is difficult on the micro-level. Real estate and economic trends are complex and subject to change. Although the recommended land use plan is largely based on a ten-year build-out, longer-term forecasts can be made based on real estate cycles and the assumption that some facilities will be redeveloped.

Ponce de Leon Avenue Projected Employment: 2005 - 2030

Year	Commercial*	Office*	Total
2005	1,542	2,470	4,012
2010	1,785	2,601	4,386
2015	2,028	2,733	4,761
2020**	2,231	3,006	5,237
2025**	2,454	3,307	5,761
2030**	2,699	3,638	6,337

*Number reflects total commercial

**Assumes a 10% increase every 5 years to reflect the City's policy of concentrating development along major corridors

Ponce de Leon Avenue Housing and Population: 2005 - 2030

Year	Dwelling Units	Total Residents
2005	6,179	11,667
2010	6,967	13,148
2015	7,911	14,913
2020*	8,702	16,404
2025*	9,572	18,045
2030*	10,526	19,849

*Assumes a 10% increase every 5 years to reflect the City's policy of concentrating development along major corridors

Moreland LCI Study Area

Note: These figures reflect changes in the Moreland LCI Study Area and include most of the census tracts that include the remainder of the Moreland Avenue Study Area.

2015 Employment and Population

Currently, 2,035 employees are estimated to work within the Study Area. When the recommended land uses are factored into this, 808 new jobs will be added to the Study Area by 2010 and 103 additional jobs by 2015. The table below displays projected employment gains from development in the Study Area.

It is estimated that 7,021 residents currently live within the Study Area. The recommended land uses will increase the number of residents to 7,626 by 2010 and 8,804 by 2015.

Moreland LCI Study Area Employment: 2005-2015

	Commercial	Office	Total
January 2005			
Square Footage	n/a	n/a	
Employees	n/a	n/a	2,035
2010 Estimate			
Net Square Footage	640,000*	25,000	
Net Employees	778	30	808
Total Employment	n/a	n/a	2,843
2015 Estimate			
Net Square Footage	60,000	25,000	
Net Employees	73	30	103
Total Employment	n/a	n/a	2,946

*Includes 600,000 sf at Edgewood Retail District scheduled to open later in 2005

Moreland LCI Study Area Population: 2005-2015

	Total
January 2005	
Dwelling Units	3,506
Average Size	2.00
Population	7,021
2010 Estimate	
Net Dwelling Units	310
Average Household Size	1.95
Net Population Increase	605
Total Population	7,626
2015 Estimate	
Net Dwelling Units	620
Average Household Size	1.90
Net Population Increase	1,178
Total Population	8,804

2030 Employment and Population

Forecasting employment and population growth beyond ten years is difficult on the micro-level. Real estate and economic trends are complex and subject to change. Although the recommended land use plan is largely based on a ten-year build-out, longer-term forecasts can be made based on real estate cycles and the assumption that some facilities will be redeveloped.

Moreland LCI Study Area Projected Employment: 2005 - 2030

Year	Total
2005	2,035
2010	2,843
2015	2,946
2020*	3,034
2025*	3,125
2030*	3,219

**Assumes a 3% increase every 5 years to reflect the desire to preserve residential areas*

Moreland LCI Study Area Housing and Population: 2005 - 2030

Year	Dwelling Units	Total Residents
2005	3,506	7,021
2010	3,816	7,626
2015	4,436	8,804
2020*	4,880	9,684
2025*	5,368	10,653
2030*	5,904	11,718

**Assumes a 10% increase every 5 years to reflect the City's policy of concentrating development along major corridors*

4.4 CONSISTENCY WITH LCI COMPONENTS

As established in Section 1, the City of Atlanta intends to submit this study and its three Study Areas as a grandfathered LCI study. To this end, the Ponce de Leon/Moreland Avenues Corridors Study and the recommendations contained herein are consistent with the ten components of the LCI program as identified below:

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.

The land use recommendations call for the introduction of increased housing options along both corridors and in the transit stations areas. These include above-shop housing in new mixed-use buildings, live/work units, multifamily buildings and townhomes. Single-family homes are provided in the preserved adjacent neighborhoods.

The plan also calls for expanding the offerings of: small neighborhood commercial uses; larger, community-oriented commercial uses at key nodes; offices; civic space; and preserved industrial uses.

In addition the plan also includes design guidelines and recommends amendments to the zoning code and future land use plan to achieve the design and land use patterns contained herein.

2. Transportation demand reduction measures.

The plan proposes reducing auto-demand by shifting some auto trips to pedestrian and bicycle trips via a multifaceted effort to: locate different land uses within walking distance; improve pedestrian facilities; improve transit; and improve bicycle facilities.

3. Internal mobility requirements, such as traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.

One of the central tenets of this study is to make it advantageous for drivers to drive responsibly and at the speed limit through improved signal timing, roadway pavement upgrade, and psychological cues that make them aware that they are in an urban setting. By doing so, while refraining from roadway widenings that could be detrimental to other modes and land use desires, the plan improves mobility for drivers and accessibility for non-drivers.

Accessibility for non-drivers is improved by: building new tree-lined sidewalks along key streets; establishing sidewalks

standards for new development; creating an on-street bike lane network; supporting private efforts to provide shuttle service; improving pedestrian and bicycle connectivity over existing rail lines; and providing improved bus and rail transit facilities. The plan also support existing neighborhood traffic calming plans.

4. Mixed-income housing, job/housing match and social issues.

The Study Areas currently contain a wide range of housing options, with higher income housing to the north and lower income housing to the south. The Plan proposes preserving existing housing options and introducing new ones (identified in item 1 above) to the Study Area in currently auto-oriented commercial or former industrial sites. Affordable housing is encouraged through modest zoning bonuses and public supports.

The plan also proposes increasing diverse employment options within walking distance of existing and proposed housing. West Ponce de Leon Avenue (Midtown's core) and the City Hall East area are envisioned as a professional nodes that will concentrate future office development. Strengthened neighborhood commercial nodes throughout will support local merchants and keep dollars in the community.

5. Continuity of local streets in the study area and the development of a network of minor roads.

The Study Area has a strong network of local streets and minor roads, but the plan identifies opportunities to improve it, most notably between the Midtown Place and Midtown Promenade shopping centers. Opportunities for new, private streets and alleys with development are also identified.

6. Need/identification of future transit circulation systems.

The planning process reviewed existing MARTA service and proposed improvements to existing routes via the installation of enhanced bus service, bus route revisions, station changes; and support for future potential trolley service. Private shuttle service is also supported.

7. Connectivity of transportation system to other centers.

The closest centers are Midtown, Downtown, Emory University, and Decatur. The Plan includes recommendations that would improve connectivity to these centers via enhanced transit service, enhanced bicycle facilities, and improved roadway operations.

8. Center development organization, management, promotion, and economic restructuring.

The various portions of the Study Area are marked by a strong community and merchants support. The plan supports existing

efforts by East Atlanta, Little Five Points, Virginia-Highland, Poncey-Highland and Midtown businesses to market their respective areas as historic, pedestrian-oriented centers. The introduction of new housing near existing and proposed commercial or mixed-use nodes will also support retailers by increasing the potential customer base.

9. Stakeholder participation and support.

The study process included extensive public involvement in the form of an on-line and in-person image preference survey, three community meetings, stakeholder meetings, and extensive interview. In addition, the consultants met one-on-one with a variety of groups, including merchants and developers.

10. Public and private investment policy.

The plan calls for the City of Atlanta to continue its efforts to direct investment into the corridors and transit station areas via public improvements. The City has a long history of using public infrastructure to spur private development that will continue into the future.