HIGHWAY 92 CORRIDOR

Livable Centers Initiative (LCI)

JUNE 2009

Prepared for:
Douglas County Department of Planning and Zoning

by:

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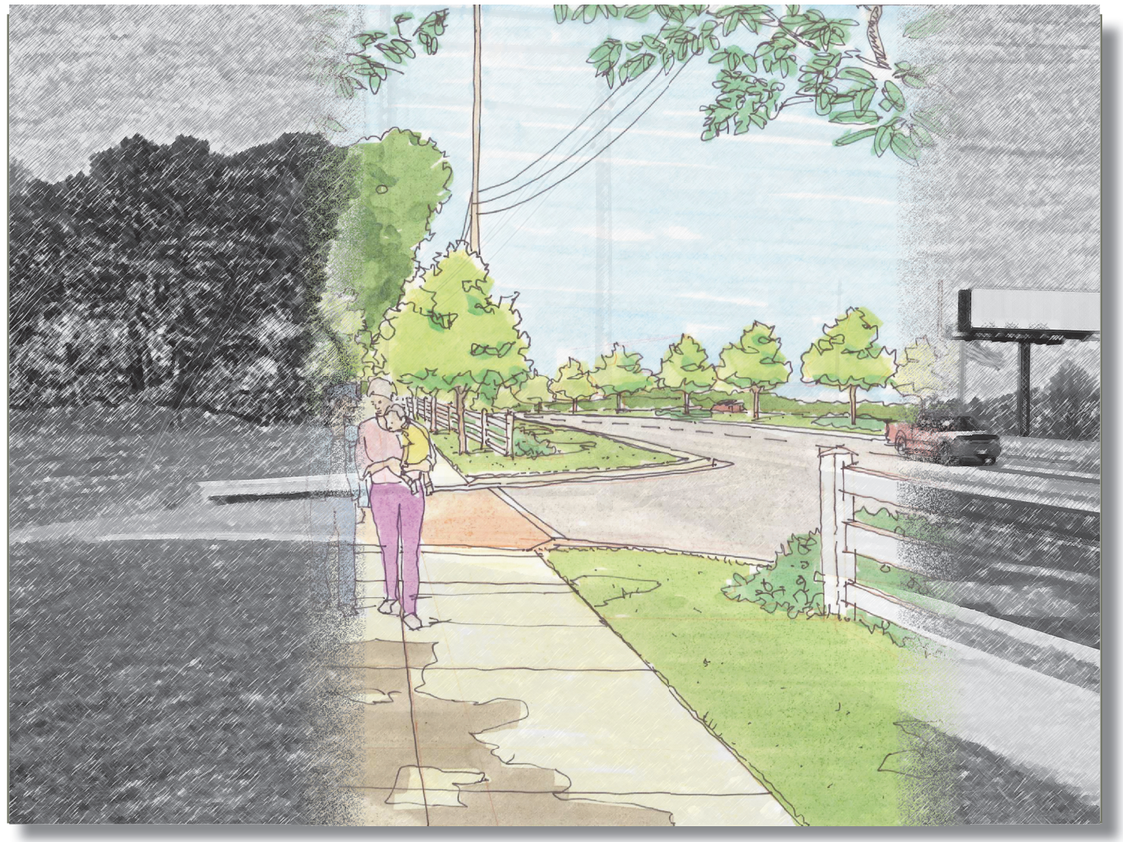


1. Executive Summary

Highway 92 is one of the most significant north-south corridors in Douglas County. High levels of accessibility, combined with large tracts of vacant land, made the corridor a target of growth pressure at the beginning of this century. In response to emerging growth pressures, the County applied for and was award a Livable Centers Initiative (LCI) grant to develop a plan for the Highway 92 corridor.

The Highway 92 LCI Study engaged the community and stakeholders in a discussion about linking transportation investments and land use decisions. The resulting Vision Plan recommends over 50 intersection, sidewalk, streetscape, trail, transit and street network projects that compliment the proposed growth strategy for the corridor.

The Market, Mobility and Livability

A significant amount of investment is required to build the recommended transportation infrastructure in the Highway 92 corridor. In an ideal setting, all of the projects can be built in the near term with readily public funds. The reality, however, is that public money is scarce. The County must decide what the top priorities are and focus resources on getting those priorities built first.

To set the priorities, the study team engaged in a comprehensive and deliberate process of evaluating each project. This evaluation focused on four key criteria:

- Market impact
- Mobility
- Livability
- Physical/environmental constraints

Setting the Priorities

The reality of the current market condition is that the Highway 92 corridor, not unlike the County and region, suffers from an excess of residential capacity and significant years of absorption to reengage notable demand for existing housing starts. The market-based implementation strategy proposed for the Highway 92 corridor focuses on attracting retail to serve existing housing markets in the vicinity of the corridor. A market analysis suggests that the Lee Road center is the best positioned to serve existing demand.

As a result, high-priority LCI projects focus on activating the Lee Road intersection by building core infrastructure to generate new non-residential growth. Important projects that achieve this objective include the Lee Road extension and streetscape enhancements to Highway 92 in the vicinity of Lee Road. In addition, the Lee Road extension also addresses a critical mobility need by helping to disperse traffic where it currently ends at Highway 92.

Bomar Road will be the next center to develop after Lee Road. Streetscape enhancements to Highway 92 in the vicinity of Bomar Road is a priority project that will help establish an identity on the corridor and lay the groundwork for the longer term redevelopment of Bomar Road. Additionally, the Deerlick Park/Chestnut Log School trail, which links up two parks and two schools across Highway 92, is a High Priority project. This is an important amenity for existing neighborhoods and will serve to attract new neighborhoods when the market is right.

Finally, the new street that runs parallel to Highway 92 is not a high priority for the near term. However, it is important that the design of the street be completed as soon as possible so that new development can dedicate right of way as it comes online.

A Framework for Implementation

By far, the most significant barrier to implementing projects is the availability of funding. As a result, a majority of the proposed strategies focus on funding sources. Strategies that represent the greatest potential for the Highway 92 corridor include:

- Transportation Investment Generating Economic Recovery (TIGER): This is a $1.5 billion portion of the economic stimulus package. Funding is awarded on a competitive basis, although there are factors in the Highway 92 LCI's favor: the proposed evaluation factors align very well with the evaluation criteria for this study, including economic prosperity, mobility and livability.
- Transportation Enhancement (TE) Grant: The Highway 92 LCI Plan includes many projects that meet the intent of this federal grant program: enhancement of bicycle and pedestrian facilities, landscaping, scenic and historic projects. Funding is limited and competition is high, but the LCI projects should compete favorable for funds provided they receive the necessary level of support.
- Community Improvement District (CID): CID's have a favorable perception in the region thanks to several successful implementations. A proposed CID and associated projects have a great chance of support by affected property owners, as most have

a good sense of a value the proposed LCI project bring to the development potential of their properties.

- Special Purpose Local Option Sales Tax (SPLOST): A county-wide SPLOST is currently under consideration. Many LCI projects have a good chance at being included in the capital projects list, provided the necessary coordination is achieved ahead of time.
- Impact Fees: Impact fees are currently under consideration for implementation by the County within the next two years. Projects that demonstrate significant value to motor vehicle mobility (such as the Lee Road extension) typically are the best and most defensible projects for inclusion.
- Land Development Regulations: Many of the essential components of the LCI vision – streetscape, connectivity, building orientation, etc. – will be implemented in large part through the Highway 92 Urban Design Overlay. It is important that the County continue to be strong supporter of its implementation and monitor and revise as necessary and appropriate.

Beginning with the best candidate strategies listed above, the follow framework is proposed to implement the LCI projects:

1. Pursue strategies with the highest viability and shortest time frame first.
2. For a given strategy, pursue the top candidate project first.
3. If the top candidate is already funded or completed, move to the next highest candidate.

By using the approach, the County is assured that the top projects will receive comprehensive and exhaustive consideration for all viable strategies.

2. Background

Douglas County has developed a vision and plan for the Highway 92 Corridor that supports the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI). Consistent with the LCI's objectives, the Highway 92 Corridor Plan recommends a series of accessible, walkable, mixed use centers that put jobs, shopping, residences, civic places and parks all within close proximity to each other.

The original LCI study for the Highway 92 Corridor sets a clear vision and plan for the corridor. The transportation network recommendations, which include specific projects, follow sound network planning principles and are consistent with the land use and urban design context.

Now that the vision for Highway 92 is in place, the County would like to move forward with a more focused set of tasks for implementation. This includes a more detailed analysis on the benefits of the transportation projects and a 'game plan' for implementing the projects.

The market has shifted dramatically since the Highway 92 LCI Study was adopted, effectively changing the 'playing field' for the corridor. The County desires to identify the most realistic approach for implementing the LCI projects given the new market realities.

Highway 92 LCI Study

Highway 92 is one of the most significant north-south corridors in Douglas County. High levels of accessibility, combined with large tracts of vacant land, made the corridor a target of growth pressure at the beginning of this century. In 2006, the County successfully applied for a LCI grant to study what they have deemed an 'emerging' corridor.

The Highway 92 LCI Study engaged the community and stakeholders in a discussion about linking transportation investments and land use decisions. The basic framework of the Plan is a built around the redevelopment of three distinct 'centers':

- Lee Road
- Bomar Road/Mack Road
- Hillcrest Drive/Midway Road

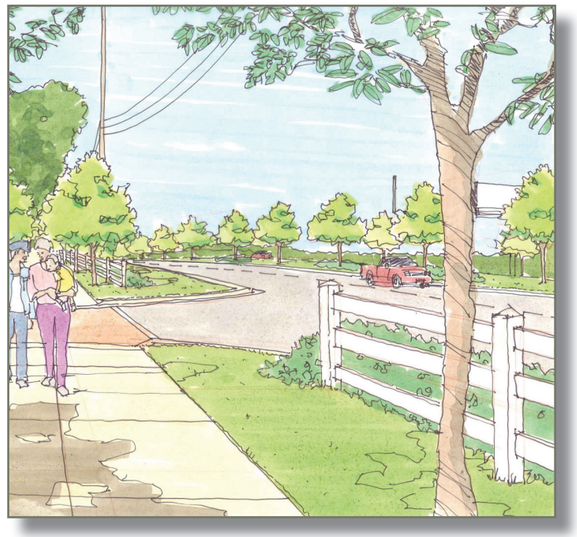
Each center blends mixed development on Highway 92 with varying emphasis on retail, parks and civic uses. Traditional neighborhoods surround each center offering a variety of housing choices – single family, townhome and multi-family.

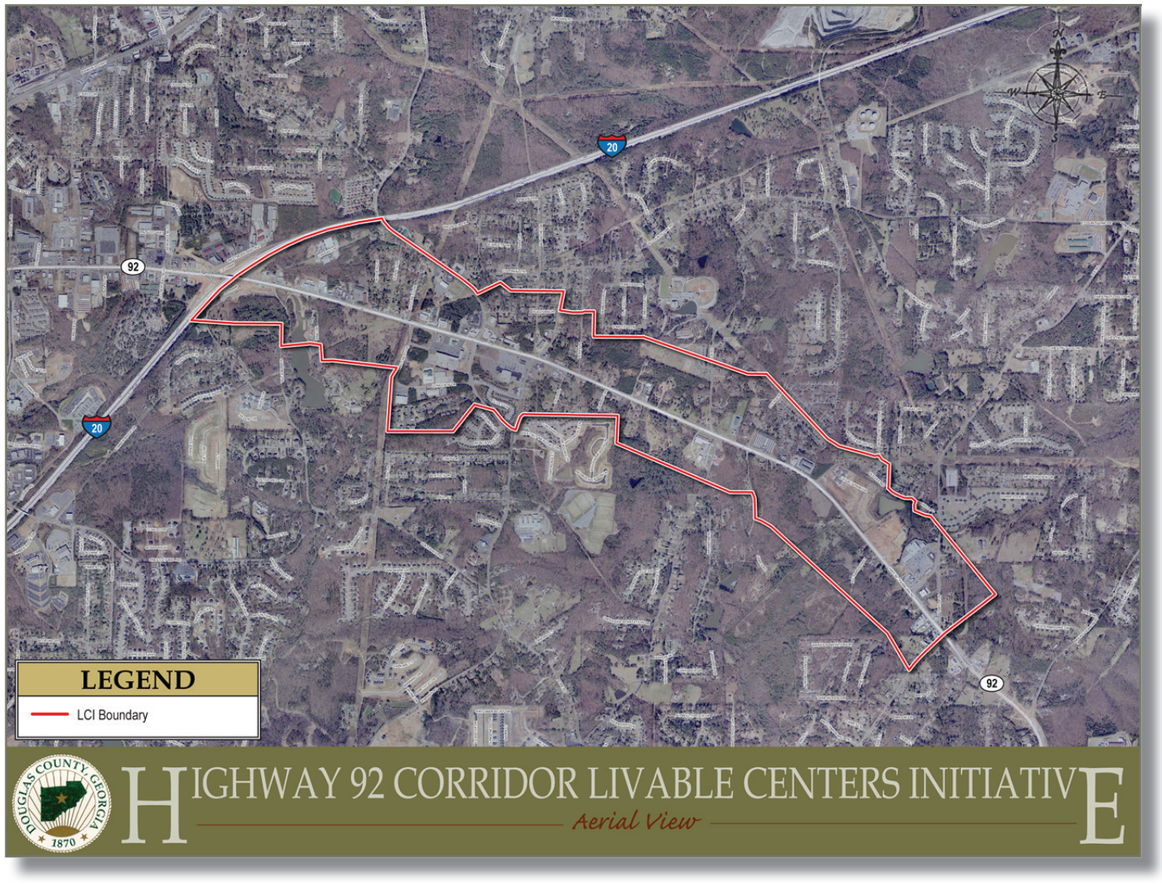
Key Goals

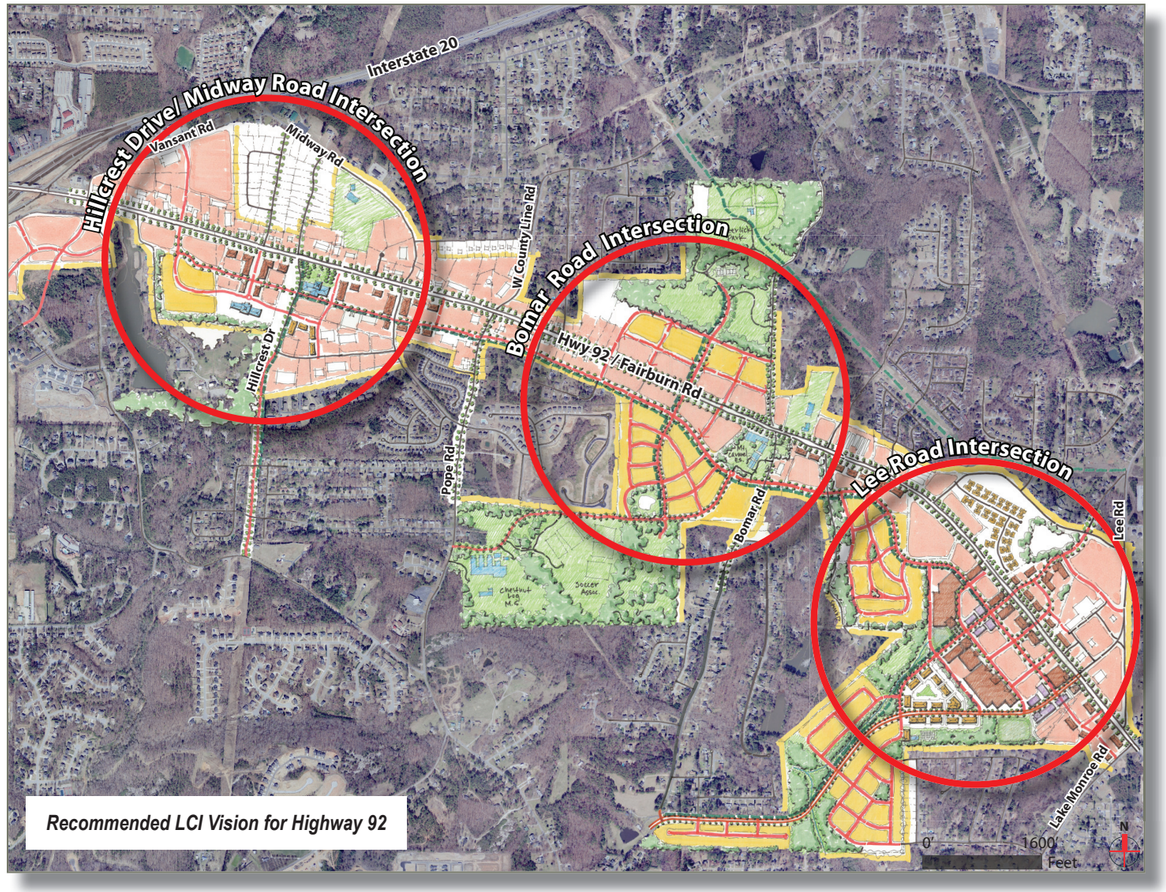
1. Encourage a diversity of residential neighborhoods, employment, shopping and recreation choices at the activity center and town center level; housing should be given strong focus to create mixed income neighborhoods and support the concept of "aging in place";
2. Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area;
3. Develop an outreach process that promotes the involvement of all stakeholders (including those not often involved in such planning efforts).

Supporting the corridor vision is a multi-modal network of streets and off -road trails. This network is an important part of the plan and is critical to its success because it represents:

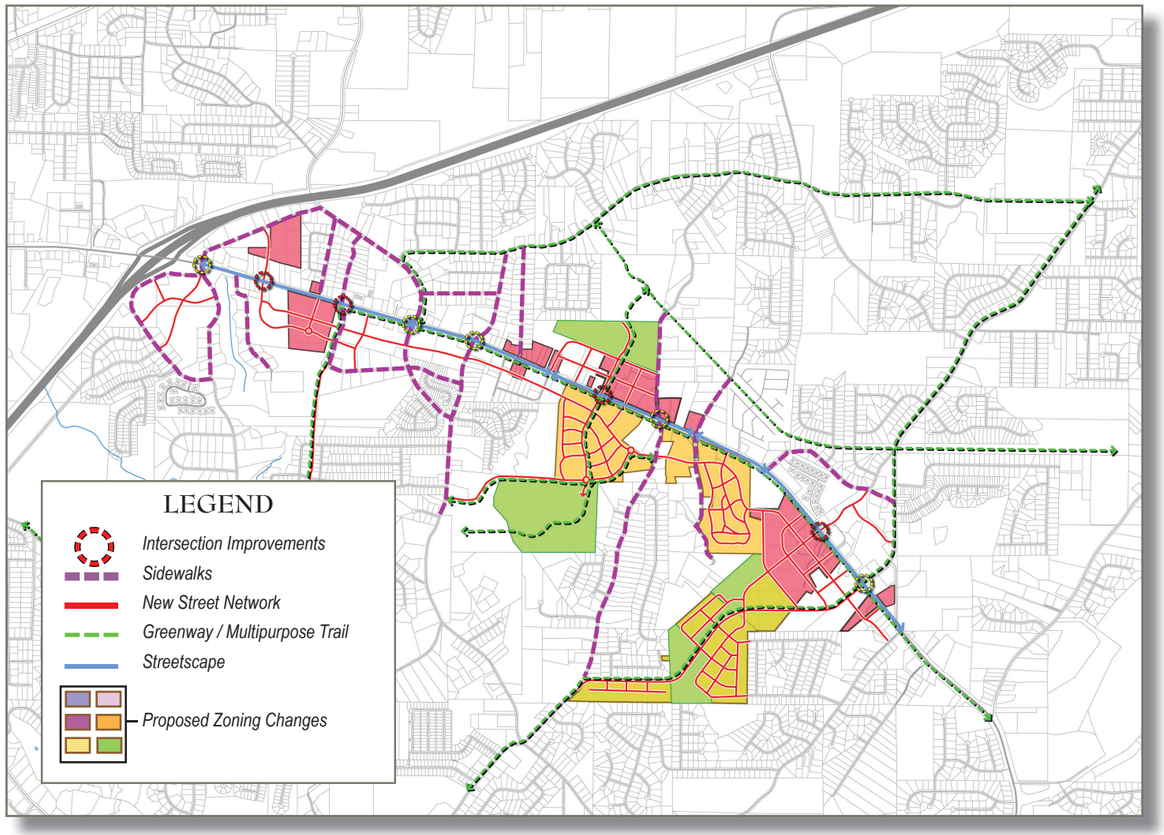
- The framework for the development of walkable, pedestrian-scale blocks;
- The confluence of the public and private realms that creates valuable spaces for people to interact;
- Safe, comfortable facilities for walking, bicycling and riding transit, and
- A series of street connections that distributes traffic safely and efficiently and provides alternatives to travel on Highway 92 itself.







Recommended LCI Vision for Highway 92



Supplemental LCI Study

The Highway 92 LCI Study recommends over 50 intersection, sidewalk, streetscape, trail, transit, and street network projects. While each project is important to the overall development concept for Highway 92, practical considerations require that each project must be phased in over time.

In 2008, the County successfully applied for a Supplemental LCI grant to develop a plan for bringing the Highway 92 LCI projects closer to implementation. The Highway 92 Supplemental LCI Study carefully considers the merits of each projects against a range of factors. A recommended phasing plan is presented, and implementation measures are recommended.

3. Setting the Priorities

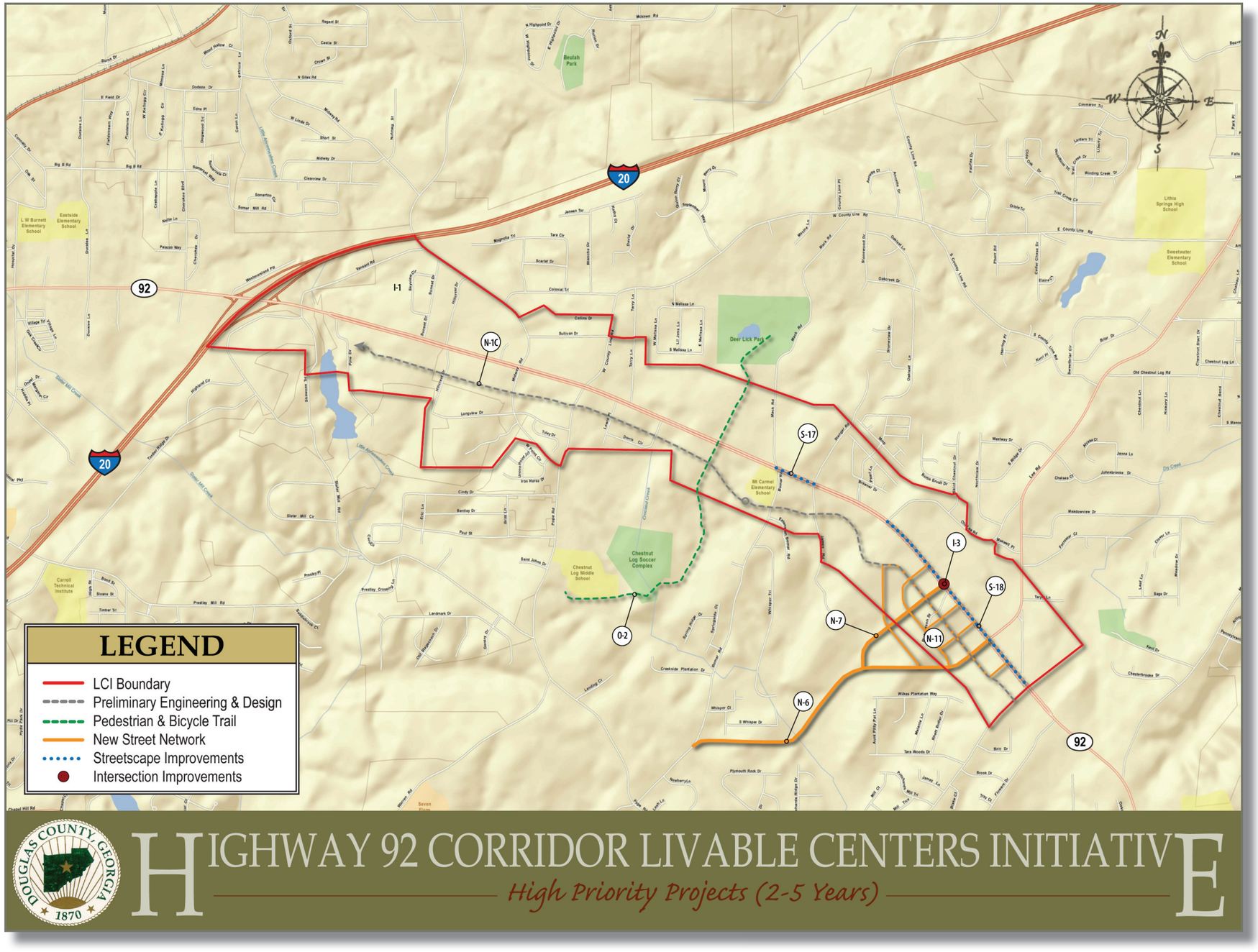
A significant amount of investment is required to build the recommended transportation infrastructure in the Highway 92 corridor. In an ideal setting, all of the projects can be built in the near term with readily public funds. The reality, however, is that public money is scarce. The County must decide what the top priorities are and focus resources on getting those priorities built first.

To set the priorities, the Study Team engaged in a comprehensive and deliberate process of evaluating each project. This evaluation focused on four key criteria:

- Market impact
- Mobility
- Livability
- Physical/environmental constraints

After considering the results of the evaluation, the Study Team parsed each project into three distinct categories, or phases:

- High priority projects – these are the projects that are most critical to the implementation of the Highway 92 LCI Plan. They should be completed or underway within the next two to five years.
- Next priority projects – these are the projects that should be pursued once the high priority projects are completed are underway. The groundwork for these projects can be laid immediately, with the goal of completion within the next five to 10 years.



ID	Description	Location	Type of Improvement	Market	Mobility	Community Design	Engineering	Cost
HIGH PRIORITY PROJECT (2-5 YEARS)								
S-18	**Catalyst Streetscape:** Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands	From Old Lee Road intersection to Lake Monroe Road	Streetscape Improvements	1	2	1	1	$5,770,000
N-6	**Lee Road Extension:** Extend Lee Road south and west towards Bomar Road - to coincide with the redevelopment of vacant properties (cost: 4-lane road = $10,600,000/mile, not including ROW)	Between Highway 92 and Bomar Road	New Street Network	1	1	2	2	$6,190,000
O-2	**Deerlick Park / Chestnut Log School Trail:** This potential trail begins at the Deerlick Park, travels along a new street connection and connects to the Douglas County Soccer Association grounds. To be developed in conjunction with the redevelopment of the Cagle property	Deerlick Park to Douglas County Soccer Association	Pedestrian and Bicycle Trails	1	2	2	1	$400,000
S-17	**Catalyst Streetscape:** Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands	From Bomar Road intersection to Stenger Road intersection	Streetscape Improvements	2	2	1	1	$1,120,000
N-7	**New Street:** New Street connection across Highway 92 between Old Lee Road and Lee Road Extension. To coincide with the development of Douglasville Depot site	West of Lee Road	New Street Network	1	2	1	3	NA
N-1C	Preliminary design of Project N-1 for ROW acquisition/planning purposes	From Lake Monroe Road to Pine Drive	NA	NA	NA	NA	NA	$280,000
N-11	**New Street Network:** Various network opportunities that are possible with the development of the Douglasville Depot Site	Near the intersection of Lee Road and Highway 92	New Street Network	NA	3	2	2	N/A

Market Impact

1. Project is a major near-term catalyst
2. Project is a major mid-term catalyst
3. Project is an important supporting element or long term catalyst
4. Project impacts are long term or not at all

Mobility

1. Project has near-term significance to the entire LCI mobility network for all/most modes
2. Project has near-term significance to the entire LCI mobility network for at least one mode or is an important long term mobility need
3. Project's significance is tied to a single development cluster within the LCI area
4. Project has minimal significance to the mobility network

Community Design

1. Project is a major element for corridor identity
2. Project is an important placemaking component
3. Project is a supporting placemaking component
4. Project has minimal benefit to placemaking or identity

Engineering Constraints

1. No constraints
2. Some potential issues (ROW acquisition, wetland mitigation, topography, alignment) in spot locations
3. Several potential issues (ROW acquisition, wetland mitigation, topography, alignment)
4. Project is potentially fatally flawed

- Long term projects – these are projects that can be pursued over the longer term (beyond 10 years).

High Priority Projects (2 - 5 Years)

The market evaluation revealed that the Lee Road center has the greatest potential for market reaction in the near term. Many of the high priority projects focus on building the core infrastructure at Lee Road to generate new non-residential growth. Important projects that achieve this objective include the Lee Road extension and streetscape enhancements to Highway 92 in the vicinity of Lee Road. In addition, the Lee Road extension also addresses a critical mobility need by helping to disperse traffic where it currently ends at Highway 92, thus establishing another important connection to Interstate 20.

Bomar Road will be the next center to develop after Lee Road. Streetscape enhancements to Highway 92 in the vicinity of Bomar Road is a priority project that will help establish an identity on the corridor and lay the groundwork for the longer term redevelopment of Bomar Road. Additionally, the Deerlick Park/Chestnut Log School trail, which links up two parks and two schools across Highway 92, is a High Priority project. This is an important amenity for existing neighborhoods and will serve to attract new neighborhoods when the market is right.

Finally, the new street that runs parallel to Highway 92 is not a high priority for the near term. However, it is important that the design of the street be completed as soon as possible so that new development can dedicate right of way as it comes online.

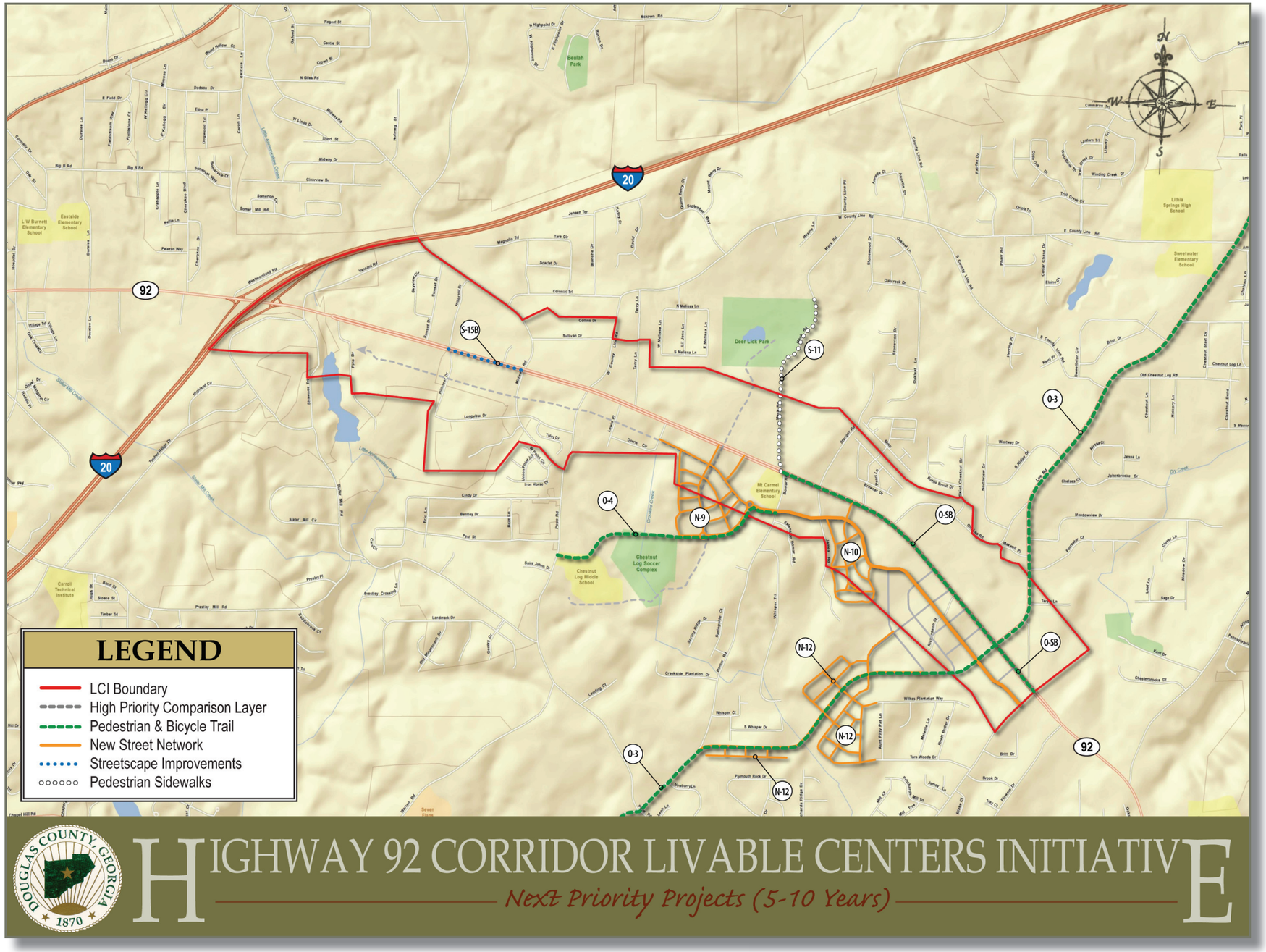
The intersection of Highway 92 and Lee Road today.

Next Priority Projects (5 -10 years)

Once the high priority projects have been completed, the emphasis remains on completing projects associated with the Lee Road center and then shifts toward the Bomar Road center.

Key projects include completion of the first phase of the new parallel street (from Bomar Road to Lake Monroe Road), completion of local transportation networks, expanding the regional trail system and critical sidewalks links. The parallel street will become a critical mobility project in the mid term as local and regional traffic begin to cause congestion and travel time delay on Highway 92.

Mt. Carmel Elementary School at Highway 92 and Bomar Road.



HIGHWAY 92 CORRIDOR

Livable Centers Initiative (LCI)

ID	Description	Location	Type of Improvement	Market	Mobility	Community Design	Engineering	Cost
NEXT PRIORITY PROJECTS (5-10 YEARS)								
S-15B	**Catalyst Streetscape:** Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands	From Midway Road intersection to W. County Line Road intersection	Streetscape Improvements	3	2	1	1	$1,740,000
N-1A	**Parallel Street to Highway 92:** New 2-lane street parallel to Highway 92 on the south side from Lake Monroe road to Pine Street (cost: 2-lane road = $5,000,000/mile, not including ROW); Phase 1	From Lake Monroe Road to Bomar Road	New Street Network	2	2	2	2	$6,000,000
O-4	**Chestnut Log School / Mt. Carmel School Trail:** Potential trail connection along new street connection between the Chestnut Log M. S on Pope Road and the Mt. Carmel E. S. on Bomar Road ($590,000/mile)	Pope Road to Bomar Road	Pedestrian and Bicycle Trails	2	2	3	1	$470,000
O-3	**Lee Road / Bomar Road Trail:** Potential trail connection along the Lee Road across the I-20 bridge, Lee Road Extension continuing along Bomar Road to Chapel Hill Road. To be developed in conjunction with new residential development on the Richardson Property and new retail along Highway 92	Chapel Hill Road to new S. Sweetwater Road	Pedestrian and Bicycle Trails	2	2	2	3	$4,430,000
O-7	**Richardson Property Park and Greenway:** Park improvement of portions of property in the Crooked Creek buffer and along the draw beside the proposed Lee road Extension. Provides a contiguous greenway connection between new residential development and the proposed village center on Highway 92. ($590,000/mile)	Richardson property	Open Space	2	2	3	1	TBD
S-11	**Install Sidewalks:** Mack Road ($344,000 per mile)	From Highway 92 to Deerlick Park	Pedestrian Sidewalks	2	2	3	2	$240,000
O-6B	**Highway 92 Trail:** Potential trail along Highway 92 from Hillcrest Dr. to Mt. Vernon Road developed in conjunction with Highway 92 streetscape	From Bomar Road to Mt. Vernon Road	Pedestrian and Bicycle Trails	2	2	3	3	$1,710,000
N-9	**New Street Network:** Various network opportunities that are possible with the redevelopment of the Cagle Property	Cagle Property between the Douglas County Soccer Assoc. Fields and Mt. Carmel Elementary School	New Street Network	NA	3	2	3	N/A
N-10	**New Street Network:** Various network opportunities that are possible with the redevelopment of the Howell Property	Howell Property between Stenger Road and Old Lee Road	New Street Network	NA	3	3	2	N/A
N-12	**New Street Network:** Various network opportunities that are possible with the development of the Richardson property	Behind the Douglasville Depot site	New Street Network	NA	3	3	2	N/A

Market Impact

1. Project is a major near-term catalyst
2. Project is a major mid-term catalyst
3. Project is an important supporting element or long term catalyst
4. Project impacts are long term or not at all

Mobility

1. Project has near-term significance to the entire LCI mobility network for all/most modes
2. Project has near-term significance to the entire LCI mobility network for at least one mode or is an important long term mobility need
3. Project's significance is tied to a single development cluster within the LCI area
4. Project has minimal significance to the mobility network

Community Design

1. Project is a major element for corridor identity
2. Project is an important placemaking component
3. Project is a supporting placemaking component
4. Project has minimal benefit to placemaking or identity

Engineering Constraints

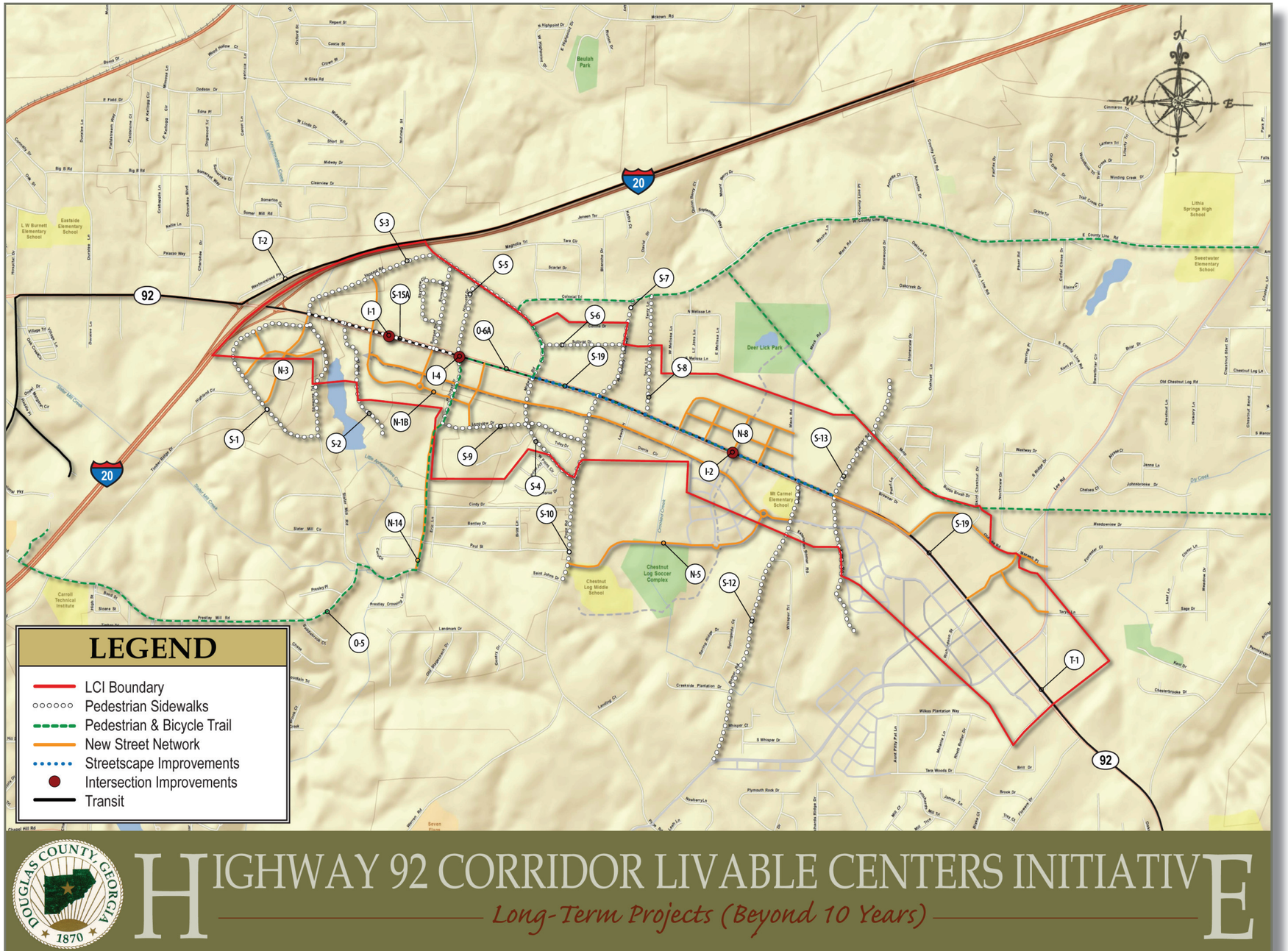
1. No constraints
2. Some potential issues (ROW acquisition, wetland mitigation, topography, alignment) in spot locations
3. Several potential issues (ROW acquisition, wetland mitigation, topography, alignment)
4. Project is potentially fatally flawed

Long Term Projects (10 years+)

Long term projects complete the Highway 92 LCI transportation network. These are projects that should come into focus only after the high and next priority projects have been completed. How soon each of these come online depends on how quickly the market rebounds and reacts to the high and next priority projects. Long term projects may be implemented sooner if opportunities arise (a Transportation Enhancement grant suddenly becomes available, for example, or a developer offers to make off-site improvements.).

Important long term projects include completion of the parallel street and Highway 92 streetscape enhancements, arterial bus rapid transit service on Highway 92 and completion of the trail and sidewalk networks.

Highway 92 near the intersection of Hillcrest Drive.



ID	Description	Location	Type of Improvement	Market	Mobility	Community Design	Engineering	Cost
LONG-TERM PROJECTS (BEYOND 10 YEARS)								
T-1	**Arterial BRT:** Plan and Implement feeder bus service on Highway 92 to connect to the transit center for service to I-20 BRT	Highway 92 to Douglas County Transportation Center	Transit	2	2	2	3	TBD
N-5	**Chestnut Log School Road:** New 2-lane connection between Pope Road and Mount Carmel Elementary School (cost: 2-lane road = $5,000,000/mile, not including ROW)	Pope Road to Mt. Carmel Elementary School	New Street Network	2	2	3	2	$3,960,000
N-2	**Network opportunities:** Redevelopment of Old Strip Commercial : Various network connections that are possible with redevelopment including extension of Sunset Dr. across Highway 92	New City Police Station Site and Strip Shopping Center	New Street Network	NA	3	1	2	N/A
N-1B	**Parallel Street to Highway 92:** New 2-lane street parallel to Highway 92 on the south side from Lake Monroe Road to Pine Street (cost: 2-lane road = $5,000,000/mile, not including ROW); Phase 2	From Bomar Road to Pine Drive	New Street Network	3	2	2	2	$8,025,000
O-1	**Deerlick Park/Powerline Easement Trail:** This potential trail connects communities along the powerline easement from Lee Road to I-20 and beyond, to the Deerlick Park ($590,000/mile)	Lee Road to County Line Road as Phase 1	Pedestrian and Bicycle Trails	3	2	3	1	$1,269,000
S-15A	**Catalyst Streetscape:** Highway 92 streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands	From Vansant Road intersection to Midway Road intersection	Streetscape Improvements	3	2	1	3	$21,452,000
S-19	**Catalyst Streetscape:** Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands	From Stenger Road intersection to Old Lee Road intersection	Streetscape Improvements	2	2	2	3	$7,920,000
N-4	**Network Opportunities:** Deerlick Park to Douglas County Soccer Association. New 2-lane street connecting the Deerlick Park with the Douglas County Soccer Association across Highway 92	Between Pope Road and Bomar Road	New Street Network	NA	3	2	2	N/A
N-8	**New Street Network:** Various network opportunities that are possible with the redevelopment of commercial and residential properties fronting Highway 92	Between the Eagle Golf Course Property and Highway 92	New Street Network	NA	3	2	2	N/A
O-8	**County Line Road Trail:** Potential trail connection along County Line Road from the intersection of Midway Road and Highway 92 to Lee Road. Provides trail connections to the Lithia Springs High School	From the intersection of Midway Road and Highway 92 to Lee Road	Pedestrian and Bicycle Trails	3	2	3	2	$2,142,000
S-4	**Install Sidewalks:** Midway Road ($344,000 per mile)	Pope Road to intersection of Vansant Road and Midway Road	Pedestrian Sidewalks	3	2	3	2	$617,000
S-5	**Install Sidewalks:** Hillcrest Drive, Sunset Drive and Skyview Circle. ($344,000 per mile)	Hillcrest Drive, Sunset Drive and Skyview Circle	Pedestrian Sidewalks	3	2	2	3	$526,000
S-12	**Install Sidewalks:** Bomar Road ($344,000 per mile)	From Highway 92 to Lee Road Extension	Pedestrian Sidewalks	2	2	3	3	$669,000
T-2	**Designate Future Transit Route** that can connect downtown Douglasville with industrial areas along the Chattahoochee, employment centers in South Fulton County and the Atlanta Airport	Downtown Douglasville to Campbellton Road	Transit	3	3	3	1	TBD
I-2	**New Traffic Signal:** Install new traffic signal to allow full access to new street network from Highway 92 (cost determined using ARC costing tool)	New street intersection on Highway 92 between Bomar Road and Pope Road	Intersection Improvement	NA	3	4	1	$160,000
I-3	**New Traffic Signal:** Install new traffic signal to allow full access to new commercial development and street network from Highway 92 (cost determined using ARC costing tool)	At new street between Old Lee Road and Lee Road on Highway 92	Intersection Improvement	NA	3	4	1	$160,000
N-13	**New Street Network:** Various network opportunities that are possible with the development of Commercial Property near Publix and the Senior Housing Site	Between Old Lee Road and Highway 92	New Street Network	NA	3	3	2	N/A
N-14	**New Street Network:** Extend Hillcrest Drive to Slater Mill Road (cost: 2-lane road = $5,000,000/mile, not including ROW)	Between Old Lee Road and Highway 92	New Street Network	3	1	4	3	$2,604,167

Market Impact
1. Project is a major near-term catalyst
2. Project is a major mid-term catalyst
3. Project is an important supporting element or long term catalyst
4. Project impacts are long term or not at all

Mobility
1. Project has near-term significance to the entire LCI mobility network for all/most modes
2. Project has near-term significance to the entire LCI mobility network for at least one mode or is an important long term mobility need
3. Project's significance is tied to a single development cluster within the LCI area
4. Project has minimal significance to the mobility network

Community Design
1. Project is a major element for corridor identity
2. Project is an important placemaking component
3. Project is a supporting placemaking component
4. Project has minimal benefit to placemaking or identity

Engineering Constraints
1. No constraints
2. Some potential issues (ROW acquisition, wetland mitigation, topography, alignment) in spot locations
3. Several potential issues (ROW acquisition, wetland mitigation, topography, alignment)
4. Project is potentially fatally flawed

4. The Market, Mobility and Livability

Douglas County desires a comprehensive and objective evaluation of all of the proposed LCI projects to ensure that limited resources are allocated to the projects that have the greatest potential for supporting the goals of the LCI. To achieve this end, the Highway 92 LCI Supplemental Study is based on a multi-tiered evaluation that carefully considers each project under a range of relevant criteria. This approach enabled the team to be truly objective in the recommendations, and not be swayed by strong subjective feelings about a particular project or set of projects.

What follows is a summary of the more salient points of the evaluation. The findings described here are reflected in the prioritization tables located in Chapter 2.

Market Analysis

The Highway 92 LCI Study was prepared against the backdrop of heightened optimism about the real estate market and potential for growth and development. Of course, recent events played out both nationally and in the Atlanta region have shifted the playing field dramatically. The collapse of the real estate and financial markets over the last two years have resulted in years of excess home inventories in Douglas County and the Atlanta region and little prospects for new non-residential construction. The Supplemental LCI evaluation is based on the pretext of these new market realities.

Situational Assessment

The Highway 92 LCI Study envisioned a strong retail corridor aligning Highway 92 allowing a healthy retail and residential parallel street connecting all three major nodes of Hillcrest Drive/ Midway Road, Bomar Road and Lee Road. The Study assumed continued migration of residential growth into Douglas County in the LCI study area. The concentrated residential growth would increase morning and afternoon peak hour traffic along Highway 92 and therefore improve retail growth. The market collapse and continued weakness in the retail and housing market has created the need to reassess the plan as currently proposed.

Like most of the region, the corridor currently suffers from a weak residential demand and significant years of absorption to reengage notable demand for new housing starts. Until the excess capacity is absorbed, there will be no significant amounts of new rooftops on which to base assumptions for retail and service sector growth.

The corridor also suffers from a relatively weak retail presence, although it is served by significant retail centers within the five mile radius of the intersection of Fairburn Road; most notably the large concentration of retail at Arbor Place Mall and the immediate surrounds. New retail must be portioned to realistic market demand.

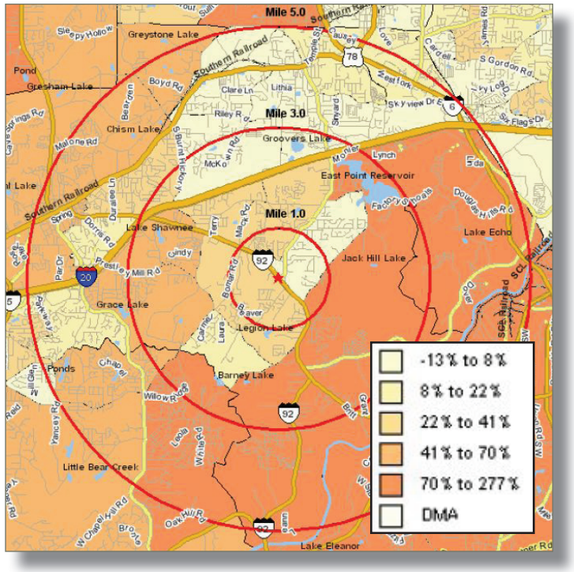
New retail development will have great difficulty being credible in this market as currently configured, i.e. small outparcel stand alone strip centers. The LCI Study suggests small scale "village Main Street retail" flanking and along a parallel street south of Highway 92. This assertion is still very much appropriate. The fragility of the market requires extremely well-positioned retail to encourage residential development and sustain long term growth.

The suggestion of smaller scale village retail to create a more unique opportunity for successful node place making at the Bomar Road and Lee Road nodes is still a valid concept, albeit current and foreseeable market conditions suggest a more organic and lengthier period of economic growth to complete masterplan implementation. The LCI Study envisions major anchors and or civic components to improve shopping traffic and potentially create a more compelling environment for walkable neighborhoods at varying densities. The current market does not challenge these fundamental assertions.

Revised Strategy and Outlook

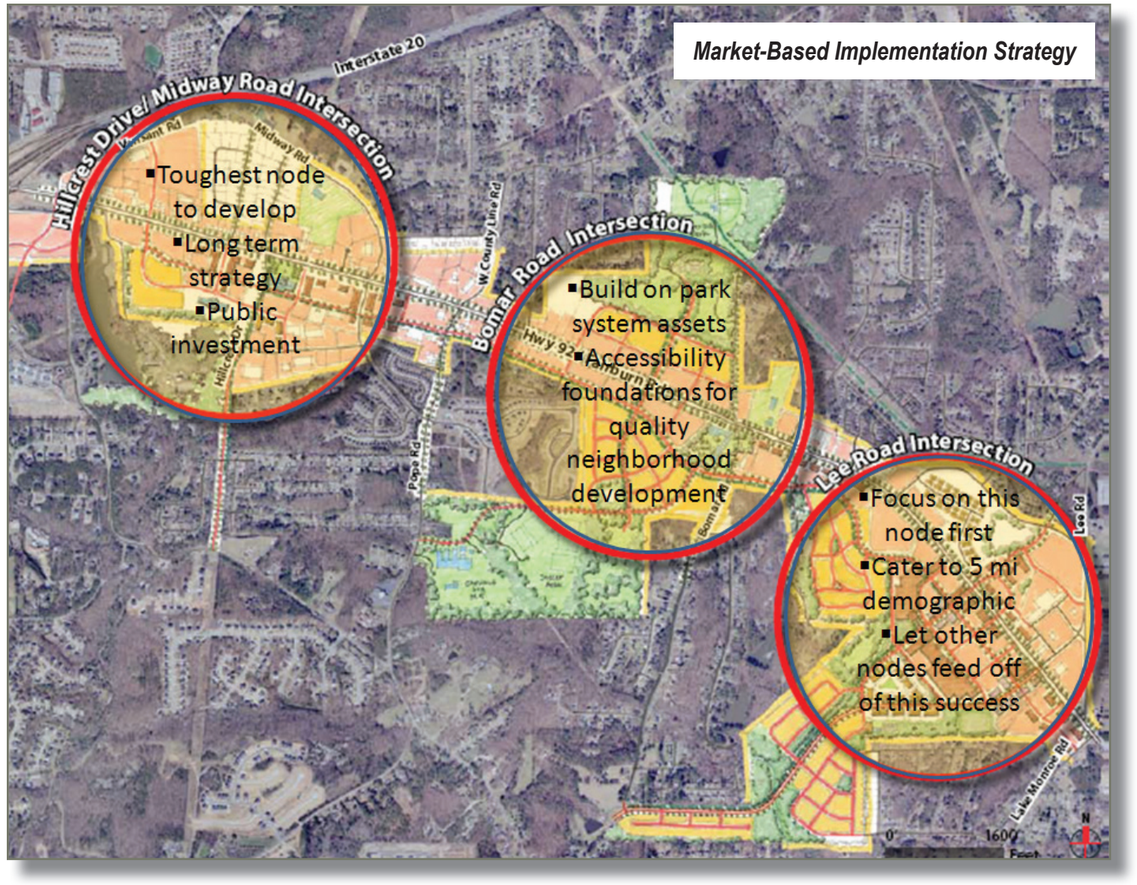
The fundamental handicap for retail starts in this market continues to be lack of residential density, weak peak hour vehicular traffic, and the competing retail existing in the five mile radius. Current market conditions suggest that retail growth in the near term should be more concentrated and targeted to serve existing residential markets with access to the Highway 92 corridor. Over the longer term, after the market recovers and existing home inventories are absorbed, this targeted retail growth will form a solid core to attract new neighborhoods and ultimately new retail.

Given this context, it is very unlikely that all three nodes in the Highway 92 corridor will be able to viably support new development in the short term (2-5 years). The new market paradigm suggests a greater need for a carefully selected initial allocation of resources and infrastructure improvements



Most of the new neighborhood growth has occurred east of the corridor, making Lee Road the best positioned to serve them.

The corridor suffers from a relatively weak retail presence as evidenced by several struggling strip centers.



Recommended approach for developing each of the proposed centers along Lee Road.

to encourage successful initial village retail and to support residential development

An observation of existing conditions suggests that the Lee Road node is the most attractive location for targeted growth. This node is best positioned relative to existing neighborhoods to be served and has the greatest inventory of vacant parcels. Appendix A provides greater detail on this market assessment.

As time progresses, growth would extend further west along Highway 92, incorporating design guidelines set forth at the Lee Road node. The infrastructure investments will gradually improve market perception and create better aesthetic continuity thru out the length of the corridor study area.

Lee Road

The most pronounced modification to the Highway 92 LCI Study focuses primarily on this interchange. The LCI Study suggests extended retail and mixed use growth along Highway 92 from the Hillcrest Drive node to Lee Road. The current market conditions suggest that initial efforts focus more exclusively on retail development at this critical interchange.

Five mile radius from this node captures healthy residential developments along Annaeewakee Road, Lake Monroe Road, as well as the Tributary Development. Thoughtfully considered neighborhood retail with some larger anchor stores as well as walkable village retail should encourage for rent and for sale multi-family, town house starts as well as create opportunities for smaller single family communities satelliting directly around the village center.

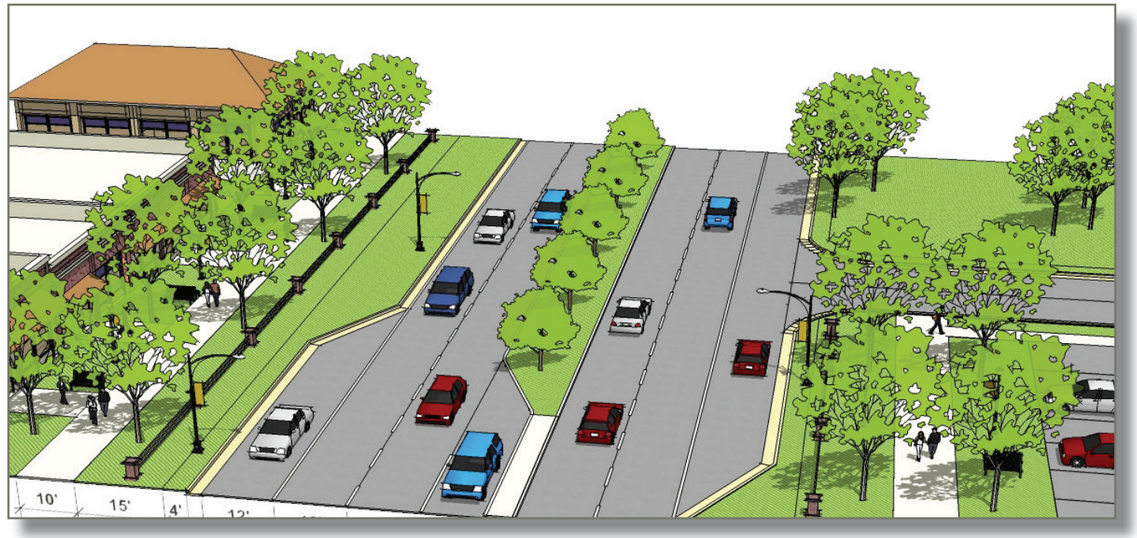
Ideally, a concentration of retail at this location with the assistance of civic, medical office, etc. will encourage strong local traffic numbers and support continued retail and residential growth. As recommended in the Highway 92 LCI Study, a strong vehicular and pedestrian parallel linkage along Highway 92 connecting all nodes will reinforce shopping traffic and create a more vibrant live-work-shop atmosphere. There seems to be value in focusing on this interchange and this type of proposed development. The demographics are better, existing vehicular traffic is stronger as well as a significant intangible of a more unique shopping venue not currently provided in the immediate market. All these factors support a better chance of market viability.

Mack Road/Bomar Road Interchange

The Highway 92 LCI Study suggested creating stronger linkages with the Deerlick park facility along Mack Road and the soccer fields along Bomar Road. The Elementary and Middle school locations made this a logical area to reinforce continued single family residential growth as well as linkage infrastructure such as bike trails, sidewalks and jogging paths. The proposed growth plan to allocate resources focused on infrastructure improvements should continue to make this a desirable location for sustained single family and multi-family residential development. Current market conditions do not challenge these assumptions and they should continue to be advocated.

The major obstacles at this node remains primarily with land assembly. Capturing adjacent properties on both Bomar Road or Mack Road for new neighborhood street outlets will be costly. The majority of developments flanking both Bomar

Stronger linkages between recreational facilities and schools will reinforce continued residential growth in the vicinity of the Bomar Road intersection.



The Highway 92 streetscape project is an important 'gateway' treatment that will serve as a high visibility signal that the corridor is transforming.

The Lee Road extension will accelerate the development of walkable, mixed use streets off of Highway 92.

and Mack Road lack sanitary sewer and storm water and are in their declining life cycle. The additional cost of utility infrastructure coupled with land assembly will make this a continued slow growth area. Another significant component for market viability is site cost. The immediate land adjacent to the interchange and further down towards both Hillcrest and Lee Road suffers from terrain rise and fall that will further challenge development pro-forma's.

Hillcrest Drive

The Highway 92 LCI Study proposed continued retail growth along Highway 92 as well as along the parallel linkage street. The Hillcrest Drive node currently has underperforming retail and many existing retail centers viable for recycling. The market has proven that lack of traffic and competing shopping centers have made long term viability weak at best. The previous LCI Study also suggested a more concentrated epicenter of retail and civic growth. This location benefited from the immediate proximity to the Hwy 20 interchange and existing concentration of single family residential.

Existing Markets to be Served

An analysis of readily available market research data suggests that the greatest proportion of population growth adjacent to the study area has been in relatively affluent households (annual incomes of $60,000 and up and average home budgets of $190,000 to $275,000). This is consistent with the type of retail that the County is attempting attract to the Highway 92 Corridor. More data and analysis is provided in Appendix A.

Top Catalyst Projects

Given an understanding of the current market context and proposed strategy, there are a short-list of projects that emerge as having the greatest potential to 'catalyze' the market (i.e., attract new retail development) in the near term:

- The overall approach for developing Highway is to focus on the Lee Road intersection first. Extending Lee Road is the first and most critical part of that process. The extension will provide depth and access to prime vacant land and give it an identity. Additionally, the extension will alleviate a burgeoning traffic congestion problem associated with the current 'T' configuration, making it a more attractive node for development.
- New street connection between Old Lee Road and Lee Road Extension – Like the Lee Road extension, this project creates accessibility. Additionally, it will likely form the 'spine' of the walkable village concept for the Lee Road center.
- Highway 92 Streetscape – This project is an important 'gateway' treatment that will help establish a unique identity for the corridor and will serve as a high visibility signal that the corridor is transforming.
- Deerlick Park/Chestnut Log School Trail – This is an important neighborhood amenity that will reinforce several of the corridor's largest assets – parks and schools.

The Lee Road Extension (currently a dead end nub) will provide depth and access to prime vacant land.

Mobility Analysis

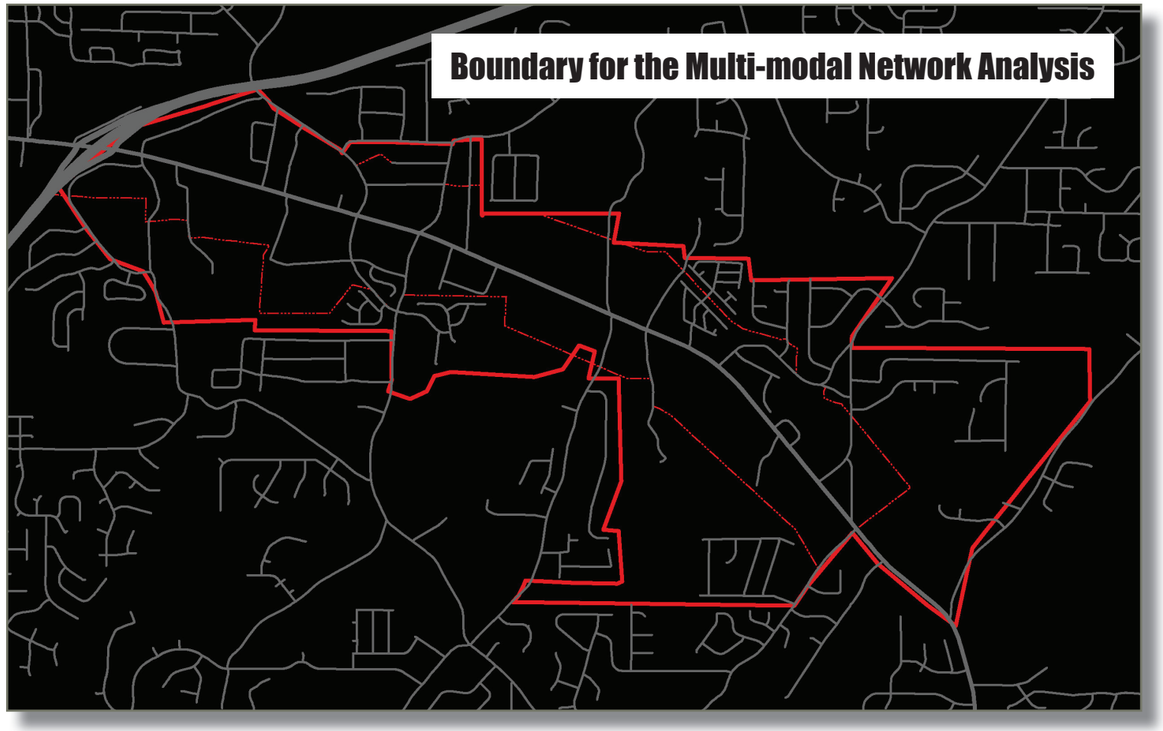
The Highway 92 LCI Study takes a network-based approach to addressing mobility in the corridor. That is to say, rather providing capacity by focusing on a few arterials (i.e. lane-widening), capacity is provided by a rich network of streets and trails that disperse traffic and provide highly accessible opportunities for walking and bicycling. Corridor-based bus rapid transit (BRT) is identified as a strategy over the long term.

The mobility analysis begins with an evaluation of multi-modal networks. It then shifts to an analysis of the traffic impacts of growth and development in the corridor.

Multi-modal Network Evaluation

At present, the vast majority of transportation planning efforts are corridor or facility-based. That is to say, they focus exclusively on planning, prioritizing and building singular facilities. This corridor/facility-based approach to contemporary transportation planning has yielded metrics which similarly focus on single corridors or facilities. Facility-based metrics – typically volume to capacity ratios – are used to identify 'deficiencies' in the system, the implication being that capacity additions in the form of additional lanes will 'improve' the system.

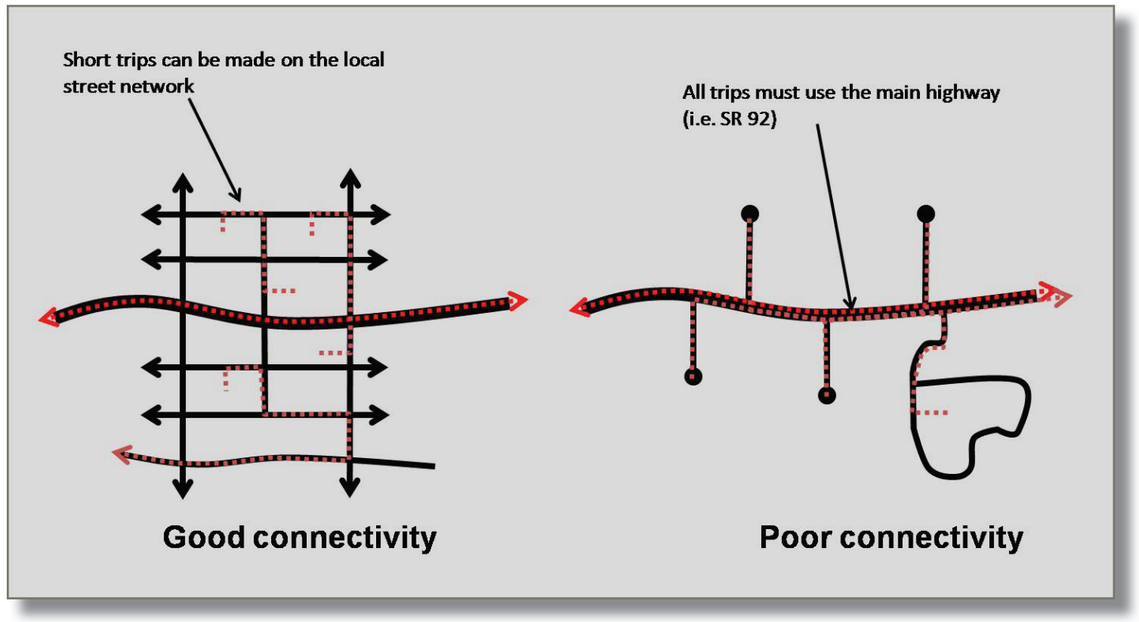
By contrast, a network-based approach to measuring mobility benefits looks at the overall network quality of an area through area-wide quality of service standards. The area-wide approach takes into account the capacity of an entire interconnected network of streets, rather than a single arterial. The quality of bicycle, pedestrian and transit networks are also taken into account and quantified.



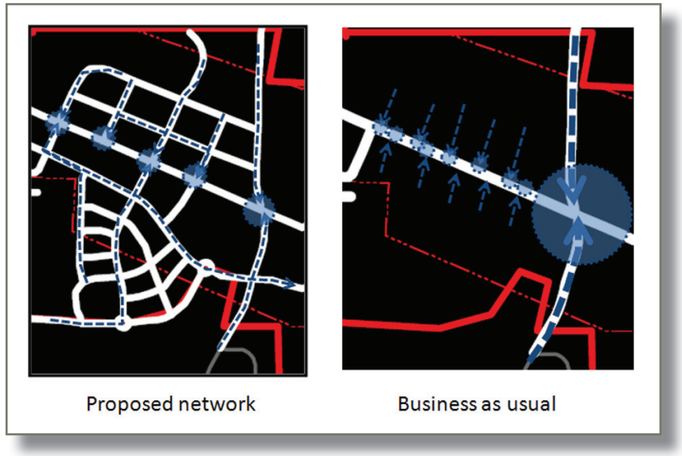
There are a number of different methods for measuring network quality – network density, polygons, volume to capacity, etc. For the LCI Supplemental Study, the connectivity ratio and network density method were selected for use.

The connectivity ratio method divides total number of links in a network by the number of nodes. Nodes are the intersection of two or more links, or the end point of a link (i.e., a cul-de-sac). Networks with a high level of connectivity will have more links than nodes, and thus a higher ratio. A link-to-node ratio of 2.0 is generally considered to be ideal for street networks.

The network density method takes the total number nodes divided by the area, in square miles. This is a good measure of the geographic extent



Connectivity and Networks



Networks disperse traffic

and richness of a network, rather than how well-connected it is.

To demonstrate the benefits of an interconnected, multi-modal network, comparisons were made between the multi-modal networks proposed in the Highway 92 LCI Study and a 'Status Quo' scenario in which capacity improvements would be made exclusively to Highway 92. The automobile network includes all public streets, while the pedestrian network includes all facilities intended for pedestrians – sidewalks and multi-use trails. For this analysis, the bicycle network included only those facilities deliberately intended for bicycles – on street bike lanes and multi-use trails – although it could be argued that all low-speed, low-volume streets are appropriate facilities for pedestrians.

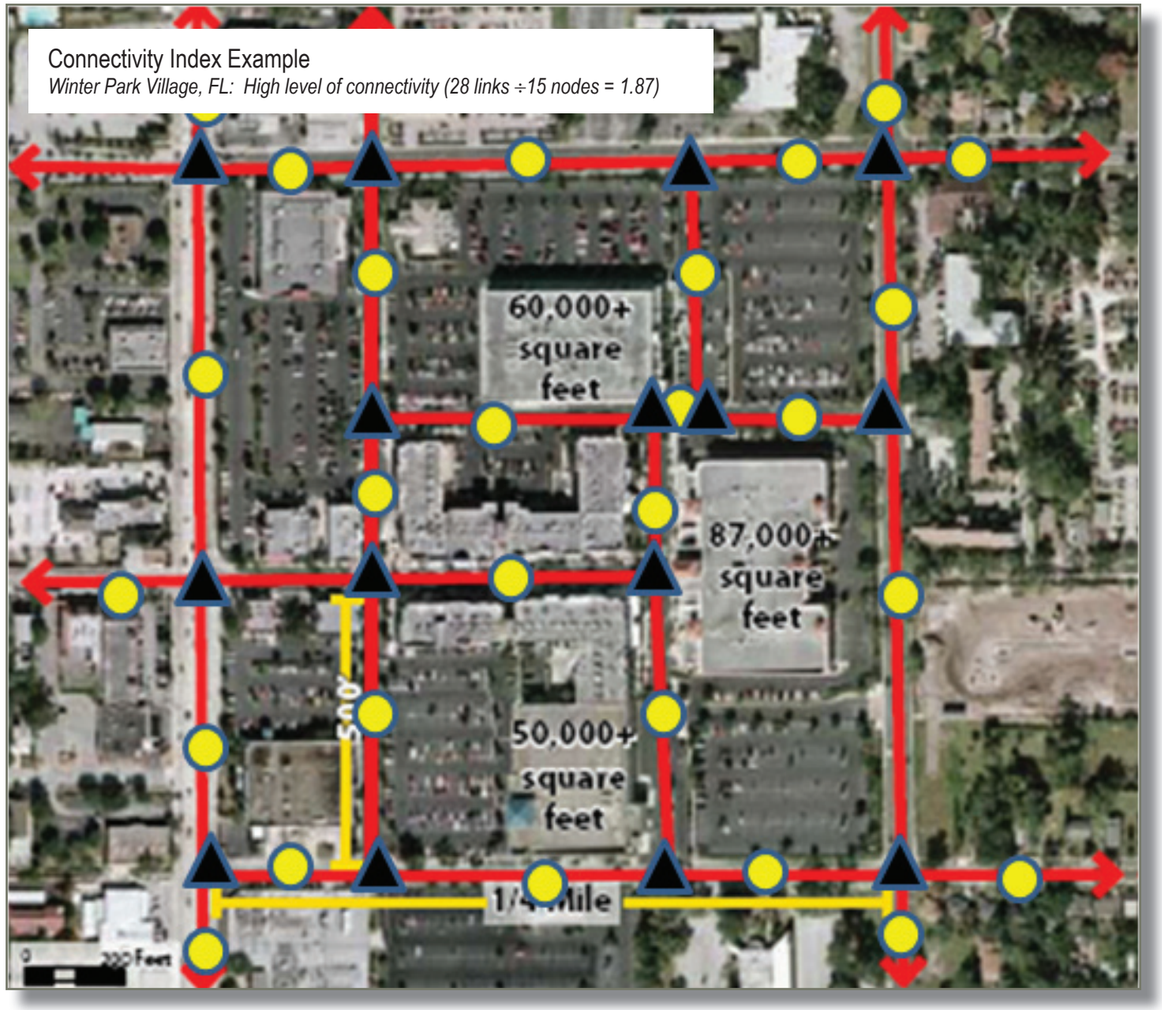
The proposed LCI network represents a marked improvement over the Status Quo, both in terms of the connectivity of the networks and the richness of their coverage. The proposed LCI network intentionally includes new networks concurrent with the development of new neighborhoods and several street extensions to build connectivity. The Status Quo includes many disconnected neighborhoods and gaps in the network.

This difference is most clearly pronounced in the bicycle and pedestrian networks. Currently, there a very few sidewalks and no bicycle facilities in the corridor, and the Status Quo performs extremely poorly for these two modes. The LCI network includes multi-use trails, the construction of sidewalks along existing streets and new sidewalks and bicycle lanes concurrent with the construction of new streets.

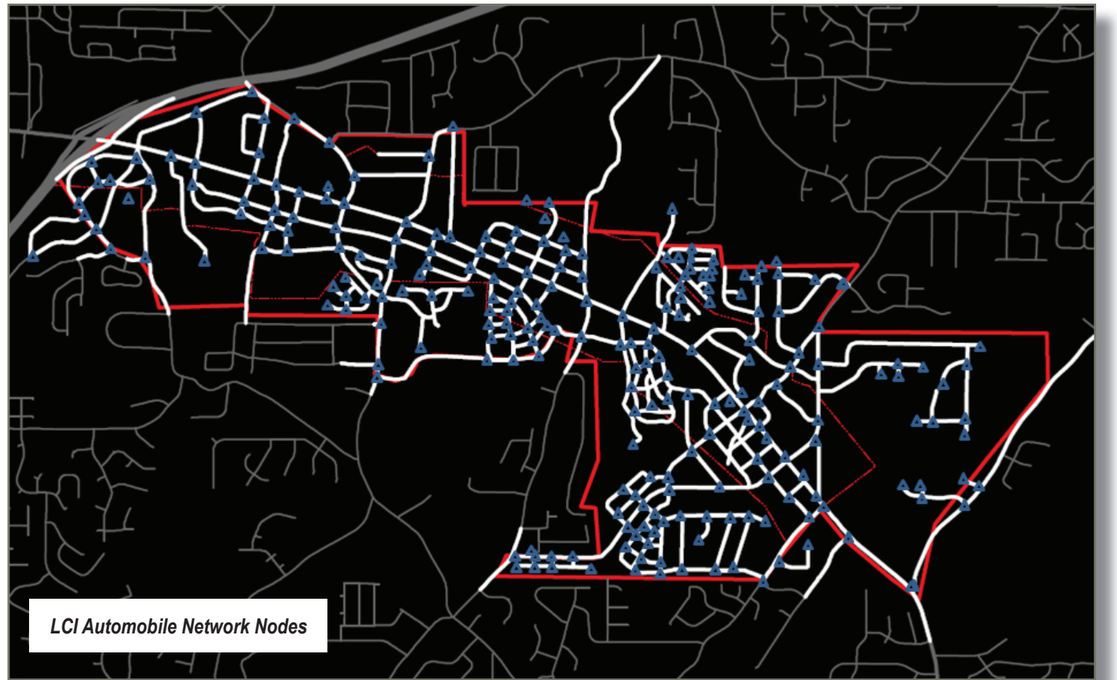
Given the particulars of the study area – most notably the topographic barriers to building networks in many locations – it is difficult to provide absolute comparisons between the network performance measures of the LCI network and 'ideal' scores. However, it is safe to say that the findings of the network evaluation clearly demonstrate that the LCI network provides good connectivity for the Highway 92 corridor.

Multi-modal Network Evaluation

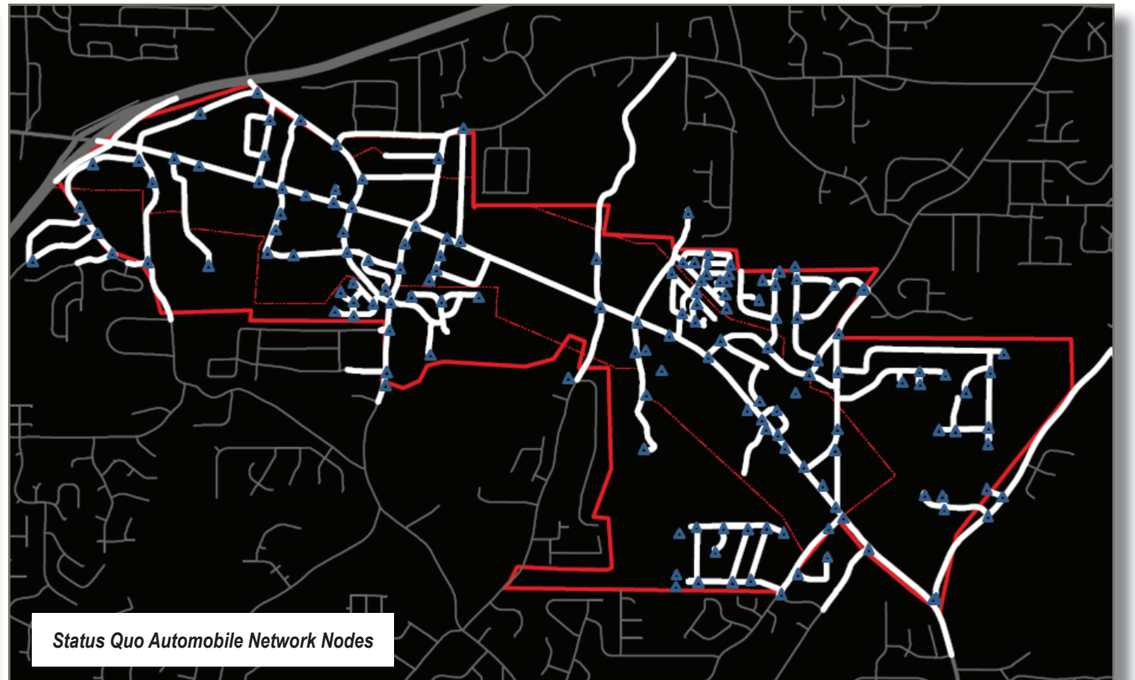
	Status Quo	LCI Network
Automobile Network		
Links	120	370
Nodes	100	240
Connectivity ratio	1.2	1.55
Network density	34.0	81.5
Pedestrian Network		
Links	13	320
Nodes	12	210
Connectivity ratio	1.08	1.5
Network density	4.1	71.3
Bicycle Network		
Links	1	33
Nodes	0	23
Connectivity ratio	0.0	1.5
Network density	0	7.8



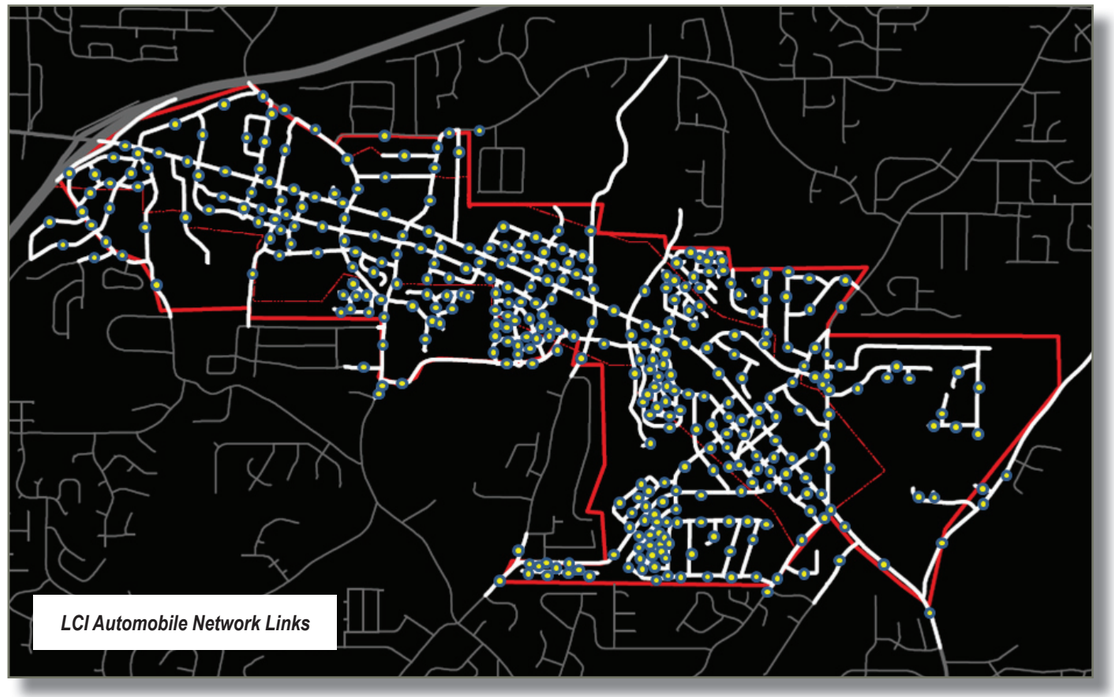
Multi-modal Network Analysis: Connectivity Index



LCI Automobile Network Nodes



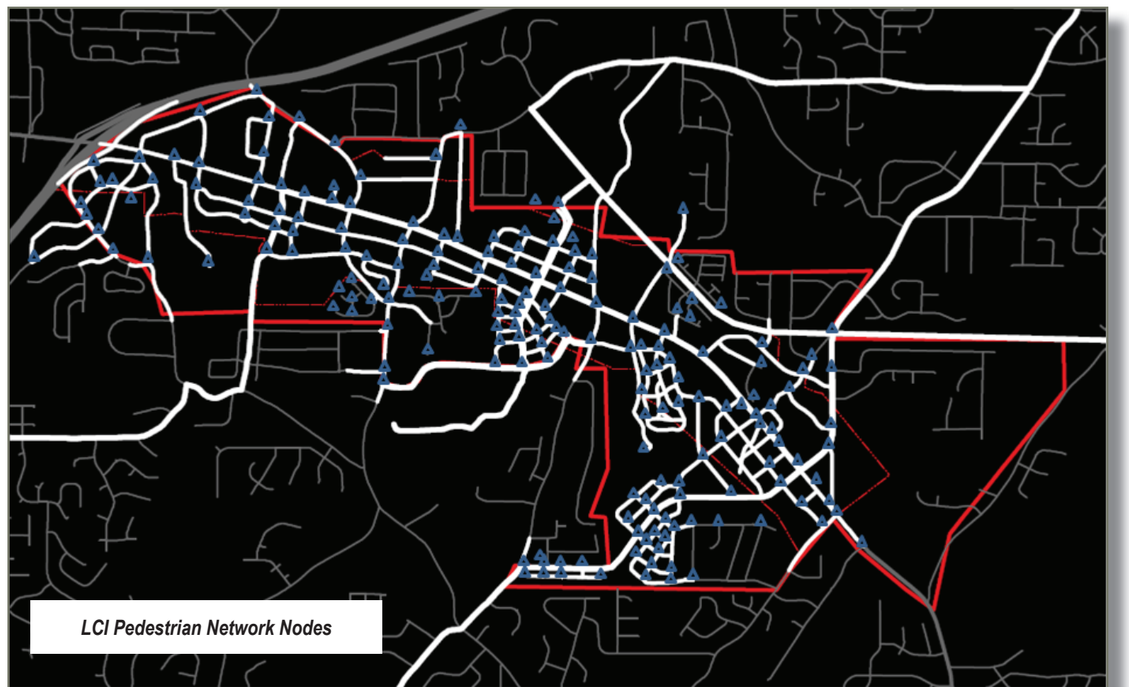
Status Quo Automobile Network Nodes

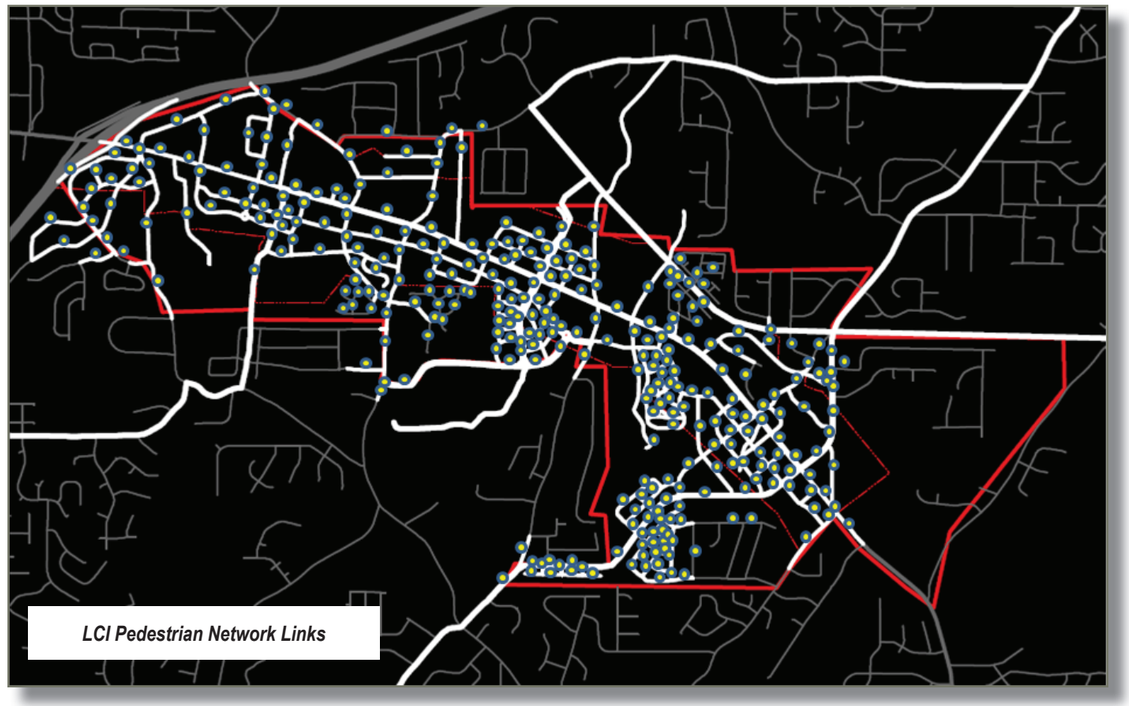


LCI Automobile Network Links

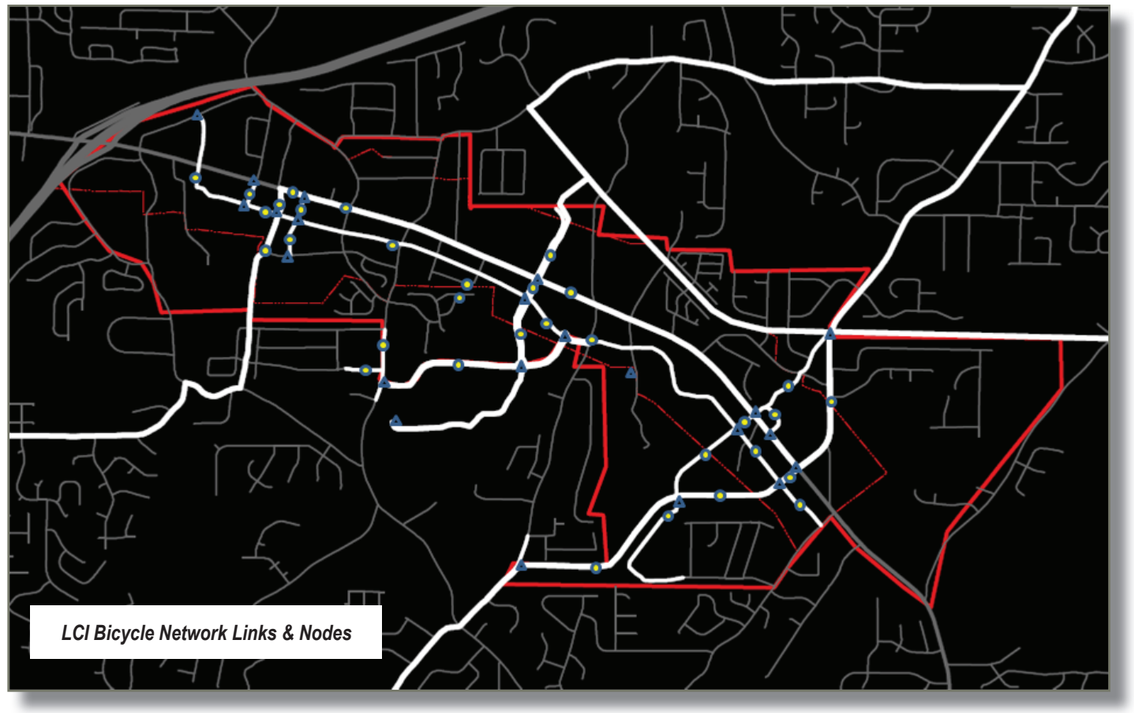
Status Quo Automobile Network Links

Multi-modal Network Analysis: Connectivity Index

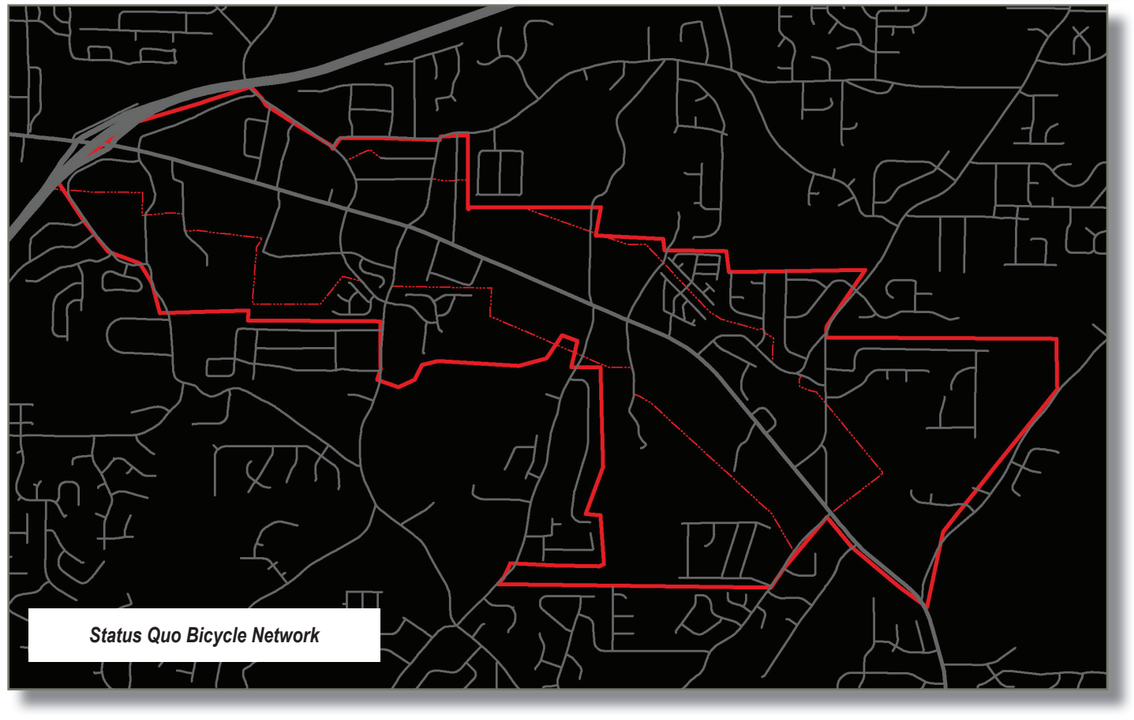




Multi-modal Network Analysis: Connectivity Index



LCI Bicycle Network Links & Nodes



Status Quo Bicycle Network

Traffic Analysis

The Highway 92 corridor currently does not experience significant traffic or delay issues. In fact, this can be considered one of its assets. Average daily traffic volumes range from just under 18,000 to almost 25,000, well within what is considered an acceptable capacity for a four lane urban/suburban arterial with a center turn lane.

Average Daily Traffic on Highway 92 (2009)

Location	ADT
East of Vansant Road	24,800
East of Midway Road	20,600
East of Bomar Road	17,700
South of Mount Vernon Road	19,900

A traffic analysis was performed to gain a better understanding of mobility impacts as the Highway 92 corridor develops and the LCI recommendations are implemented. The ARC's travel demand model was used to estimate regional pass-through trips (i.e., those with neither an origin nor destination in the corridor) while trips within the study area were generated, distributed and assigned manually. More information on the traffic analysis methodology can be found in Appendix B.

Two scenarios were developed as part of the traffic analysis – one for the LCI land use and transportation project recommendations and another based on the currently adopted land use and zoning regulations in the city and county (Status Quo). The second scenario provides a basis for comparing the traffic impacts of the LCI recommendations.

Of particular note is the amount of automobile trips that shift into bike, walk and transit trips under the LCI scenario. While both scenarios result in a total of approximately 120,000 trips per day at buildout, roughly 20 percent of those trips are made by method other than driving under the LCI scenario (compared to about one percent for the Status Quo scenario). This significant mode shift is directly attributable to the placement of a large number of households in close proximity to shopping, recreation, service and employment opportunities.

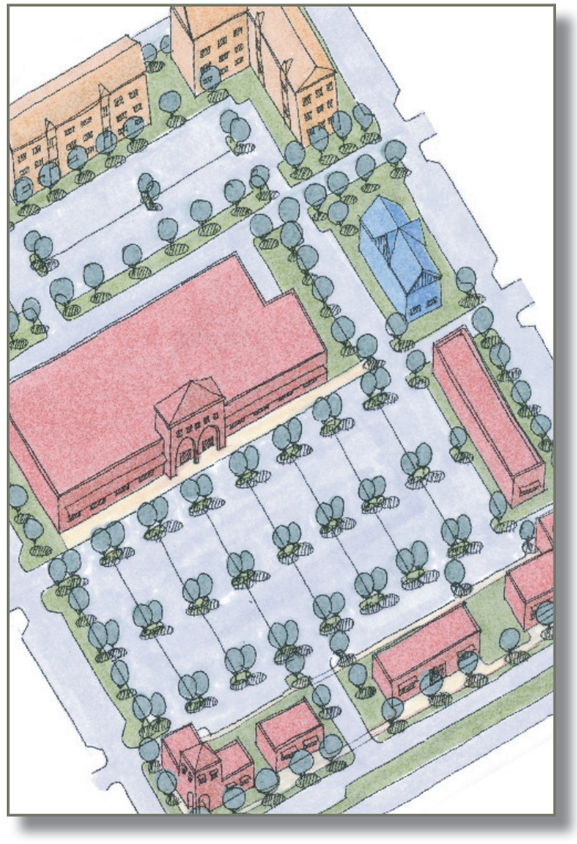
Development and Trip Generation (Buildout)

	Status Quo	LCI Development
Development Summary		
Non-residential SF	2.8 million	4.5 million
Floor area ratio	0.11	0.23
Total dwelling units	2,800	5,800
Net density (du/ac)	2.4	6.3
Trips Generated		
Total trips	123,000	123,000
Non-motorized (walk, bike, transit)	1,200	19,000
Motorized (automobile)	121,000	104,000

The future year traffic forecasts were simulated in SYNCHRO to estimate travel times on SR 92 under each scenario. Currently it takes roughly five minutes to get from one end of the corridor to the other within the study area. If current trends continue, it will take almost 27 minutes to travel along Highway 92 – most of that time spent sitting ay traffic signals. By contrast, if the corridor develops according to the LCI recommendations, travel times could be as little as nine minutes at buildout.

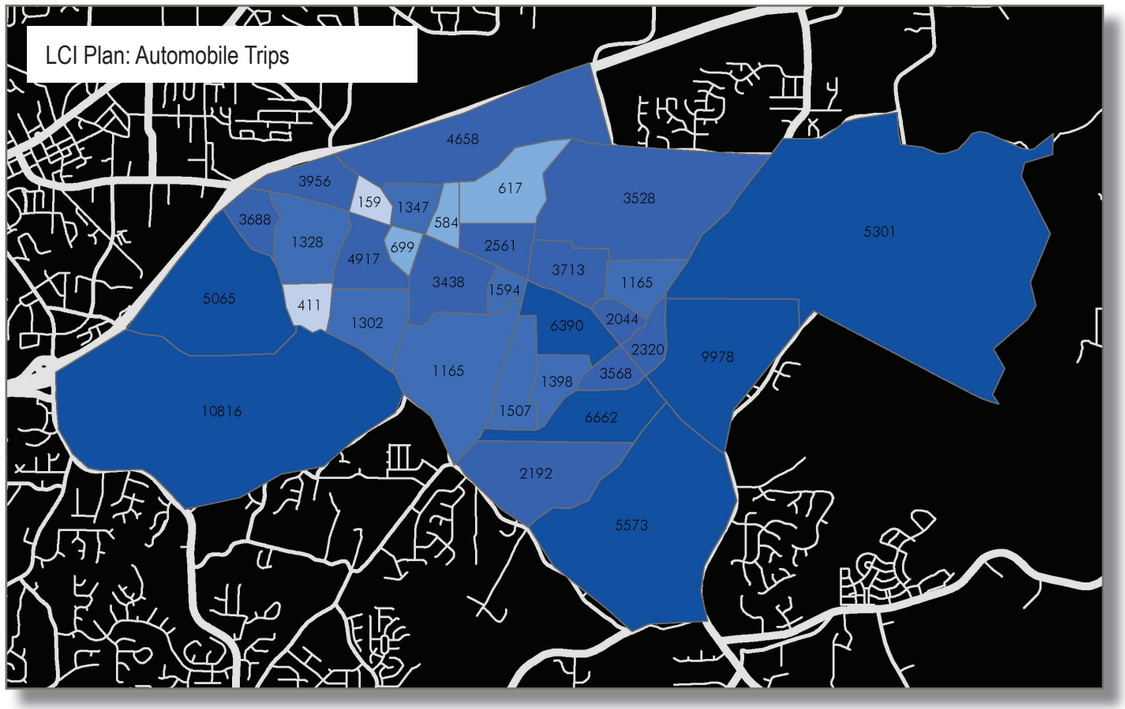
There are three main characteristics of the LCI recommendations that keep increases in travel time and delay on Highway 92 to a minimum:

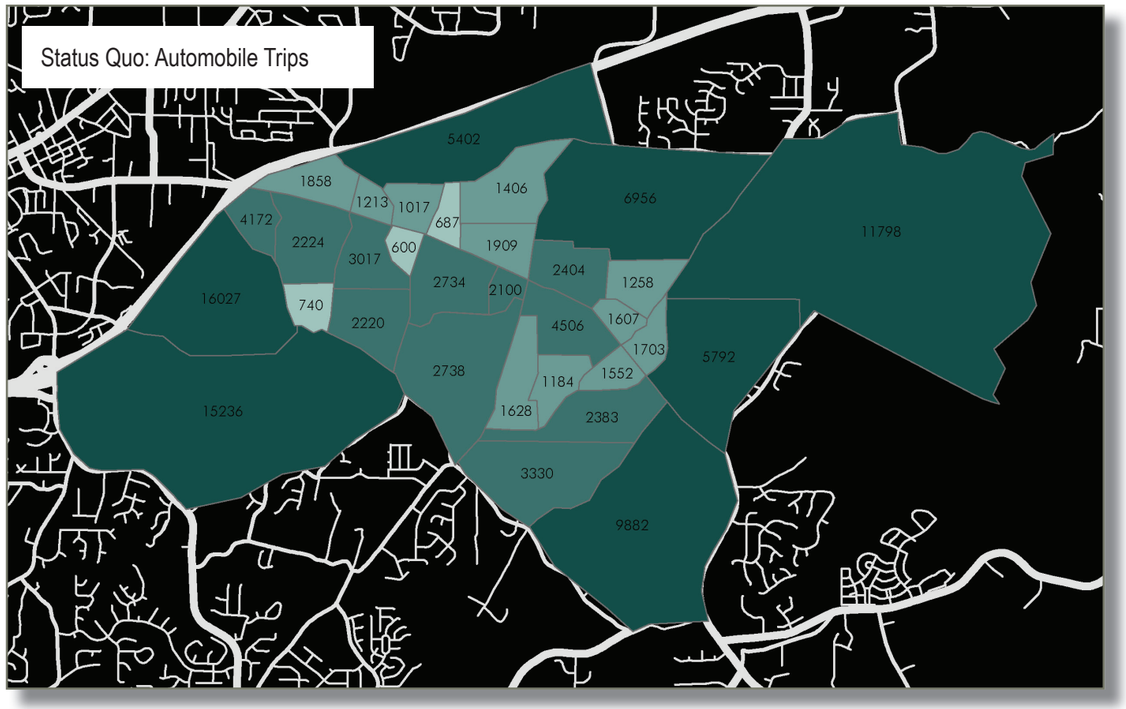
- The ability of the proposed network to disperse traffic and provide more direct routes;
- The shift of trips from automobiles to walking, bicycling and transit attributed to density and mixed use, and
- Shorter automobile trips facilitated by the enriched street network and the placement of origins and destinations in close proximity to each other.

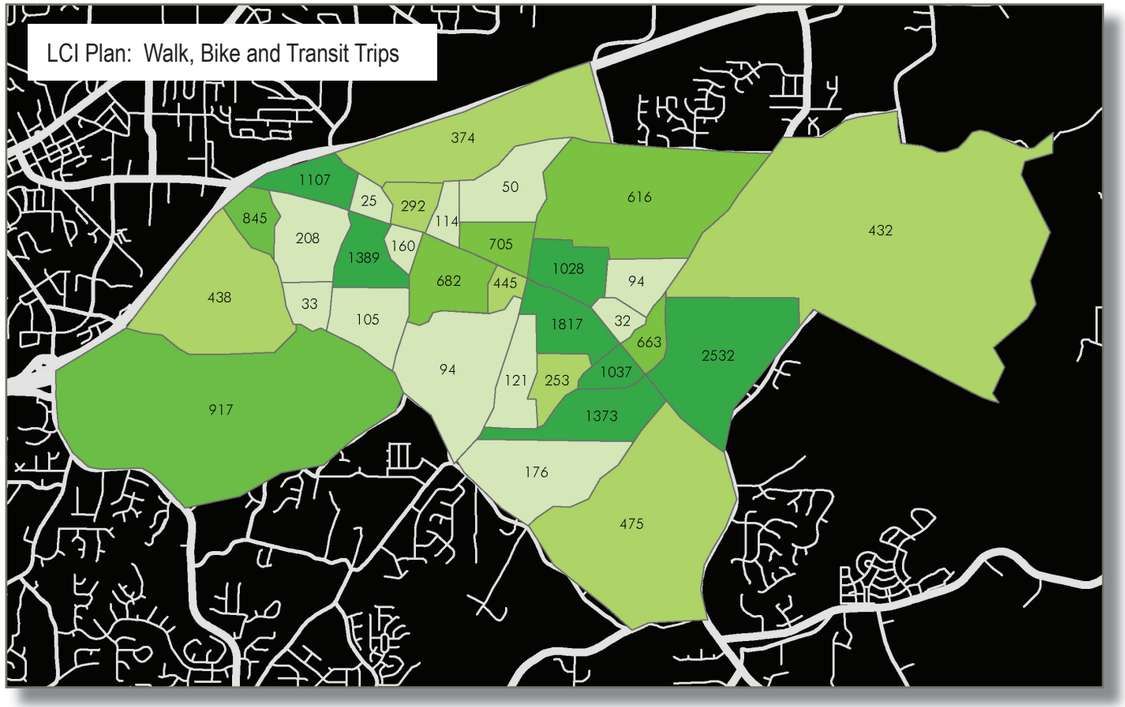


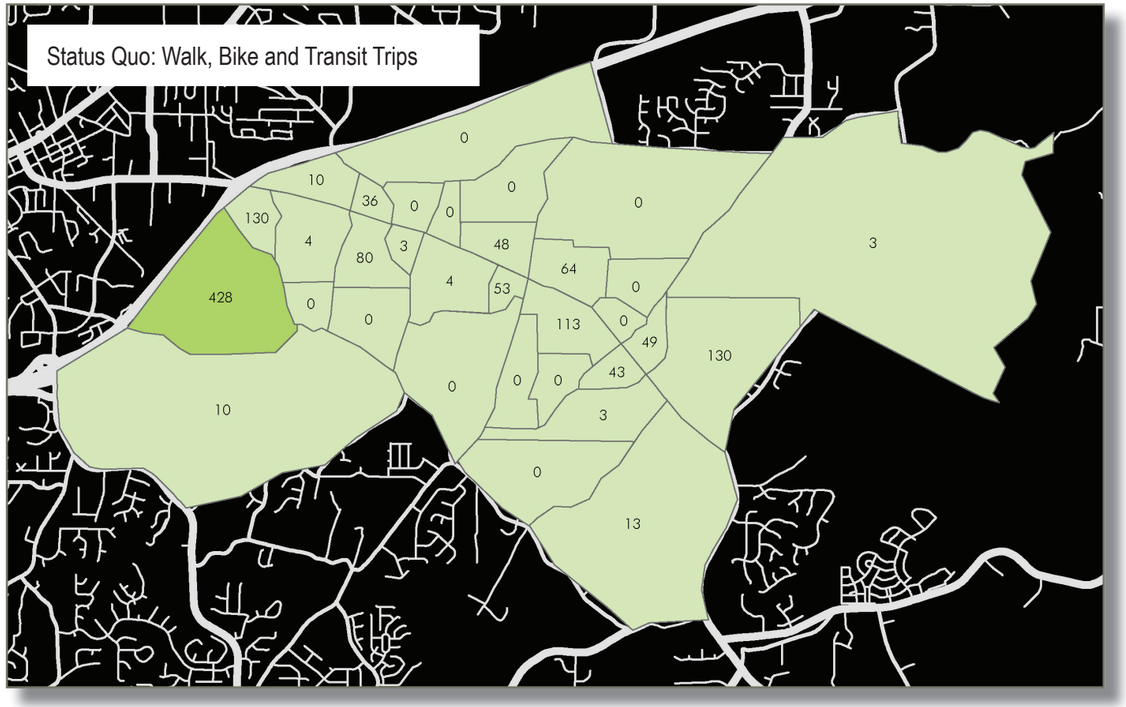
Placing origins and destinations in close proximity will result in fewer and shorter automobile trips and more bicycle, pedestrian and transit trips.

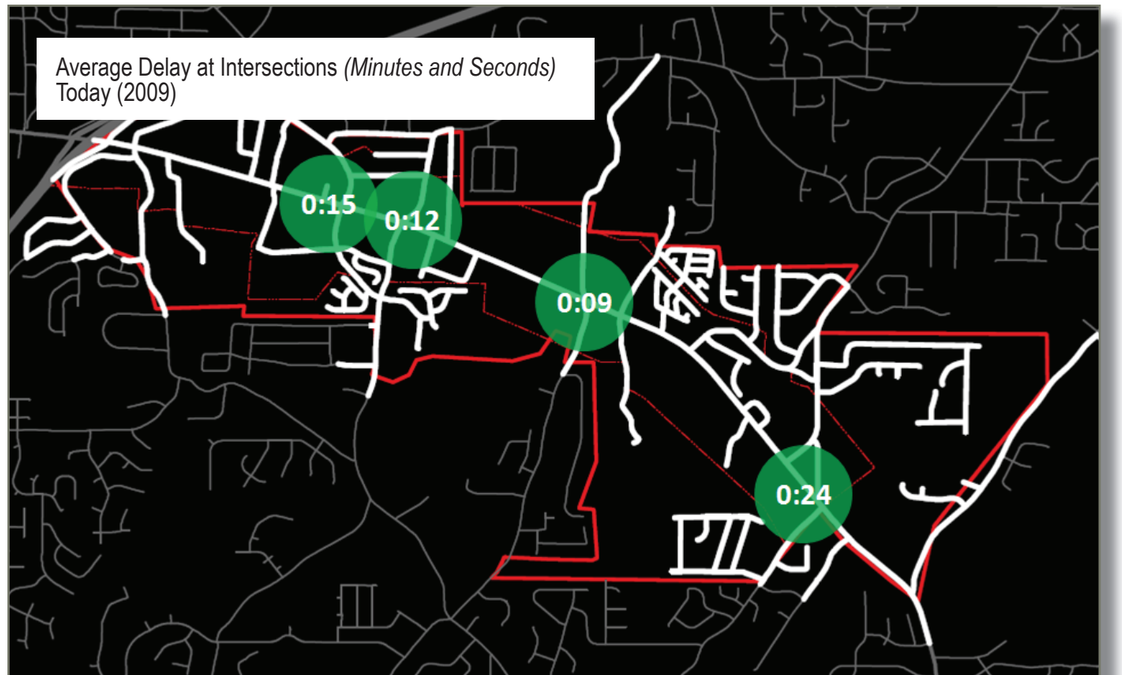
Trips Generated at Buildout

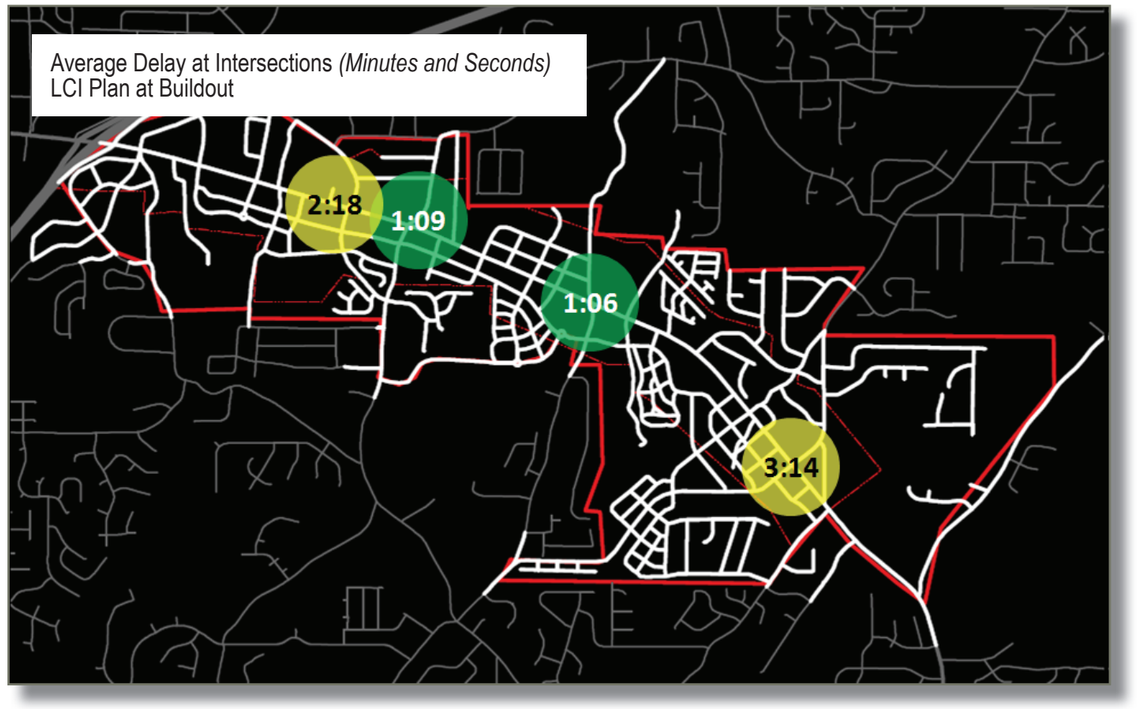












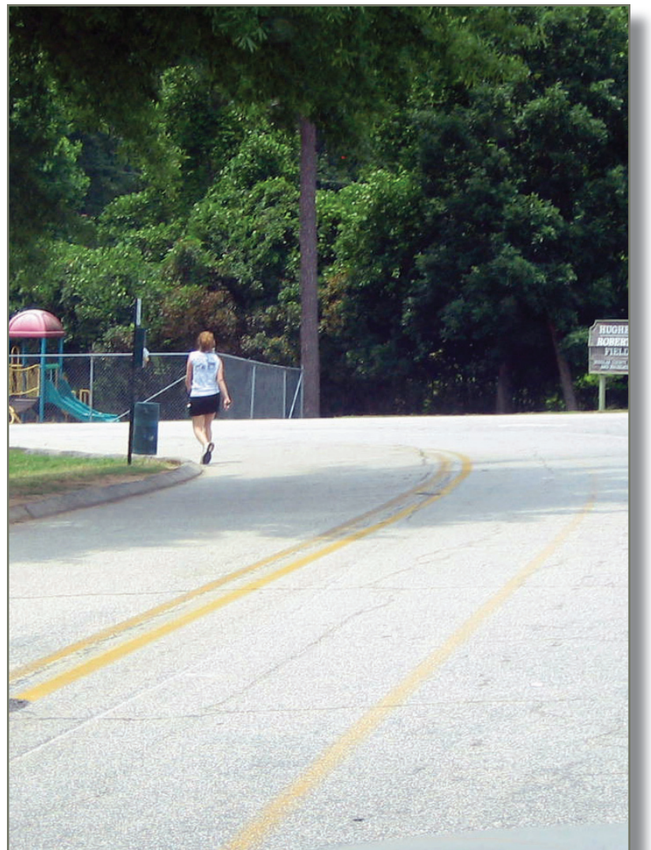
Average Intersection Delay

Top Mobility Projects

The overall value of the proposed multi-modal networks and complementary land use recommendations to sustainable mobility over the long term cannot be overstated. However, there are some projects whose relative importance is significant and are worth noting:

- **Lee Road Extension** – There are a large number of southbound trips who currently make a left turn on to Highway 92 where Lee Road terminates. The extension of Lee Road would complete a regional east-west connection and prevent the exacerbation of intersection delay caused by the heavy southbound left turn movements.
- **New parallel street** – Over the long term, the parallel street will have the greatest impact on shifting traffic away from Highway 92 by accommodating local east-west traffic.
- **Deerlick Park/Chestnut Log School Trail** – This represents an important first step towards building bicycle and pedestrian networks by connecting the largest generators of bicycle and pedestrian trips – parks and schools.
- **Highway 92 Streetscape** – This project provides a safe, continuous pedestrian connection along the corridor, linking all three centers. Additionally, introduction of raised medians on Highway 92 will improve motor vehicle safety and capacity by reducing mid-block turn movement conflicts.

Streetscape enhancements to Highway 92 will create an important east-west pedestrian link in the corridor.



An off-road trail linking Deerlick Park and schools represents an important first step toward building bicycle and pedestrian networks in the Highway 92 corridor

The Lee Road extension will alleviate a burgeoning delay problem, where westbound vehicles must currently turn left and head south on Highway 92.

Livability

The concept of 'livability' is more difficult to quantify than the market or mobility. To evaluate any given LCI project's contribution to livability, a decidedly more subjective and qualitative approach was taken, one that considers elements of place.

Edgewood Mixed Use Center

Placemaking and Livability

Placemaking refers to how a number of elements come together to create a unique identity and sense of place. Important placemaking elements include:

- Design at a human scale (streets, blocks, etc.);
- Connections to open space and public places;
- Gateway treatments and other 'branding' elements, and
- Mix of uses and building orientation.

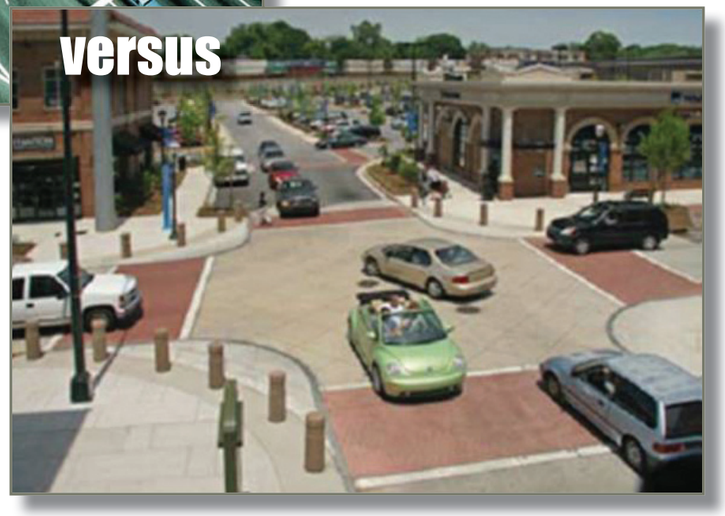
Placemaking and livability are important to the Highway 92 corridor not only because of an enhanced quality of life, but because they contribute to the overall health of the corridor and its stainability over the long term.

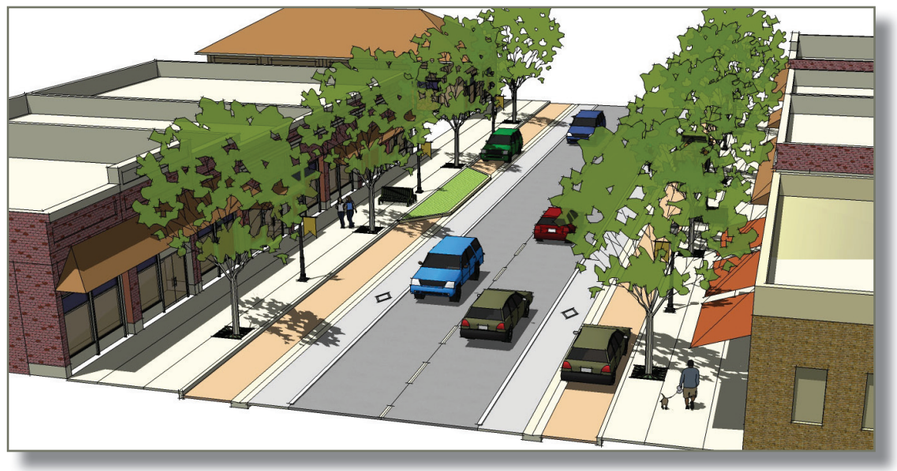
Important Placemaking Projects

Projects that make significant contributions to placemaking in the Highway 92 corridor include:

- Highway 92 Streetscape – The streetscape will contribute to the overall image and identity for the corridor and help to transform Highway 92 itself from an exclusively automobile-oriented street to one that is more at a human scale.
- New street between Old Lee Road and Lee Road – This street is intended to serve as the main 'spine' for the Lee Road mixed use center and could ultimately become the destination for a multitude of trips into the area.
- New parallel street – Like Highway 92 itself, the parallel street links each of the three nodes. This street has the opportunity to evolve at more of a human-scale, making it the more 'people-oriented' of the two.
- New street networks – these projects promote a system of closely-knit, interconnected streets. This network results in a system of highly walkable blocks and smaller streets, creating numerous opportunities to create valuable public space and places for people to congregate.

Rich street networks result in places that evolve at a human scale.





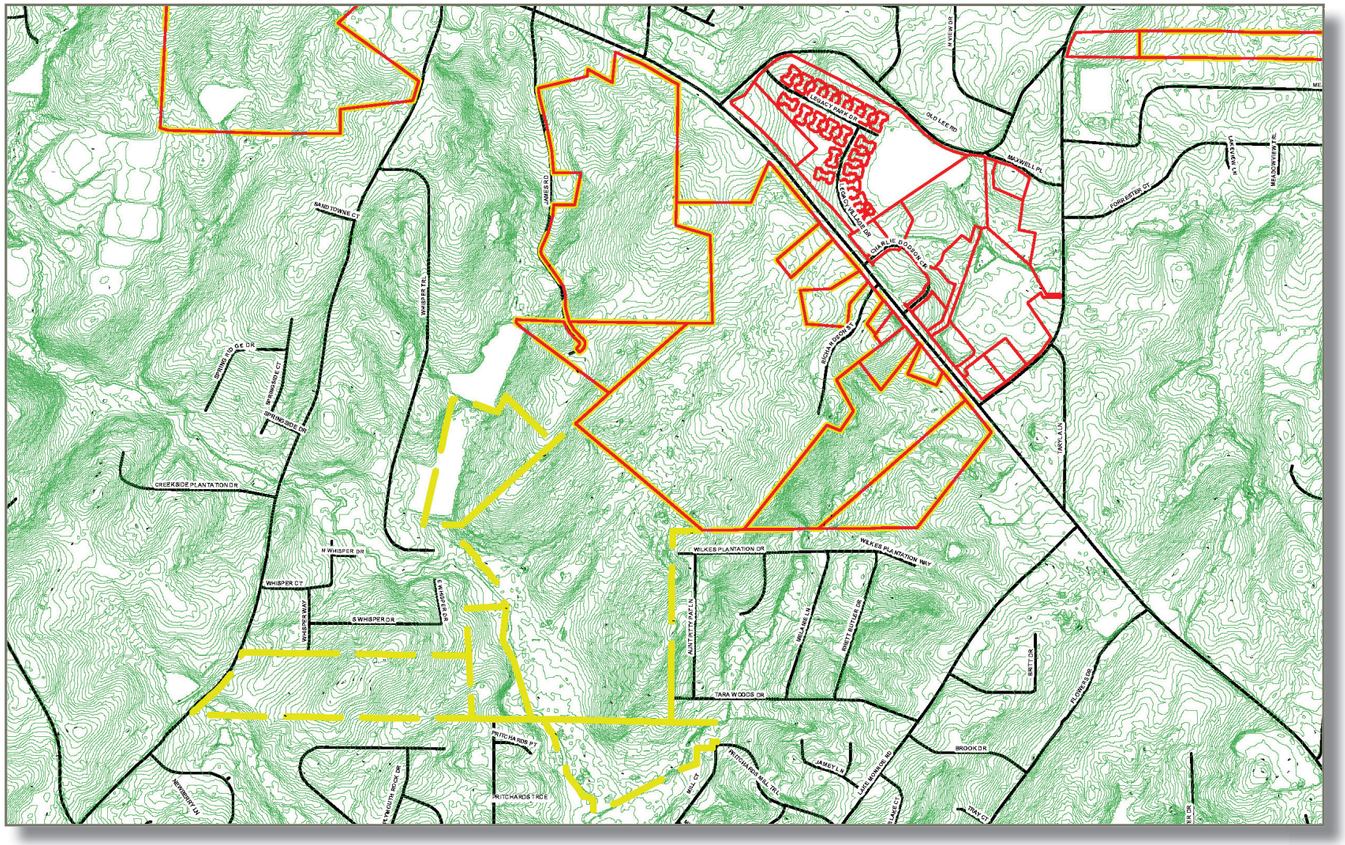
Well-designed streets make places for people to interact.

Engineering Analysis

There are a number of potential physical and environmental constraints – topography, drainage, right of way, etc. – that could limit the ability to implement the projects recommended in the Highway 92 LCI Study. An engineering analysis was performed on each of the projects, which included a site check, aerial review and analysis of readily available GIS data (topography, wetlands, property boundaries, etc.).

While no projects are fatally flawed, there are a number that present engineering challenges. For example, there are many locations along Highway 92 that experience significant changes in longitudinal elevation, making the construction of streetscape enhancements difficult; special structures may be required in these situations. Topography and drainage are two of the biggest engineering challenges noted in the analysis. Project cost estimates have been revised to reflect these issues.

The rolling topography of the Highway 92 corridor presents several challenges from an engineering standpoint.



Highway 92 corridor experience significant changes in elevation posing a challenges.

5. A Framework for Implementation

There are a number of strategies at the federal, state and local levels for implementing the project priorities for the Highway 92 LCI as recommended in this study. Each varies by eligibility, time frame and viability, be it from a competitiveness, administrative or political standpoint.

By far, the most significant barrier to implementing projects is the availability of funding. As a result, a majority of the proposed strategies focus on funding sources.

The implementation matrix on the following pages summarizes the findings from a review of all proposed strategies. It is intended to serve as a guide as the County moves forward with implementation.

Strategies that represent the greatest potential for the Highway 92 corridor include:

- **Transportation Investment Generating Economic Recovery (TIGER):** This is a $1.5 billion portion of the economic stimulus package. Funding is awarded on a competitive basis, although there are factors in the Highway 92 LCI's favor: the proposed evaluation factors align very well with the evaluation criteria for this study, including economic prosperity, mobility and livability; it is doubtful that many other candidate projects are accompanied by an analysis that aligns as well. Additionally, local agencies (such as Douglas County) can submit grant applications directly, meaning the projects will not be filtered through GDOT's or the ARC's prioritization process.
- **Transportation Enhancement (TE) Grant:** The Highway 92 LCI Plan includes many projects that meet the intent of this federal grant program: enhancement of bicycle and pedestrian facilities, landscaping, scenic and historic projects. Funding is limited and competition is high, but the LCI projects should compete favorable for funds provided they receive the necessary level of support.
- **Community Improvement District (CID):** CID's have a favorable perception in the region thanks to several successful implementations. A proposed CID and associated projects have a great chance of support by affected property owners, as most have a good sense of a value the proposed LCI project bring to the development potential of their properties.
- **Special Purpose Local Option Sales Tax (SPLOST):** A county-wide SPLOST is currently under consideration. Many LCI projects have a good chance at being included in the capital projects list, provided the necessary coordination is achieved ahead of time.
- **Impact Fees:** Impact fees are currently under consideration for implementation by the County within the next two years. Projects that demonstrate significant value to motor vehicle mobility (such as the Lee Road extension) typically are the best and most defensible projects for inclusion.
- Land Development Regulations: Many of the essential components of the LCI vision – streetscape, connectivity, building orientation, etc. – will be implemented in large part through the Highway 92 Urban Design Overlay. It is important that the County continue to be strong supporter of its implementation and monitor and revise as necessary and appropriate.

Proposed Framework

Using the implementation matrix as a guide, it is suggested that the County follow the steps below:

1. Pursue strategies with the highest viability and shortest time frame first.
2. For a given strategy, pursue the top candidate project first.
3. If the top candidate is already funded or completed, move to the next highest candidate.

By using the approach, the County is assured that the top projects will receive comprehensive and exhaustive consideration for all viable strategies.

Ad Hoc Committee

The County should form an ad hoc committee comprised of property owners and others with a vested interest in the Highway 92 LCI to help steer the implementation effort. This group can vet potential strategies, such as a Community Improvement District (CID), by serving as a sounding board. Additionally, this group can be an important source for building momentum and support for LCI projects and recommended implementation strategies.

Potential ad hoc committee members could include:

- County Commissioners
- County Staff
- Large property owners
- Residents
- Business operators
- The real estate community

Top Ten Suggested Implementation Actions
1. Complete a TIGER grant application for the Lee Road extension by the September 15th deadline.
2. Coordinate with the Atlanta Regional Commission (ARC) about the potential for LCI, TE funding and other funding sources.
3. Form an ad hoc committee of property owners and other interested parties to explore potential strategies and build momentum/support.
4. Conduct an internal scan to determine if any strategies are pending – SPLOST, impact fee, etc. Ensure that Highway 92 LCI projects are included.
5. Program funds for preliminary project phases (PE, ROW, etc.) for the most critical projects.
6. Monitor the Highway 92 Urban Design Overlay to confirm it achieves the vision set forth in the LCI Study.
7. Review proposed connectivity standards in the Unified Development Code to ensure they meet the spirit and intent of the LCI Study.
8. Program an access management study for Highway 92.
9. Program the conceptual design of the proposed Highway 92 parallel street for ROW acquisition purposes.
10. Identify local revenue sources for projects that require a local match.

The highway 92 Urban Design Overlay is beginning to influence streetscape elements among new developments along the corridor.

Strategy	Lead Agency	Description	Eligibility	Match Required	Likely Time Frame	Potential	Top Candidates	Next Steps
Federal/State Grant								
Livable Centers Initiative (LCI)	ARC	STP discretionary funds set aside for capital projects that advance LCI areas. Awarded on a competitive basis by the ARC.	Any capital project identified in an LCI Study and five year work program. Must follow the STP process: concept plan, project development plan, etc.	20%	Unknown	Low	1. N-6 Lee Road Extension 2. N-7 New Street Between Lee Rd. and Old Lee Rd. 3. O-2 Deerlick Park Chestnut Log School Trail	Inquiry to ARC about funding.
Congestion Mitigation and Air Quality (CMAQ)	ARC	Projects that help reduce transportation-related air pollutants. Awarded on a discretionary basis by the ARC.	Any road, transit or bicycle/pedestrian project that addresses pollutant reduction.	No	2012-2020	Med/Low	1. T-1 Hwy 92 BRT 2. N-6 Lee Road Extension 3. O-2 Transportation Center Trail 4. N-1A/1B New Parallel Street	Submit funding request to ARC.
Transportation Enhancement (TE)	GDOT/ARC	Surface transportation projects related to bicycles and pedestrians, landscaping/scenic and/or historic projects. Competitive application.	Any project that addresses bicycles, pedestrians, landscaping or scene enhancements	20%	2012-2020	Med	1. S-17/18/15-B Highway 92 Streetscape 2. O-2/3/5 Off-road Trails 3. S-11/4/5 Sidewalks 4. T-1 Infrastructure related to Hwy 92 BRT	
Surface Transportation Program (STP)	GDOT/ARC	Federal funds apportioned to states on a formula basis.	Any road on the State highway system that is: - Pre-approved by GDOT - Included in GDOT's project prioritization process and - Included in the Long Range Transportation Plan.	20%	2020-2030	Low	1. N-6 Lee Road Extension 2. N-1A/1B New Parallel Street	Prepare for next call for projects in 2010. Apply for GDOT Project No. and explore potential for inclusion in the LRTP.
Transit Grants (Section 5309)	MARTA/ARC	Federal funds dedicate toward transit capital projects (guideways, buses). Gateway projects require the completion of an Alternative Analysis study. A local source for operating expenses must be identified.	Any capital transit project	20%-50% (100% operating)	2020-2030	Med/Low	1. T-1 Hwy 92 BRT 2. T-2 Downtown Douglasville - employment route.	Wait for ARC/MARTA to address BRT study. Ensure BRT can be accommodated in any plans for Hwy 92.
Transportation Investment Generating Economic Recovery (TIGER)	DP&Z/DCDOT	Funding ($1.5 billion) from the economic stimulus package for transportation projects. Awarded on a	Any capital transportation projects that meets a set list of criteria (economic prosperity, mobility, livability, energy reduction, safety)	No (but encouraged)	Immediate	Med/High	1. N-6 Lee Road Extension 2. N-1A/1B New Parallel Street	Submit grant application by September 15, 2009.
County								
Special Purpose Local Option Sales Tax (SPLOST)	DCDOT	Dedicated tax on all sales in Douglas County. Voted on by referendum.	Any capital projects that would otherwise be funded through general revenues.	No	2011-2015	Med	1. N-6 Lee Road Extension 2. N-1A/1B New Parallel Street 3. S-17/18/15-B Highway 92 Streetscape 4. O-2/3/5 Off-road Trails 5. S-11/4/5 Sidewalks	Coordinate with other County departments on likelihood/time frame for referendum.
General Revenue	DCDOT	Funding from Douglas County general revenue (property taxes).	Any capital project at the County's discretion.	No	Immediate	Low	1. N-6 Lee Road Extension 2. N-1A/1B New Parallel Street	Explore possibility of using local funds as a match or to fund initial phases (PE, ROW, etc.) in advance of construction.
Tax Allocation District (TAD)	DCDOT/DP&Z	A defined geographic area. Projects are financed through bond revenue, which is paid off through tax revenue increases. Must be approved by 2/3 of property owners within the proposed district.	Any capital projects voted on and within the district.	No	2011-2015	Med/Low	1. N-6 Lee Road Extension 2. N-1A/1B New Parallel Street 3. N-7 New Street Between Lee Rd. and Old Lee Rd. 4. S-17/18/15-B Highway 92 Streetscape 5. O-2/3/5 Off-road Trails 6. S-11/4/5 Sidewalks	Form ad hoc committee of property owners/stakeholders to explore potential.
Community Improvement District (CID)	DP&Z	A special tax assessment within a defined geographic district. Must be approved by 2/3 of property owners within the proposed district.	Any capital projects voted on and within the district.	No	2011-2015	Med	1. N-6 Lee Road Extension 2. N-1A/1B New Parallel Street 3. N-7 New Street Between Lee Rd. and Old Lee Rd. 4. S-17/18/15-B Highway 92 Streetscape 5. O-2/3/5 Off-road Trails 6. S-11/4/5 Sidewalks	Form ad hoc committee of property owners/stakeholders to explore potential.

Strategy	Lead Agency	Description	Eligibility	Match Required	Likely Time Frame	Potential	Top Candidates	Next Steps
Impact fee	DCDOT	A set fee charged to each new development. Fee may be assessed county-wide or by special district.	Any capital project for which a rational nexus can be drawn to a the impact of a given development	No	2012-2020	Med	1. N-6 Lee Road Extension 2. N-1A/1B New Parallel Street 3. N-7 New Street Between Lee Rd. and Old Lee Rd.	Be prepared when impact fees are addressed by the County within the next two years.
Regulatory								
Land Development Regulations/ Design overlay	DP&Z/DCDOT	Supplement to land development regulations; can address items such as streetscape, building orientation, parking, connectivity, etc. An overlay for Hwy 92 was recently adopted. Connectivity standards are currently under development.	Projects that contribute to urban form; street network, streetscape, etc.	NA	Current	High	All streetscape, sidewalk and local street network projects.	Monitor the implementation of the Hwy 92 Urban Design Overlay and Unified Development Code to ensure intent of LCI is being met. Revise if necessary.
Traffic impact study	DCDOT/DP&Z	Developer-prepared study identifying impacts and proposed mitigation measures. This practice is currently used by DCDOT.	Projects that mitigate specific traffic impacts.	NA	Current	High	Driveways/connectivity projects, small street links, intersection improvements.	Continue to require impacts studies as appropriate.
Access management	DCDOT/DP&Z	Standards that guide how land uses access public streets.	Any property that desires access to a public street for which standard have been adopted.	NA	2011-2015	Med	NA	Prepare an access management study for the Hwy 92 corridor.
Private Investment								
Developer contribution	Private	Cash or right-of-way contributions from private sources (typically developers/property owners)	Any project.	NA	Any	Med	1. N-6 Lee Road Extension 2. N-1A/1B New Parallel Street (ROW) 3. N-7 New Street Between Lee Rd. and Old Lee Rd.	Continue to coordinate with interested developers/property owners (see ad hoc committee)

6. Summary

The Highway 92 Livable Centers Initiative represents an important first step towards creating an attractive, valuable and sustainable place along the Highway 92 corridor in Douglas County. The Highway 92 LCI Supplemental Study helps bring the plan and vision closer to reality by setting priorities and identifying the most viable implementation strategies for those priorities.

The findings presented in this Study represent a careful evaluation on the factors that have the greatest influence on the success of the Highway 92 LCI and best meet the intent of the LCI Program goals. Douglas County is encouraged to use the Study as a tool and a guide as it moves toward achieving its vision for the Highway 92 corridor.

7. Appendices

APPENDIX A: Market Analysis Results

HIGHWAY 92 SUPPLEMENTAL LCI STUDY
MARKET ANALYSIS

Overview:
The Highway 92 LCI Supplemental program has identified several projects we believe will offer catalysts for the county to facilitate development within the prominent Douglas County corridor. While the idea of government partnering to facilitate development has positive signs in the market, private development is key to serving the community growth. Reviewing the existing and past patterns in the market some general rules of thumb on growing communities can be applied and some predictive measures can be applied to target residents. For this project, we have enlisted the Claritas Prizm Market Segment program to review the trends of the market for a five mile radius from the Lee Road and Hwy 92 intersection.

Definitions:
According to Wikipedia: A **market** is a variety of different systems, institutions, procedures, social relations and infrastructures whereby persons trade, and goods and services are exchanged, forming part of the economy.

A **market segment** is a group of people or organizations sharing one or more characteristics that cause them to have similar product and/or service needs. A true market segment meets criteria that are distinct from other segments with product and/or service needs.

System:

Consumer-based market segmentation provides a number of generic market segment systems via the Claritas Prizm system which provides a broad segmentation of the population of the United States based on the statistical analysis of census data (Cen D) and consumer data (Con D), a blending known as psychographic data (Psy D).

Cen D + Con D = Psy


2008 PRIZM NE Segmentation System

06 Mainstream Families

Mainstream Families refers to a collection of seven segments of middle- and working-class child-filled households. While the age range of adults is broad--from 25 to 54--these are households with at least one child under 18 still at home. And residents in this exurban group share similar consumption patterns, living in modestly priced homes--including mobile homes--and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk, and televised media.

2008 Statistics:
US Households: 13,709,484
Median HH Income: $46,939

Segments in this group are:

32 New Homesteaders
33 Big Sky Families
34 White Picket Fences
36 Blue-Chip Blues
50 Kid Country, USA
51 Shotguns & Pickups
52 Suburban Pioneers
54 Multi-Culti Mosaic

CLOSE

Organizing Data:

The organization of this data is broken down into geographic regions of population including: Urban, Suburban, Second City and Town & Country. The ages of census data is broken down at the household level of younger years, family years and mature years. Lastly, the consumer behavior is tracked from top to bottom on the spending levels. Using these four geographic preferences for living and three life stage levels, Claritas has formulated 66 unique buyer types.

With the ability to track these buyers by address, data is assimilated to create maps and densities of the social groups for target marketing for businesses. Below is the list for 5-

miles radius from the intersectection of Ga Hwy 92 and Lee Road.

PRIZM Household Distribution 2008

PRIZM Lee Rd & GA 92

Radius 3: LEE RD AT FAIRBURN RD, DOUGLASVILLE, GA , 0.00 - 5.00 Miles, Total

PRIZM		Area		US Base		
Code	**Name**	**Households**	**Pct.**	**Households**	**Pct.**	**Index**
05	Country Squires	1134	4.18%	2228864	1.94%	214.9
09	Big Fish, Small Pond	587	2.16%	2650000	2.31%	93.6
11	God's Country	557	2.05%	1809015	1.58%	130.0
20	Fast-Track Families	2458	9.05%	2007267	1.75%	517.2
22	Young Influentials	630	2.32%	1671154	1.46%	159.2
23	Greenbelt Sports	2437	8.97%	1679640	1.46%	612.8
25	Country Casuals	1936	7.13%	1862064	1.62%	439.1
28	Traditional Times	833	3.07%	3333156	2.91%	105.6
32	New Homesteaders	4399	16.20%	2253925	1.97%	824.3
33	Big Sky Families	411	1.51%	2184896	1.90%	79.4
36	Blue-Chip Blues	263	0.97%	1430045	1.25%	77.7
37	Mayberry-ville	2007	7.39%	2910693	2.54%	291.2
38	Simple Pleasures	300	1.10%	2693711	2.35%	47.0
42	Red, White and Blues	1730	6.37%	1318372	1.15%	554.2
43	Heartlanders	609	2.24%	2346426	2.05%	109.6
44	New Beginnings	401	1.48%	1708851	1.49%	99.1
48	Young and Rustic	1140	4.20%	2332043	2.03%	206.5
49	American Classics	110	0.41%	1163895	1.01%	39.9
50	Kid Country, USA	2526	9.30%	1492387	1.30%	714.9
52	Suburban Pioneers	187	0.69%	1179749	1.03%	66.9
56	Crossroads Villagers	583	2.15%	2447545	2.13%	100.6
57	Old Milltowns	842	3.10%	1907109	1.66%	186.5
64	Bedrock America	541	1.99%	2094027	1.83%	109.1
		26663	1			
Total		**27155**	**100.00%**	**114694201**	**100.00%**	**100.0**

PRIZM Clusters and 2008 Estimates are Copyright by Claritas, Inc. "Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Households Base Percent" for the cluster, times 100.

Order Number: 967661655
Prepared On: Wed May 06, 2009
Project Code: Douglas County

Prepared For: Douglas County, GA
Prepared By: WAE Land, Inc.

When observing these segments, we discover some very exciting recent trends as well as building for the future of this area. The top five segments in area households are highlighted in gray. The greatest portion of population growth is in the relatively affluent families drawn to the area. One of the target groups for the County identified as a target segment appears to be solid within the study area is the number of Executive Level homes (Country Squires). The index shows the overall percentage for the study area is over two times or 214 percent of the national average for these executive households.

Targeting Segments:

Leveraging this data, a developer can generally use the standard 2.0 to 2.5X the average household income to predict housing affordability. Below are a sampling of targets and their median income levels which would assist a builder in identifying a subdivision to serve the buyers likely to join the existing level of population in this area:

Segment	Median Income	Anticipated Home Budget*
23 - Greenbelt Sports	$58,000	190 – 275K
32 – New Homesteaders	$58,000	190 – 275K
50 – Kid Country, USA	$43,000	140 – 165K

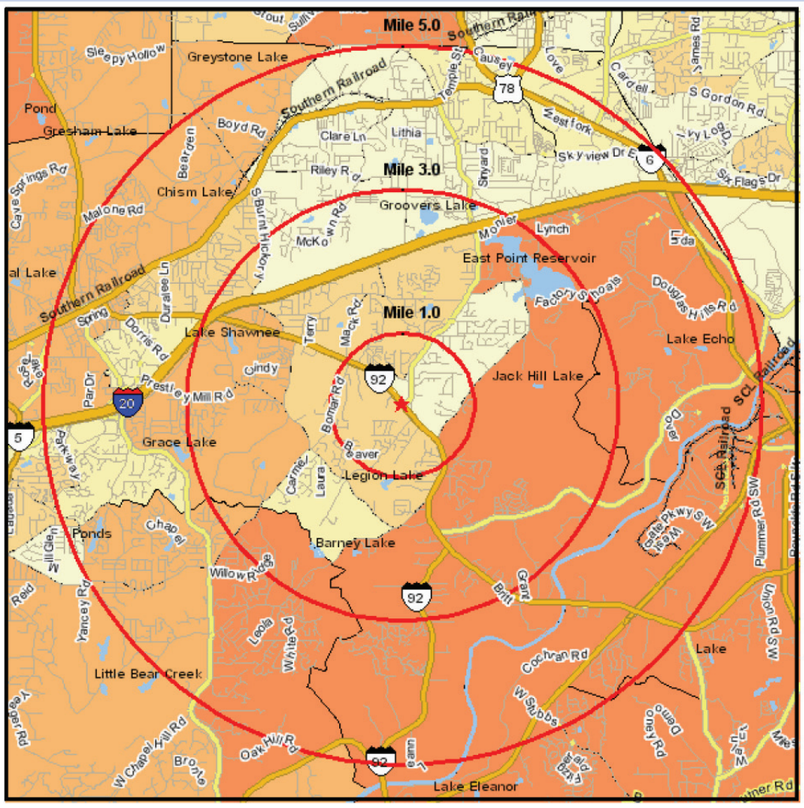
*Depending on credit worthiness and market interest rates, a monthly household income of $4,800 could qualify for $225K home with 10% down, a 30-yr mortgage at 7%, with a house mayment of $1,350+/-.

Bottom Line Business:
In preparing a plan for a community, several forecasts are prepared with assumptions as to demand, absorption of new homes, influx of new residents from out of state, competition, as well as greater economic influences. During some of the most active markets, it was not uncommon for a single community to be run by a single builder and produce 100 to 150 closed homes a year. With the current economic climate, financing challenges, and builder attrition, a community averaging 20 to 30 homes a year per price point would be welcomed. As we explore economic tools to partner with developers, the activity will not rebound until demand within the market makes a much bigger comeback.

Insuring the buyers are accommodated with the amenities and lifestyle choices outlined within the buyer profiles, targeted buyers are more easily drawn to matching the market segments their attracted to, as birds of a feather always flock together. See appendix for additional data on market segments. More information can be obtained at www.MyBestSegments.com.

Population Growth 2000 - Current Year

Lee Road & Ga Hwy 92 Snapshot



LEE RD AT FAIRBURN RD
DOUGLASVILLE,GA 30135
Coord: 33.732826, -84.669244
Radius - See Appendix for Details

- Point
- Interstate Highways
- US Highways
- State Highways
- Major Highways
- Major Roads
- Roads
- Railroads
- Hydrography
- Airports
- Block Groups

2000 - CY Population % Growth (Est.)

- -13% to 8%
- 8% to 22%
- 22% to 41%
- 41% to 70%
- 70% to 277%
- DMA

0 miles 1.11 2.21

N W E S

Population Growth 2000 - Current Year

Lee Road & Ga Hwy 92 Snapshot

Population Growth 2000 - Current Year

Lee Road & Ga Hwy 92 Snapshot

Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826	-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00 -	1.00

Area Name:

Type: Radius 2

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826	-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00 -	3.00

Area Name:

Type: Radius 3

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826	-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00 -	5.00

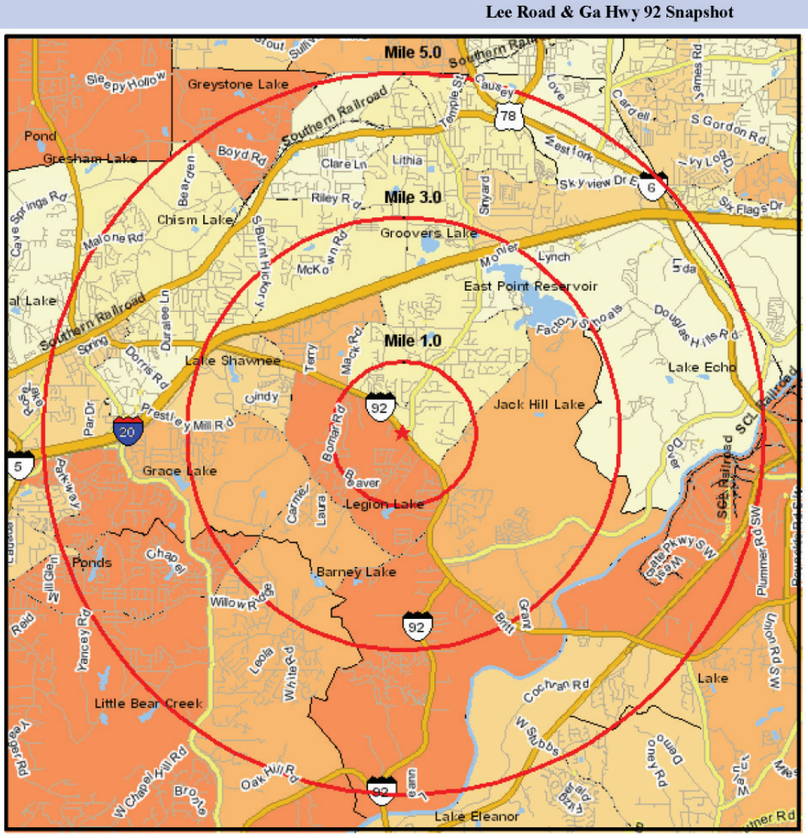
Project Information:

Site: 1

Order Number: 967657201

Median Household Income

Lee Road & Ga Hwy 92 Snapshot



LEE RD AT FAIRBURN RD
DOUGLASVILLE,GA 30135
Coord: 33.732826, -84.669244
Radius - See Appendix for Details

- Point
- Interstate Highways
- US Highways
- State Highways
- Major Highways
- Major Roads
- Roads
- Railroads
- Hydrography
- Airports
- Block Groups
- CY Median HH Income (Est.)
  - 24,387 to 42,733
  - 42,733 to 49,619
  - 49,619 to 60,239
  - 60,239 to 69,185
  - 69,185 to 95,662
  - DMA

0 miles 1.11 2.21

N W E S

Median Household Income

Lee Road & Ga Hwy 92 Snapshot

Median Household Income

Lee Road & Ga Hwy 92 Snapshot

Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826		-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00	-	1.00

Area Name:

Type: Radius 2

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826		-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00	-	3.00

Area Name:

Type: Radius 3

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826		-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00	-	5.00

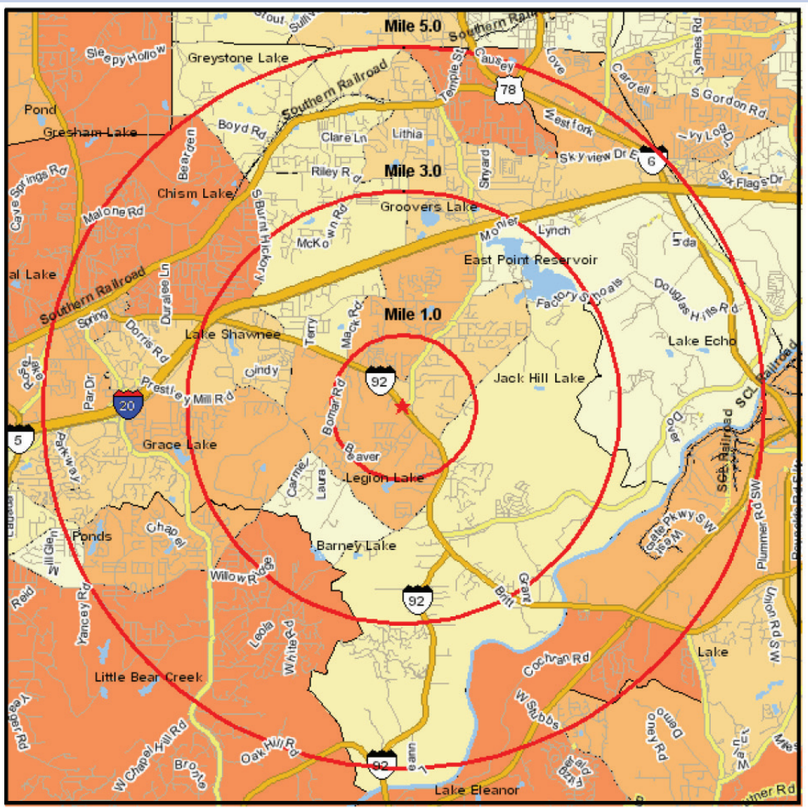
Project Information:

Site: 1

Order Number: 967657201

Household Current-Year

Lee Road & Ga Hwy 92 Snapshot



LEE RD AT FAIRBURN RD
DOUGLASVILLE,GA 30135
Coord: 33.732826, -84.669244
Radius - See Appendix for Details

- Point
- Interstate Highways
- US Highways
- State Highways
- Major Highways
- Major Roads
- Roads
- Railroads
- Hydrography
- Airports
- Block Groups
- CY Total Households (Est.)
  - 276 to 525
  - 525 to 869
  - 869 to 1,255
  - 1,255 to 1,668
  - 1,668 to 4,461
  - DMA

0 miles 1.11 2.21

N W E S

Household Current-Year

Lee Road & Ga Hwy 92 Snapshot

Household Current-Year

Lee Road & Ga Hwy 92 Snapshot

Appendix: Area Listing

Area Name:

Type: Radius 1

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826		-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00	-	1.00

Area Name:

Type: Radius 2

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826		-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00	-	3.00

Area Name:

Type: Radius 3

Radius Definition:

LEE RD AT FAIRBURN RD	Center Point:	33.732826		-84.669244
DOUGLASVILLE, GA 30135	Circle/Band:	0.00	-	5.00

Project Information:

Site: 1

Order Number: 967657201

Atlanta Real Estate Market Data

March 3, 2009

The following market report for real estate in Atlanta represents year-end data gathered from 36 areas in the First Multiple Listing Service (FMLS). The data reflects Single Family Detached Residences primarily with a few statistics representing the Condo/Townhouse market.

The areas include most of the following counties: Cherokee, Forsyth, East Cobb, N. Fulton, Gwinnett, Paulding, West Cobb, Inside Perimeter, Dekalb and Douglas.

1. Median sales price for re-sales declined more than new construction prices.
2. Median days on market 3 times longer when sellers overprice and have to reduce price to sell.
3. Sellers who had to reduce prices averaged 87% of listing price vs. 96.5% of listing price with no price reduction.
4. Median sales price in 4th Qtr 2008 lower than any period since 2003. Median price is $170,000.
5. Gap in List Price to Sales Price in 4th Qtr 2008 vs. 2007 greatest under $200,000 (17.8%) and above $750,000 (9.4%).
6. Percentage of transactions requiring price reduction in 2008 grew to 50%.
7. Months supply of listing inventory slightly decreased monthly in 2008 since July. Inventory in July was 13 months; December declined to 10 months of inventory.
8. Foreclosed property sales in 2008 represented 23.6% of total sales. In the <$100K price range, 42.8% of sales were foreclosures. This range is where most of the foreclosures are.
9. Percentage of properties requiring price reductions in 2008 greatest in the $100K - $299K range (54.9%) and the $500K - $749K price range (51.3%).
10. Condo/Townhouse sales in 2008 down 29% vs. 2007.
11. Median number of days on market (DOM) for Condo/Townhouse increased every quarter of 2008 except the 4th Qtr where DOM decreased compared to 2007. Ninety-Four DOM average in 2008 - 20% down in the 4th Qtr.
12. Condo/Townhouse Sales Price as % of List Price increased in the $750K+ price range.
13. New Construction sales down 3.4%. Re-sales down 12.4%.
14. National Association of Realtors reports 41% of sales across the country were first time home buyers.
15. Residential 2008 Sales in 36 FMLS areas: 33,856 - down 22% from 2007. Condo/Townhome 2008 Sales is 7,056 — down 29% from 2007.
16. Georgia Real Estate Commission reports 2008 vs. 2007 - Agent License Renewal down by 8,080. Firm Renewals down 1,460 2008 vs. 2007. New License issued in 2007 - 10,290. New Licenses issued in 2008 - 5,655.

The data was compiled by Chuck Carr of Chartmaster Services, LLC. It is believed to be accurate but not warranted.

PRIZM NE Demographic Reference Chart

#	PRIZM NE Segment Nickname	Claritas 2004 Households	%C	Predominant Income	Age Range	Predominant HH Composition	Predominant Tenure / Housing Type	Predominant Education Class	Predominant Employment	Predominate Ethnic Diversity
01	Upper Crust	1,666,836	1.5%	Wealthy	Age 45+	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
02	Blue Blood Estates	1,080,848	1.0%	Wealthy	Age 35-64	Families w/Kids	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
03	Movers & Shakers	1,734,579	1.6%	Wealthy	Age 35-64	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
04	Young Digerati	1,375,891	1.3%	Upscale	Age 25-44	Singles/Couples	Renter / Hi-Rise Multi	College Grad.+	Exec, Prof, WC	White, Asian, Hispanic
05	Country Squires	2,009,880	1.8%	Wealthy	Age 35-64	Families w/Kids	Owner / SFDU	College Grad.+	Exec, Prof, WC	White
06	Winner's Circle	1,140,375	1.0%	Wealthy	Age 25-54	Families w/Kids	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
07	Money & Brains	2,271,572	2.1%	Upscale	Age 45+	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White, Asian
08	Executive Suites	1,169,479	1.1%	Upscale	Age 25-44	Singles/Couples	Mix / SFDU, Hi-Rise Multi	College Grad.+	Exec, Prof, WC	White, Asian
09	Big Fish, Small Pond	2,352,022	2.1%	Upscale	Age 45+	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White
10	Second City Elite	1,299,663	1.2%	Upscale	Age 45+	Married Couples	Owner / SFDU	College Grad.+	Prof, WC	White
11	God's Country	1,686,225	1.5%	Upscale	Age 35-64	Married Couples	Owner / SFDU	College Grad.+	Exec, Prof, WC	White
12	Brite Lites, Li'l City	1,624,448	1.5%	UpperMid	Age 25-54	Married Couples	Mix / SFDU, Lo-Rise Multi	College Grad.+	Prof, WC	White, Asian
13	Upward Bound	1,711,059	1.6%	Upscale	Age 25-54	Families w/Kids	Owner / SFDU	College	Prof, WC	White, Asian
14	New Empty Nests	1,158,142	1.1%	UpperMid	Age 65+	Married Couples	Owner / SFDU	College	Prof, WC	White
15	Pools & Patios	1,353,476	1.2%	UpperMid	Age 45+	Married Couples	Owner / SFDU	College	Prof, WC	White
16	Bohemian Mix	2,039,556	1.9%	Midscale	Age <35	Mostly Singles	Renter / Hi-Rise Multi	College	Prof, WC	White, Black, Asian, Hispanic
17	Beltway Boomers	1,056,083	1.0%	UpperMid	Age 35-64	Families w/Kids	Owner / SFDU	College	Prof, WC	White, Asian
18	Kids & Cul-de-Sacs	1,707,202	1.6%	UpperMid	Age 25-54	Families w/Kids	Owner / SFDU	College	Prof, WC	White, Asian, Hispanic
19	Home Sweet Home	1,916,297	1.7%	UpperMid	Age 25-44	Married Couples	Owner / SFDU	College	Prof, WC	White
20	Fast-Track Families	1,611,470	1.5%	Upscale	Age 25-54	Families w/Kids	Owner / SFDU	College	WC	White
21	Gray Power	1,162,080	1.1%	Midscale	Age 65+	Singles/Couples	Owner / SFDU, Hi-Rise Multi	College	Prof, WC	White
22	Young Influentials	1,622,973	1.5%	Midscale	Age <35	Mostly Singles	Renter / Hi-Rise Multi	College	Prof, WC	White, Black, Asian
23	Greenbelt Sports	1,788,064	1.6%	Midscale	Age 25-54	Married Couples	Owner / SFDU	College	Prof, WC	White
24	Up-and-Comers	1,345,154	1.2%	Midscale	Age <35	Singles/Couples	Renter / SFDU, Hi-Rise Multi	College	Prof, WC	White, Asian
25	Country Casuals	1,484,106	1.3%	UpperMid	Age 35-64	Married Couples	Owner / SFDU	Some College	WC, BC	White
26	The Cosmopolitans	1,322,925	1.2%	Midscale	Age 55+	Singles/Couples	Owner / SFDU, Hi-Rise Multi	Some College	WC	White, Black, Asian, Hispanic
27	Middleburg Managers	2,055,156	1.9%	Midscale	Age 55+	Singles/Couples	Owner / SFDU	College	Prof, WC	White
28	Traditional Times	2,931,705	2.7%	Midscale	Age 55+	Married Couples	Owner / SFDU	Some College	WC, BC, Farm	White
29	American Dreams	2,438,735	2.2%	Midscale	Age 25-44	Mix, w/Kids	Mix / SFDU, Lo-Rise Multi	Some College	WC, Service	White, Black, Asian, Hispanic
30	Suburban Sprawl	1,444,129	1.3%	Midscale	Age 25-44	Singles/Couples	Mix / SFDU, Lo-Rise Multi	College	WC	White
31	Urban Achievers	1,873,089	1.7%	LowerMid	Age <35	Mostly Singles	Renter / Hi-Rise Multi	College	Prof, WC, Service	White, Black, Asian, Hispanic
32	New Homesteaders	2,151,180	2.0%	Midscale	Age 25-44	Families w/Kids	Owner / SFDU, Mobile	Some College	WC, BC	White
33	Big Sky Families	1,788,172	1.6%	Midscale	Age 25-54	Families w/Kids	Owner / SFDU, Mobile	Some College	WC, BC, Farm	White

PRIZM NE Demographic Reference Chart

#	PRIZM NE Segment Nickname	Claritas 2004 Households	%C	Predominant Income	Age Range	Predominant HH Composition	Predominant Tenure / Housing Type	Predominant Education Class	Predominant Employment	Predominate Ethnic Diversity
34	White Picket Fences	1,385,173	1.3%	Midscale	Age 25-44	Families w/Kids	Mix / SFDU, Lo-Rise Multi	Some College	WC, Service, BC	White, Black, Hispanic
35	Boomtown Singles	1,350,821	1.2%	LowerMid	Age <35	Mostly Singles	Renter / SFDU, Lo-Rise Multi	Some College	WC, Service	White
36	Blue-Chip Blues	1,362,607	1.2%	Midscale	Age <45	Families w/Kids	Mix / SFDU, Lo-Rise Multi	Some College	WC, Service, BC	White, Black, Hispanic
37	Mayberry-ville	2,458,525	2.2%	Midscale	Age 35-64	Married Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, BC, Farm	White
38	Simple Pleasures	2,770,796	2.5%	LowerMid	Age 65+	Singles/Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, Service, BC, Farm	White
39	Domestic Duos	1,182,871	1.1%	Midscale	Age 55+	Singles/Couples	Owner / SFDU	Some College	WC, Service, BC	White, Black
40	Close-In Couples	1,297,051	1.2%	LowerMid	Age 55+	Singles/Couples	Mix / SFDU, Hi-Rise Multi	H.S. Graduate	WC, Service	White, Black, Hispanic
41	Sunset City Blues	1,880,365	1.7%	LowerMid	Age 65+	Singles/Couples	Mix / SFDU, Lo-Rise Multi	Some College	WC, Service, BC	White
42	Red, White & Blues	1,297,475	1.2%	LowerMid	Age 25-44	Married Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, Service, BC	White
43	Heartlanders	2,227,418	2.0%	LowerMid	Age 45+	Married Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, BC, Farm	White
44	New Beginnings	1,708,932	1.6%	Downscale	Age <35	Mostly Singles	Renter / Hi-Rise Multi	Some College	WC, Service	White, Black, Hispanic
45	Blue Highways	1,880,346	1.7%	LowerMid	Age 25-44	Married Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, BC, Farm	White
46	Old Glories	1,092,098	1.0%	Downscale	Age 65+	Mostly Singles	Renter / SFDU, Hi-Rise Multi	H.S. Graduate	WC, Service, BC	White, Black
47	City Startups	1,363,111	1.2%	Poor	Age <35	Mostly Singles	Renter / Hi-Rise Multi	Some College	WC, Service	White, Black
48	Young & Rustic	2,165,554	2.0%	Downscale	Age <35	Singles/Couples	Renter / SFDU, Lo-Rise Multi	H.S. Graduate	WC, Service, BC	White
49	American Classics	1,124,829	1.0%	LowerMid	Age 65+	Singles/Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, Service, BC	White, Black, Hispanic
50	Kid Country, USA	1,340,551	1.2%	LowerMid	Age <45	Families w/Kids	Mix / SFDU, Mobile	Some College	WC, Service, BC, Farm	White, Hispanic
51	Shotguns & Pickups	1,815,269	1.7%	LowerMid	Age 25-44	Families w/Kids	Owner / SFDU, Mobile	H.S. Graduate	WC, BC, Farm	White
52	Suburban Pioneers	1,152,795	1.0%	LowerMid	Age <45	Mix, w/Kids	Mix / SFDU, Mobile	Elem. School, H.S.	WC, Service, BC	White, Black, Hispanic
53	Mobility Blues	1,435,560	1.3%	Downscale	Age <35	Mostly Singles	Renter / SFDU, Lo-Rise Multi	H.S. Graduate	WC, Service, BC	White, Black
54	Multi-Culti Mosaic	1,907,404	1.7%	LowerMid	Age 25-44	Mix, w/Kids	Mix / SFDU, Lo-Rise Multi	Elem. School, H.S.	WC, Service, BC	Black, Hispanic
55	Golden Ponds	1,927,889	1.8%	Downscale	Age 65+	Singles/Couples	Owner / SFDU, Mobile	H.S. Graduate	WC, Service, BC, Farm	White
56	Crossroads Villagers	2,192,714	2.0%	Downscale	Age <45	Married Couples	Owner / SFDU, Mobile	Elem. School, H.S.	WC, Service, BC, Farm	White
57	Old Milltowns	1,565,868	1.4%	Downscale	Age 65+	Singles/Couples	Mix / SFDU, Mobile	Elem. School, H.S.	WC, Service, BC	White, Black
58	Back Country Folks	2,646,747	2.4%	Downscale	Age 55+	Married Couples	Owner / SFDU, Mobile	Elem. School, H.S.	Service, BC, Farm	White, Black
59	Urban Elders	1,500,247	1.4%	Poor	Age 55+	Mostly Singles	Renter / Hi-Rise Multi	Elem. School, H.S.	WC, Service	Black, Asian, Hispanic
60	Park Bench Seniors	1,221,808	1.1%	Poor	Age 55+	Mostly Singles	Renter / Hi-Rise Multi	Elem. School, H.S.	WC, Service, BC	White, Black
61	City Roots	1,324,991	1.2%	Downscale	Age 65+	Mostly Singles	Mix / SFDU, Hi-Rise Multi	Elem. School, H.S.	WC, Service, BC	Black, Hispanic
62	Hometown Retired	1,256,741	1.1%	Downscale	Age 65+	Singles/Couples	Mix / SFDU, Mobile	Elem. School, H.S.	WC, Service, BC	White, Black, Hispanic
63	Family Thrifts	1,869,257	1.7%	Downscale	Age <45	Families w/Kids	Renter / SFDU, Lo-Rise Multi	Elem. School, H.S.	WC, Service, BC, Farm	Black, Hispanic
64	Bedrock America	2,104,511	1.9%	Downscale	Age <35	Families w/Kids	Mix / SFDU, Mobile	Elem. School, H.S.	Service, BC, Farm	White, Black, Hispanic
65	Big City Blues	1,329,113	1.2%	Downscale	Age <45	Mix, w/Kids	Renter / Hi-Rise Multi	Elem. School, H.S.	WC, Service, BC	Black, Asian, Hispanic
66	Low-Rise Living	1,437,220	1.3%	Poor	Age <35	Mix, w/Kids	Renter / Hi-Rise Multi	Elem. School, H.S.	Service, BC	Black, Hispanic
67	Unclassified	0	0.0%							

Note: Classifications are based upon the 2003 Claritas Update Demographics tabulated using PRIZM NE Block Group Assignments, with respect to the actual household-level categorical tree nodes and the resulting household demographic indexes.

PRIZM NE Demographic Reference Chart

To gain a better understanding of the PRIZM NE segments, Claritas provides a series of demographic qualifiers used to describe the segments across core dimensions. These "target finder" demographics combine a bit of science and art, however the series of descriptors below provide the broadest range of predominant values for each demographic item. Unless noted, all demographic tables were created using neighborhood (Block Group) demographics and PRIZM NE assignments at the block group and ZIP+4 levels. For greater precision, demographics using household assignments provide a more distinct and purer distribution—especially for age and presence of children. Please see "PRIZM NE Segment Snapshots" for additional detail.

Income
Uses seven ranges, from *Wealthy* with incomes of $100k+ to *Poor* where incomes are generally well-below $25k. The national median is about $47,000 annually for all wage earners in the household. Income was classified using both the median and distribution, or range of household income by each segment, according to the following chart:

- **Wealthy** ... where Median Income >95k
- **Upscale** ... where Median Income >70k and less than next higher class
- **UpperMid** ... where Median Income >60k and less then next higher class
- **Midscale** ... where Median Income >45k and less then next higher class
- **LowerMid** ... where Median Income >32k and less then next higher class
- **Downscale** ... where Median Income >25k and less then next higher class
- Poor **... where Median Income is >20k and less then next higher class**

Predominant Age Range
Uses eight, non-exclusive classes, from *Age<35* to *Age 65+* and several combinations in between. Nationally, the 'baby boom' spans from about age 45 to nearly age 60 and comprises over one-fifth of the total population, versus less than 15% for Gen X and Gen Y. Predominant age was classified using the distribution, or range of *population age* by each segment.

Household Composition
Uses five classes that cover singles, couples, families (married couples with children), as well as a mixed category of mostly singles and single parents. Nationally, about one-quarter of householders are single, 51% are married and 36% of households have children (including single parents). Household composition was classified using the distributions, or ranges for *household size*, *presence of children*, and *marital status* by each segment, according to the following index thresholds:

- **Mostly Singles** ...where HH 1 Person >105 and Married Couples <70 and HHs w/Children not>105
- **Families w/Kids** ...where "w/Kid" is direct split at PNE HH-Level (e.g. Lifestage)
- **Mix, w/Kids** ...where HHs w/ 1+ persons Under 18 >110 and Lifestage is Family Life
- **Married Couples** ...where Married Couples >105 and HHs w/Children >70 and <105
- **Singles/Couples** ...where HH 1 Person >105 and Married Couples >70

Race/Ethnicity
Uses a collection of categories to collapse the broad range of Census race and Hispanic ancestry classes into a single indicator of ethnic diversity. Race and ethnicity was classified using the distribution, or range of *Hispanic ancestry* and *various racial classifications* by each segment, according to the following index thresholds:

- **White** ...where White >70 (52%+)
- **Black** ...where Black >105 (13%+)
- **Asian** ...where Asian >150 (6%+)
- **Hispanic** ...Where Hispanic >105 (14%+)

Education & Attainment
Uses a collection of categories to collapse the broad range of Census educational classes—spanning elementary schools to universities. Education was classified using the distribution, or range of various *levels of educational attainment* by each segment, according to the following index thresholds:

- **College Grad+** ...where Master >150 and Bachelor >150
- **College** ...where Bachelor >105
- **Some College** ...where College >100 and Bachelor not >105
- **H.S. Grad** ...where H.S. Grad >105 and College, Non-Degree <105
- **Elem. School, H.S.** ...where Grade School >150

Employment & Occupation
Uses a collection of categories to collapse the broad range of Census occupational classes—spanning executives to farmers. Employment was classified using the distribution, or range of *occupational classes* by each segment, according to the following index thresholds:

- **Exec** ...where Executive White-Collar >150 (18%+)
- **Prof** ...where Professional White-Collar >105 (20%+)
- **WC** ...where Sales & Office White-Collar >95 (36%+)
- **Service** ...where Service >105 (15%+)
- **BC** ...where Blue-Collar >105 (12%+)
- **Farm ...where Farming >150 (2%+)**

Urbanization
Uses a proprietary Claritas model that accounts for the population density of the geography being assigned, as well as its proximity to the *downtown core* of the metropolitan area. There are five classes. However, in PRIZM NE, the Rural and Town classes are combined—leaving the following four classes: Urban, Suburban, Second City, and Town & Country.

PRIZM Household Distribution 2008

PRIZM Lee Rd & GA 92

Radius 1: LEE RD AT FAIRBURN RD, DOUGLASVILLE, GA , 0.00 - 1.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1742531	1.52%	0.0
02	Blue Blood Estates	0	0.00%	1120513	0.98%	0.0
03	Movers and Shakers	0	0.00%	1829996	1.60%	0.0
04	Young Digerati	0	0.00%	1374532	1.20%	0.0
05	Country Squires	0	0.00%	2228864	1.94%	0.0
06	Winner's Circle	0	0.00%	1252376	1.09%	0.0
07	Money and Brains	0	0.00%	2276044	1.98%	0.0
08	Executive Suites	0	0.00%	1042964	0.91%	0.0
09	Big Fish, Small Pond	11	0.69%	2650000	2.31%	30.0
10	Second City Elite	0	0.00%	1334738	1.16%	0.0
11	God's Country	0	0.00%	1809015	1.58%	0.0
12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
13	Upward Bound	0	0.00%	1801150	1.57%	0.0
14	New Empty Nests	0	0.00%	1213465	1.06%	0.0
15	Pools and Patios	0	0.00%	1505292	1.31%	0.0
16	Bohemian Mix	0	0.00%	2020210	1.76%	0.0
17	Beltway Boomers	0	0.00%	1102507	0.96%	0.0
18	Kids and Cul-de-Sacs	0	0.00%	1862336	1.62%	0.0
19	Home Sweet Home	0	0.00%	2100749	1.83%	0.0
20	Fast-Track Families	103	6.48%	2007267	1.75%	370.4
21	Gray Power	0	0.00%	1056111	0.92%	0.0
22	Young Influentials	0	0.00%	1671154	1.46%	0.0
23	Greenbelt Sports	28	1.76%	1679640	1.46%	120.3
24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
25	Country Casuals	97	6.10%	1862064	1.62%	376.0
26	The Cosmopolitans	0	0.00%	1324716	1.15%	0.0
27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
28	Traditional Times	48	3.02%	3333156	2.91%	103.9
29	American Dreams	0	0.00%	2443626	2.13%	0.0
30	Suburban Sprawl	0	0.00%	1504821	1.31%	0.0
31	Urban Achievers	0	0.00%	1707456	1.49%	0.0
32	New Homesteaders	413	25.99%	2253925	1.97%	1,322.6
33	Big Sky Families	2	0.13%	2184896	1.90%	6.6
34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
36	Blue-Chip Blues	0	0.00%	1430045	1.25%	0.0
37	Mayberry-ville	264	16.61%	2910693	2.54%	654.7
38	Simple Pleasures	15	0.94%	2693711	2.35%	40.2
39	Domestic Duos	0	0.00%	1367211	1.19%	0.0
40	Close-In Couples	0	0.00%	1316548	1.15%	0.0
41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
42	Red, White and Blues	181	11.39%	1318372	1.15%	991.0
43	Heartlanders	57	3.59%	2346426	2.05%	175.3

PRIZM Household Distribution 2008

PRIZM Lee Rd & GA 92

Radius 1: LEE RD AT FAIRBURN RD, DOUGLASVILLE, GA , 0.00 - 1.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1708851	1.49%	0.0
45	Blue Highways	0	0.00%	1930410	1.68%	0.0
46	Old Glories	0	0.00%	1112833	0.97%	0.0
47	City Startups	0	0.00%	1270164	1.11%	0.0
48	Young and Rustic	62	3.90%	2332043	2.03%	191.9
49	American Classics	0	0.00%	1163895	1.01%	0.0
50	Kid Country, USA	265	16.68%	1492387	1.30%	1,281.7
51	Shotguns and Pickups	1	0.06%	1936554	1.69%	3.7
52	Suburban Pioneers	0	0.00%	1179749	1.03%	0.0
53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
54	Multi-Culti Mosaic	0	0.00%	1905706	1.66%	0.0
55	Golden Ponds	3	0.19%	1840549	1.60%	11.8
56	Crossroads Villagers	6	0.38%	2447545	2.13%	17.7
57	Old Milltowns	16	1.01%	1907109	1.66%	60.6
58	Back Country Folks	0	0.00%	2496583	2.18%	0.0
59	Urban Elders	0	0.00%	1488384	1.30%	0.0
60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
61	City Roots	0	0.00%	1299001	1.13%	0.0
62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
64	Bedrock America	16	1.01%	2094027	1.83%	55.2
65	Big City Blues	0	0.00%	1256172	1.10%	0.0
66	Low-Rise Living	0	0.00%	1610086	1.40%	0.0
67	Unclassified	0	0.00%	0		
Total		**1588**	**99.94%**	**114694201**	**100.00%**	**99.9**

PRIZM Household Distribution 2008

PRIZM Lee Rd & GA 92

Radius 2: LEE RD AT FAIRBURN RD, DOUGLASVILLE, GA , 0.00 - 3.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1742531	1.52%	0.0
02	Blue Blood Estates	0	0.00%	1120513	0.98%	0.0
03	Movers and Shakers	0	0.00%	1829996	1.60%	0.0
04	Young Digerati	0	0.00%	1374532	1.20%	0.0
05	Country Squires	328	3.77%	2228864	1.94%	194.2
06	Winner's Circle	0	0.00%	1252376	1.09%	0.0
07	Money and Brains	0	0.00%	2276044	1.98%	0.0
08	Executive Suites	0	0.00%	1042964	0.91%	0.0
09	Big Fish, Small Pond	213	2.45%	2650000	2.31%	106.1
10	Second City Elite	0	0.00%	1334738	1.16%	0.0
11	God's Country	157	1.81%	1809015	1.58%	114.5
12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
13	Upward Bound	0	0.00%	1801150	1.57%	0.0
14	New Empty Nests	0	0.00%	1213465	1.06%	0.0
15	Pools and Patios	0	0.00%	1505292	1.31%	0.0
16	Bohemian Mix	0	0.00%	2020210	1.76%	0.0
17	Beltway Boomers	0	0.00%	1102507	0.96%	0.0
18	Kids and Cul-de-Sacs	0	0.00%	1862336	1.62%	0.0
19	Home Sweet Home	0	0.00%	2100749	1.83%	0.0
20	Fast-Track Families	786	9.04%	2007267	1.75%	516.8
21	Gray Power	0	0.00%	1056111	0.92%	0.0
22	Young Influentials	0	0.00%	1671154	1.46%	0.0
23	Greenbelt Sports	553	6.36%	1679640	1.46%	434.5
24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
25	Country Casuals	675	7.77%	1862064	1.62%	478.4
26	The Cosmopolitans	0	0.00%	1324716	1.15%	0.0
27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
28	Traditional Times	273	3.14%	3333156	2.91%	108.1
29	American Dreams	0	0.00%	2443626	2.13%	0.0
30	Suburban Sprawl	0	0.00%	1504821	1.31%	0.0
31	Urban Achievers	0	0.00%	1707456	1.49%	0.0
32	New Homesteaders	1617	18.61%	2253925	1.97%	946.9
33	Big Sky Families	148	1.70%	2184896	1.90%	89.4
34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
36	Blue-Chip Blues	0	0.00%	1430045	1.25%	0.0
37	Mayberry-ville	938	10.79%	2910693	2.54%	425.3
38	Simple Pleasures	121	1.39%	2693711	2.35%	59.3
39	Domestic Duos	0	0.00%	1367211	1.19%	0.0
40	Close-In Couples	0	0.00%	1316548	1.15%	0.0
41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
42	Red, White and Blues	918	10.56%	1318372	1.15%	919.0
43	Heartlanders	272	3.13%	2346426	2.05%	153.0

PRIZM Household Distribution 2008

PRIZM Lee Rd & GA 92

Radius 2: LEE RD AT FAIRBURN RD, DOUGLASVILLE, GA , 0.00 - 3.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	0	0.00%	1708851	1.49%	0.0
45	Blue Highways	13	0.15%	1930410	1.68%	8.9
46	Old Glories	0	0.00%	1112833	0.97%	0.0
47	City Startups	0	0.00%	1270164	1.11%	0.0
48	Young and Rustic	261	3.00%	2332043	2.03%	147.7
49	American Classics	0	0.00%	1163895	1.01%	0.0
50	Kid Country, USA	1078	12.41%	1492387	1.30%	953.4
51	Shotguns and Pickups	32	0.37%	1936554	1.69%	21.8
52	Suburban Pioneers	0	0.00%	1179749	1.03%	0.0
53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
54	Multi-Culti Mosaic	0	0.00%	1905706	1.66%	0.0
55	Golden Ponds	25	0.29%	1840549	1.60%	17.9
56	Crossroads Villagers	55	0.63%	2447545	2.13%	29.7
57	Old Milltowns	111	1.28%	1907109	1.66%	76.8
58	Back Country Folks	14	0.16%	2496583	2.18%	7.4
59	Urban Elders	0	0.00%	1488384	1.30%	0.0
60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
61	City Roots	0	0.00%	1299001	1.13%	0.0
62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
64	Bedrock America	102	1.17%	2094027	1.83%	64.3
65	Big City Blues	0	0.00%	1256172	1.10%	0.0
66	Low-Rise Living	0	0.00%	1610086	1.40%	0.0
67	Unclassified	0	0.00%	0		
Total		**8690**	**100.00%**	**114694201**	**100.00%**	**100.0**

PRIZM Household Distribution 2008

PRIZM Lee Rd & GA 92

Radius 3: LEE RD AT FAIRBURN RD, DOUGLASVILLE, GA , 0.00 - 5.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1742531	1.52%	0.0
02	Blue Blood Estates	0	0.00%	1120513	0.98%	0.0
03	Movers and Shakers	0	0.00%	1829996	1.60%	0.0
04	Young Digerati	0	0.00%	1374532	1.20%	0.0
05	Country Squires	1134	4.18%	2228864	1.94%	214.9
06	Winner's Circle	2	0.01%	1252376	1.09%	0.7
07	Money and Brains	0	0.00%	2276044	1.98%	0.0
08	Executive Suites	0	0.00%	1042964	0.91%	0.0
09	Big Fish, Small Pond	587	2.16%	2650000	2.31%	93.6
10	Second City Elite	0	0.00%	1334738	1.16%	0.0
11	God's Country	557	2.05%	1809015	1.58%	130.0
12	Brite Lites, Li'l City	0	0.00%	1684312	1.47%	0.0
13	Upward Bound	0	0.00%	1801150	1.57%	0.0
14	New Empty Nests	14	0.05%	1213465	1.06%	4.9
15	Pools and Patios	22	0.08%	1505292	1.31%	6.2
16	Bohemian Mix	0	0.00%	2020210	1.76%	0.0
17	Beltway Boomers	29	0.11%	1102507	0.96%	11.1
18	Kids and Cul-de-Sacs	11	0.04%	1862336	1.62%	2.5
19	Home Sweet Home	47	0.17%	2100749	1.83%	9.4
20	Fast-Track Families	2458	9.05%	2007267	1.75%	517.2
21	Gray Power	0	0.00%	1056111	0.92%	0.0
22	Young Influentials	630	2.32%	1671154	1.46%	159.2
23	Greenbelt Sports	2437	8.97%	1679640	1.46%	612.8
24	Up-and-Comers	0	0.00%	1355455	1.18%	0.0
25	Country Casuals	1936	7.13%	1862064	1.62%	439.1
26	The Cosmopolitans	0	0.00%	1324716	1.15%	0.0
27	Middleburg Managers	0	0.00%	2087849	1.82%	0.0
28	Traditional Times	833	3.07%	3333156	2.91%	105.6
29	American Dreams	0	0.00%	2443626	2.13%	0.0
30	Suburban Sprawl	49	0.18%	1504821	1.31%	13.8
31	Urban Achievers	0	0.00%	1707456	1.49%	0.0
32	New Homesteaders	4399	16.20%	2253925	1.97%	824.3
33	Big Sky Families	411	1.51%	2184896	1.90%	79.4
34	White Picket Fences	0	0.00%	1406222	1.23%	0.0
35	Boomtown Singles	0	0.00%	1453083	1.27%	0.0
36	Blue-Chip Blues	263	0.97%	1430045	1.25%	77.7
37	Mayberry-ville	2007	7.39%	2910693	2.54%	291.2
38	Simple Pleasures	300	1.10%	2693711	2.35%	47.0
39	Domestic Duos	83	0.31%	1367211	1.19%	25.6
40	Close-In Couples	0	0.00%	1316548	1.15%	0.0
41	Sunset City Blues	0	0.00%	1888929	1.65%	0.0
42	Red, White and Blues	1730	6.37%	1318372	1.15%	554.2
43	Heartlanders	609	2.24%	2346426	2.05%	109.6

PRIZM Household Distribution 2008

PRIZM Lee Rd & GA 92

Radius 3: LEE RD AT FAIRBURN RD, DOUGLASVILLE, GA , 0.00 - 5.00 Miles, Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
44	New Beginnings	401	1.48%	1708851	1.49%	99.1
45	Blue Highways	15	0.06%	1930410	1.68%	3.3
46	Old Glories	75	0.28%	1112833	0.97%	28.5
47	City Startups	0	0.00%	1270164	1.11%	0.0
48	Young and Rustic	1140	4.20%	2332043	2.03%	206.5
49	American Classics	110	0.41%	1163895	1.01%	39.9
50	Kid Country, USA	2526	9.30%	1492387	1.30%	714.9
51	Shotguns and Pickups	42	0.15%	1936554	1.69%	9.2
52	Suburban Pioneers	187	0.69%	1179749	1.03%	66.9
53	Mobility Blues	0	0.00%	1329592	1.16%	0.0
54	Multi-Culti Mosaic	0	0.00%	1905706	1.66%	0.0
55	Golden Ponds	130	0.48%	1840549	1.60%	29.8
56	Crossroads Villagers	583	2.15%	2447545	2.13%	100.6
57	Old Milltowns	842	3.10%	1907109	1.66%	186.5
58	Back Country Folks	15	0.06%	2496583	2.18%	2.5
59	Urban Elders	0	0.00%	1488384	1.30%	0.0
60	Park Bench Seniors	0	0.00%	1198514	1.04%	0.0
61	City Roots	0	0.00%	1299001	1.13%	0.0
62	Hometown Retired	0	0.00%	1249987	1.09%	0.0
63	Family Thrifts	0	0.00%	1889090	1.65%	0.0
64	Bedrock America	541	1.99%	2094027	1.83%	109.1
65	Big City Blues	0	0.00%	1256172	1.10%	0.0
66	Low-Rise Living	0	0.00%	1610086	1.40%	0.0
67	Unclassified	0	0.00%	0		
Total		**27155**	**100.00%**	**114694201**	**100.00%**	**100.0**

PRIZM Clusters and 2008 Estimates are Copyright by Claritas, Inc. " Index" is defined as the ratio of the percent of households for the cluster for the geographic area of this report compared to the "U.S. Households Base Percent" for the cluster, times 100.

PRIZM Household Distribution 2008

PRIZM Lee Rd & GA 92

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

LEE RD AT FAIRBURN RD
DOUGLASVILLE, GA 30135

Latitude/Longitude 33.732826 -84.669244
Radius 0.00 - 1.00

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

LEE RD AT FAIRBURN RD
DOUGLASVILLE, GA 30135

Latitude/Longitude 33.732826 -84.669244
Radius 0.00 - 3.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

LEE RD AT FAIRBURN RD
DOUGLASVILLE, GA 30135

Latitude/Longitude 33.732826 -84.669244
Radius 0.00 - 5.00

Project Information:

Site: 1

Order Number: 967661655

APPENDIX B: Traffic Analysis

TRAFFIC ANALYSIS

INTRODUCTION

This traffic analysis, conducted as part of this supplemental LCI study, was performed to assess the mobility benefits related to the following:

1. LCI land use plan (versus the 'Status Quo' land use plan), and
2. Transportation improvements to the roadway network in the vicinity of the study area.

LAND USE PLANS

The LCI land use plan, as proposed in the original Highway 92 Corridor LCI Study, can be described as a high quality, mixed use and pedestrian and bike friendly development plan. The traffic impacts related to this plan is compared to a 'Status Quo' land use plan in this traffic analysis. A 'Status Quo' land use plan can be described as a conventional development plan which involves disorganized developments resulting in overall poor quality development of the region.

TRANSPORTATION IMPROVEMENTS

Several transportation improvements were identified in the original Highway 92 Corridor LCI Study. The following improvements were analyzed in this traffic analysis:

1. *Lee Road Extension*: This improvement involves extending Lee Road from Highway 92 to Bomar Road.
2. *Parallel Street to Highway 92*: This improvement involves building a new street from Lake Monroe Road to Pine Street. This street is proposed to be built parallel to and south of Highway 92, providing access to the various land uses along Highway 92.

MOBILITY BENEFIT ESTIMATION

The improvement in travel delay at key intersections along Highway 92 and the improvement in travel speeds along the Highway 92 corridor were selected as the key measures of effectiveness to estimate the mobility benefits. The travel delay at the intersections and the travel speeds along Highway 92 were calculated based on methodologies outlined in the *2000 Highway Capacity Manual* (HCM) and the Synchro 7.0 software program. The following signalized intersections were included in this analysis to calculate the improvement in travel delays:

1. Highway 92/ Midway Road
2. Highway 92/ Pope Road/ West County Line Road
3. Highway 92/ Bomar Road/ Mack Road
4. Highway 92/ Lee Road

ANALYSIS METHODOLOGY

The methodology followed in this traffic analysis is listed as follows:

1. The year 2030 was selected as the 'Analysis Year' to represent the build-out of the Highway 92 LCI plan.
2. The traffic generated by the LCI land use plan and the 'Status Quo' land use plan were estimated based on the corresponding development plans.
3. The 2030 Analysis Year With LCI land use plan traffic volumes were calculated by adding the traffic generated by the LCI land use plan to the 2030 Analysis Year background traffic volumes. The 2030 Analysis Year background traffic volumes were calculated by assuming a 1.50 percent annual growth in traffic along Highway 92 and at the study intersections from the existing year traffic to year 2030.
4. The 2030 Analysis Year With 'Status Quo' land use plan traffic volumes were calculated by adding the traffic generated by the 'Status Quo' land use plan to the 2030 Analysis Year background traffic volumes.
5. The 2030 Analysis Year With LCI land use plan traffic conditions and the 2030 Analysis Year With 'Status Quo' land use plan were analyzed using the corresponding traffic volumes using the Synchro 7.0 software program.
6. The 2030 Analysis Year With LCI land use plan traffic volumes were used to analyze the benefits related to the two network improvement projects.

ANALYSIS RESULTS

As discussed earlier the traffic generated by the LCI land use plan and the 'Status Quo' land use plan were estimated based on the corresponding development plans. The trip generation for the LCI land use plan and the 'Status Quo' land use plan are shown in Table 1.

Table 1. Trip Generation

Trip Generation	AM Peak Hour	PM Peak Hour
LCI Land Use Plan	3,982	5,354
'Status Quo' Land Use Plan	5,217	6,770
Reduction in trips due to LCI Land Use Plan compared to 'Status Quo' Land Use Plan	*1,235 (23.7%)*	*1,416 (20.9%)*

As shown in Table 1, the generated by the LCI land use plan is approximately 6.3% and 6.5% lower than the 'Status Quo' land use plan for the AM and PM peak hours

respectively. This reduction in the number of trips can be attributed to the mixed use nature of the LCI land use plan. Additionally, the LCI land use plan also supports a multimodal transportation network with improved transit, pedestrian and bike traffic.

The 2030 Analysis Year With LCI land use plan traffic conditions and the 2030 Analysis Year With 'Status Quo' land use plan were analyzed using the corresponding traffic volumes using the Synchro 7.0 software program. The average delay at the study area intersections were determined under traffic conditions based on both land use plans. The result of this intersection analysis is shown in Table 2, which presents the reduction in intersection travel delay (in seconds per vehicle) obtained under the LCI land use plan compared to the 'Status Quo' land use plan. As shown in Table 2, significant reduction in intersection travel delay can be achieved by implementing the LCI land use plan as opposed to the 'Status Quo' land use plan. In addition to the intersection analysis, the operation of Highway 92 was also analyzed under traffic conditions based on both land use plans. The increase in travel speeds through the corridor in the study area due to the LCI land use plan compared to the 'Status Quo' land use plan is presented in Table 3. As shown in Table 3, the corridor travel speeds are also expected to improve substantially by adopting the LCI land use plan.

Table 2. Comparison of 2030 Analysis Year Intersection Travel Delays with the LCI Land Use Plan and the 'Status Quo' Land Use Plan

Reduction in intersection travel delay (seconds) due to LCI Land Use Plan Compared to 'Status Quo' Land Use Plan	AM Peak Hour	PM Peak Hour
Highway 92/ Midway Road	40.6 (22.1%)	60.5 (24.7%)
Highway 92/ Pope Road/ West County Line Road	3.9 (14.1%)	22.9 (38.6%)
Highway 92/ Bomar Road/ Mack Road	15.4 (11.5%)	40.3 (30.2%)
Highway 92/ Lee Road	17.7 (30.8%)	42.1 (25.8%)

Table 3. Comparison of 2030 Analysis Year Corridor Travel Speeds with the LCI Land Use Plan and the 'Status Quo' Land Use Plan

Increase in Highway 92 Corridor Travel Speeds (mph) due to LCI Land Use Plan Compared to 'Status Quo' Land Use Plan	AM Peak Hour	PM Peak Hour
Eastbound Direction	0.0 (0.0%)	5.3 (44.2%)
Westbound Direction	3.6 (25.9%)	2.4 (25.5%)

In addition to comparing the traffic conditions under the LCI land use plan and the 'Status Quo' land use plan, the benefits and necessity of network improvements (Lee Road extension and the new street parallel to Highway 92) were also studied. The 2030 Analysis Year With LCI land use plan traffic volumes were used in conjunction with the existing roadway network and the improved roadway network to compare the benefits of the transportation improvements. The results of this comparison is provided in Tables 4 and 5. As shown in Table 4 and 5, there are significant improvements in intersection travel delays and corridor travel times by implementing the network improvements.

Table 4. Comparison of 2030 Analysis Year Intersection Travel Delays with and without Network Improvements

Reduction in intersection travel delay (seconds) due to Network Improvements	AM Peak Hour	PM Peak Hour
Highway 92/ Midway Road	105.8 (74.0%)	136.8 (74.3%)
Highway 92/ Pope Road/ West County Line Road	2.8 (11.8%)	6.3 (17.3%)
Highway 92/ Bomar Road/ Mack Road	90.6 (76.1%)	73.5 (78.8%)
Highway 92/ Lee Road	10.7 (27.0%)	33.5 (27.6%)

Table 5. Comparison of 2030 Analysis Year Corridor Travel Speeds with and without Network Improvements

Increase in Highway 92 Corridor Travel Speeds (mph) due to Network Improvements	AM Peak Hour	PM Peak Hour
Eastbound Direction	13.9 (91.4%)	19.7 (164.2%)
Westbound Direction	16.3 (117.3%)	13.4 (142.6%)

ANALYSIS CONCLUSIONS

The conclusions of the traffic analysis conducted based on the results presented above are as follows:

1. Significant reductions trip generation can be achieved by implementing the LCI land use plan compared to the 'Status Quo' land use plan. The number of trips generated by the LCI land use plan is approximately 23.7% and 20.9% lower than the trips generated by the 'Status Quo' land use plan, during the AM and PM peak hour respectively.

2. The reduction in intersection travel delays obtained by implementing the LCI land use plan instead of the 'Status Quo' land use plan range from 11.5% to 38.6%. The improvement in corridor travel speeds range from 0.0% to 44.2%.

3. In addition to the reduction in intersection travel delays and improvement in corridor travel speeds obtained by implementing the LCI land use plan, further and greater benefits can be achieved by the network improvements proposed (Lee Road extension and the new street parallel to Highway 92). The reduction in intersection travel delays due to the network improvements range from 11.8% to 78.8% and the improvement in corridor travel speeds range from 91.4% to 164.2%.

Based on the above listed conclusions, it is recommended that the development along Highway 92 be implemented according to the LCI land use plan along with the two network improvements (Lee Road extension and the new street parallel to Highway 92).

APPENDIX C: Engineering Assessment and Cost Estimates

Highway 92 Supplemental LCI Study

Engineering Analysis

Right of way, environmental, topography and alignment constraints were evaluated for each LCI project. A roadway engineer evaluated each LCI project for constraints based on field review, aerial photography and GIS information along the corridor. Each LCI project was then scorded on a scale from one to four to quantify constraints. A ranking of one signified no constraints and a four represented a potential fatal flaw. Please note, none of the LCI projects were deemed to be fatally flawed. Past experience and engineering judgment were used to determine the score for each LCI project. In general, hilly terrain was observed and determined to be a critical factor for many of the roadway LCI projects being ranked three. Based on field observations, most of the LCI pedestrian improvements had been completed by GDOT along the corridor; however, count down pedestrian signals had not been installed to date.

Utilizing the GDOT item mean summary of costs and previous project cost estimates, roadway engineers evaluated the LCI cost estimates per mile for each project type. The constraint ranking system was used to show additional costs for potential constraint issues. Wall heights contributed the most to additional costs for more constrained options. Cost estimates were then developed for each LCI project based on scoring and length of the project. The cost and ranking were used to prioritize the projects based on engineering analysis.

Highway 92 Supplemental LCI Study
Revised Cost Estimates

	Project	Constraint Score	Unit Cost	Length (ft)	Total Cost
Streetscape Projects					
S-15A	Vassant to Pine	3	$5,000	700	$3,500,000
S-15B	Pine to Midway	3	$5,000	3,600	$18,000,000
S-17	Mack/Bomar to Stenger Road	1	$1,400	800	$1,120,000
S-18	Old Lee Road to Lee Road to Lake Monroe	1	$1,400	4,100	$5,740,000
S-19	Midway to West County	1	$1,400	1,200	$1,680,000
S-19	West County Line/Pope to Mack/Bomar	2	$3,500	3,960	$13,860,000
S-19	Stenger Road to Old Lee Road	3	$5,000	1,600	$8,000,000
Sidewalk Projects					
S-1	Highway 92 to intersection of Shawnee Trail and Slater Mill Road	3	$150	6,300	$945,000
S-2	Highway 92 to end of Pine Drive	3	$150	2,200	$330,000
S-3	Highway 92 to intersection of Vansant Road and Midway Road	2	$130	2,600	$338,000
S-4	Pope Road to intersection of Vansant Road and Midway Road	2	$130	5,600	$728,000
S-5	Hillcrest Drive, Sunset Drive and Skyview Circle.	3	$150	4,400	$660,000
S-6	Sullivan Drive - Between Midway and County Line Road	2	$130	1,500	$195,000
S-7	Highway 92 to Colonial Trail	3	$150	1,800	$270,000
S-8	From highway 92 to W. County Line Road	2	$130	2,200	$286,000
S-9	From highway 92 to Pope Road	2	$130	4,000	$520,000
S-10	From Highway 92 to chestnut Log Middle School	3	$150	3,500	$525,000
S-11	From Highway 92 to Deerlick Park	2	$130	2,200	$286,000
S-12	From Highway 92 to Lee Road Extension	3	$150	5,600	$840,000
S-13	From Powerline Easement trail to parallel street network N1 across Highway 92	2	$130	1,900	$247,000
S-14	From Highway 92 to Lee Road	3	$150	3,000	$450,000
Off-road Trail Projects					
O-1	Lee Road to County line road as Phase 1	1	$120	13,300	$1,596,000
O-2	Deerlick Park to Douglas County Association	1	$120	3,600	$432,000
O-3	Chapel Hill Road to new S. Sweetwater Road.	3	$160	39,600	$6,336,000
O-4	Pope Road to Bomar Road	1	$120	4,200	$504,000
O-5	Highway 92 to Transportation Center across I-20	3	$160	15,300	$2,448,000
O-6A	From Hillcrest Dr. to Bomar Rd.	3	$160	5,200	$832,000
O-6B	Bomar Rd. to Mt. Vernon Road	3	$160	9,000	$1,440,000
O-7	Richardson property	1	$120	TBD	TBD
O-8	From the intersection of Midway Road and Highway 92 to Lee Road.	2	$150	14,500	$2,175,000