Highway 92 Corridor LCI Study

Funded through the

Atlanta Regional Commission's

Livable Centers Initiative Program

Prepared for

Douglas County Department of Planning

Final Report

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Executive Summary

Executive Summary

This study is funded in part by the **Livable Centers Initiative (LCI)**, a program offered by the Atlanta Regional Commission that encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies.

Plan's Response to LCI Goals

Here is a summary of how the Plan meets the goals of the LCI Program:

Encourage a diversity of medium to high-density, mixed income neighborhoods, employment, shopping and recreation choices.

- The plan identifies three key nodes along the Highway 92 corridor for mixed-use, medium density and potential future high-density development including the Lee Road intersection area with its new commercial development, the Bomar Road intersection area with future residential retail mixed use development and, the Hillcrest Drive / Midway Road intersection area for potential redevelopment through potential public investments to develop mixed use office, retail and residential development.

- Land use and zoning recommendations are included to encourage and guide the character and use of this development.

Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area.

- Major components of the plan are streetscape design and policy recommendations that seek to make Highway 92 a safer and pedestrian-friendly corridor.

- The plan recommends a network of new multi-use trails that provide pedestrian and bicycle connections between existing parks (such as the Deerlick Park and the Sweetwater Creek State Park), schools, neighborhoods, and transit destinations (the existing Douglas County Transportation Center).

- The plan builds upon the ARC's regional bicycle plan by identifying additional bicycle routes and design policies to connect the corridor and surrounding neighborhoods to destinations on the corridor.

- Long-term transit recommendations are proposed that include routes to existing commuter bus transit operating from the Transportation Center and designating Highway 92 as a transit corridor that will tie into the Regional Transit Vision proposed by the Transit Planning Board (TPB).

Encourage integration of uses and land use policy/regulation with transportation investments to maximize the use of alternate modes.

- The proposed redevelopment sites are specifically planned and designed to be higher-density, mixed-use sites that support jobs and housing, making them more transit supportive, walkable and less dependent on the automobile.

- The larger redevelopment sites are designed to require new streets and connections that structure development on a street and block system that adds to the area's transportation network, encourages small and walkable blocks, and distributes traffic to manage impact.

Through transportation investments increase the desirability of redevelopment of land served by existing infrastructure.

- The proposed redevelopment sites along the Highway 92 Corridor are served by existing infrastructure. The new street connections and pedestrian enhancements will serve to connect these sites to the surrounding neighborhoods and maximize their ability to utilize the existing transportation infrastructure.

- Major underutilized redevelopment sites in the corridor include aging commercial strip centers near the I-20 interchange on Highway 92. The proposed transportation investments will serve to help catalyze these valuable development opportunities.

Preserve the historical characteristics and create a community identity.

- The Highway 92 Village Overlay ordinance, in large part has helped set the stage for defining the character of development desired by the community on Highway 92. Guidelines for Traditional Neighborhood Development (TND) developed as a part of this plan help augment the Village Overlay ordinance and define the important characteristics of new development that when built would fit into the existing neighborhood and commercial character of the area.

Develop a community-based transportation investment program that will identify capital projects, which can be funded in the annual TIP.

- Through the public process a number of transportation projects have been identified that both enhance the quality-of-life and livability of the corridor, and increase connectivity and transportation alternatives; all of which are eligible for TIP funding.

Provide transportation infrastructure incentives for jurisdictions to take local actions to implement the resulting study goals.

- The LCI implementation funding opportunities will serve as an important incentive to implement the project identified.

- These improvements in the long-term will also provide an important signal to local land owners and developers about Douglas County's commitment to quality development in the corridor. This coupled with the design and land use regulations will ensure both public and private "implementation" of the plan.

Provide for the implementation of the RDP policies, quality growth initiatives and Best Development Practices in the study area and at the regional level.

- The plan specifically recommends the kind of mixed-use (jobs and housing), walkable and transit supportive development in the Highway 92 corridor that ARC is intending to promote. The physical infrastructure projects (pedestrian enhancements, trails, new streets, etc.) along with the land use and design policy will serve to begin implementation.

Develop a local planning outreach process that promotes the involvement of all stakeholders particularly low income, minority and traditionally underserved populations.

- The public planning process has included; multi-day design workshop, regular Advisory Committee meetings, broader public meetings, and public mailing notifications of the process along with information updates and plan documents posted on the County's web site.

- Over 200 people have attended the variety of meetings and workshops.

Provide planning funds for development of the corridor that showcase the integration of land use policies/regulations and transportation investments with urban design tools.

- This LCI process with the local funding support of Douglas County, has served to identify projects and policies for the Highway 92 Corridor that will implement and ARC's LCI goals.

Project Priorities:

A clear message expressed throughout this planning process from the community is the desire to enhance the livability of the Highway 92 Corridor and surrounding neighborhoods through policies and projects that: makes it more multimodal (walking, cycling , transit, and cars), supports mixed use development, and includes stronger private development standards to promote pedestrian-friendly urban form.

The projects and priorities that have resulted are organized in several key areas. Provided here is a summary and highlight of the plan's projects and priorities.

Pedestrian Enhancements & Streetscape – The plan focuses on pedestrian improvements along Highway 92 and in the surrounding neighborhoods.

- The plan recommends widened sidewalks and catalyst streetscape projects along key portions of the Highway 92 corridor to coincide with new developments.
- In addition, the plan identifies new sidewalks on key neighborhood streets that are currently without sidewalks.
- The plan recommends upgrading pedestrian crossings with pedestrian crosswalk markings, ADA access and countdown ped signals to create a safer walking environment. Combined with streetscape projects, these crossings could be designed with landscaped islands that promote traffic calming and provide a pedestrian refuge.

New Street Network – There are several large development opportunities along the corridor that can and should accommodate new street network. These new connections will serve to provide added transportation capacity in the corridor, create smaller, walkable blocks, and reconnect these large sites to the surrounding neighborhoods.

- Key among these is a new 2-lane street parallel to Highway 92 from Lake Monroe to just east of Pine street and the planned extension of Lee Road to Bomar Road.

Intersections – the plan recommends the installation of new traffic signals at key locations along the corridor to:

- Allow multiple points of access to the new street network that will develop over time as new development is planned on Highway 92.
- Provide full access to key large development sites that in-turn connect to other streets and help enhance connectivity in the area.

Transit – Connecting the corridor with enhanced transit opportunities is a key long-term goal identified by the community.

- Long term recommendations include making Highway 92 a key regional transit route that can connect downtown Douglasville with industrial areas along the Chattahoochee, employment centers in South Fulton County and the Atlanta Airport.

View of proposed streetscape on Highway 92

Open Space, Trails & Greenways – The area includes several unique open space and trail opportunities.

- New park and open spaces as a part of new development will help supplement existing key open spaces like the Deerlick Park and the Douglas Co. Soccer Association.
- A number of new trails are proposed in the plan to connect neighborhoods to schools, parks and regional attractions like the Sweetwater Creek State Park.
- Many of these multi-use trail recommendations are developed to supplement the Atlanta Region Bicycle Transportation and Pedestrian Walkways Plan developed by the ARC in 2002.

Land Use – The plan identifies critical future land use changes necessary to promote the proposed redevelopment and open space recommendations. Also, throughout the corridor, there is a need to enhance the design and site planning standards to strengthen the existing Village Overlay Ordinance.

- These include intensifying residential use from low density single family residential to medium density residential developed around a pattern of streets and blocks with a mix of housing types based on TND guidelines.
- Allowing the development of Retail uses as a part of the existing transitional land use with specific commercial development guidelines.
- In addition, the plan outlines "development standards" for traditional neighborhood development and commercial development in order to help regulate future mixed-use redevelopment projects with the intent to enhance connectivity and make new developments pedestrian friendly.

Section 1.0

Background for the Study

Background for the Study

Overview of the LCI Program

The LCI Process

The Livable Centers Initiative (LCI) is a program offered by the Atlanta Regional Commission that encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies. The LCI program is intended to promote greater livability, mobility and development alternatives in existing employment center, town centers and corridors. The rationale is that directing development towards areas with existing infrastructure will benefit the region and minimize sprawling land use patterns.

Funding for study projects are awarded on a competitive basis to local governments and non-profit sponsors for producing plans to define future center development strategies and supporting public and private investments. ARC funded 67 planning studies in the first seven years of the LCI program (in 2000 to 2006).

Key Goals for the LCI study

The LCI program was established with ten goals that can be summarized as three general concepts that encourage mixed land use, transportation options, and public involvement.

- 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";
- Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area;
- Develop an outreach process that promotes the involvement of all stakeholders (including those not often involved in such planning efforts).

Every LCI study is expected to address these three key concepts as a part of the planning process and eventually identify projects for implementation which can be funded under the LCI program with matching contributions from local jurisdictions. Since 2000, ARC has awarded $132 million in implementation grants to LCI area. Locally the downtown Douglasville LCI has received $3.6 million in implementation grants.

The Highway 92 Corridor LCI Study and Purpose

Highway 92 is a key regional east-west corridor that is facing strong growth pressures. In 2006, Douglas County applied for funding from the ARC under its LCI program to study Highway 92 as an "emerging" corridor to balance its regional mobility function with local development goals that include walkability, economic development, and enhancement of the quality of life within the corridor. The LCI study seeks to:

- Build on the development aspirations of the community to define a community vision for future development of the corridor.
- Provide recommendations to enhance development standards related to connectivity, diverse and sustainable mix of land uses and intensity, which can be adopted in the short term.
- Identify implementation projects in the form of transportation improvements or potential redevelopment opportunities that can be implemented in the short, medium and long term.

Corridor Context and Study Area

Regional Context of Highway 92

The adjacent map provides a view of the Highway 92 Study area in the context of the regional land use and transportation networks pattern. It highlights the land use transition from historic urban neighborhoods located inside the perimeter just south of I-20 to the first ring suburban neighborhoods near Campbellton Road and Cascade Road outside of I-285, to the emerging suburban residential developments in south Cobb County, southwest Fulton County, and eastern Douglas County.

From a regional perspective, the study area is within the western most piece of this mosaic. Highway 92 (Fairburn Road) plays a key transportation role in this part of the region.

- It can be seen as an extension of Highway 166 that is an important east-west connection that parallels I-20 between areas south of Downtown Atlanta and Douglas County.

- Highway 92 also connects major employment locations – the industrial uses on Fulton Industrial Blvd. and the Hartsfield-Jackson Atlanta International Airport – via Camp Creek Parkway.

This regional mobility function of Highway 92 influences the study area which is home to a growing number of suburban communities and residential neighborhoods. One of the key issues for the study will be to balance regional mobility goals with local neighborhood expectations and future development opportunities.

Regional Location

Study Area for the Highway 92 LCI

This study is focused on Highway 92 (Fairburn Road) between I-20 and Lake Monroe Road just past the Lee Road intersection. The study area extends about a quarter mile on either side of the corridor into the neighborhoods along Highway 92.

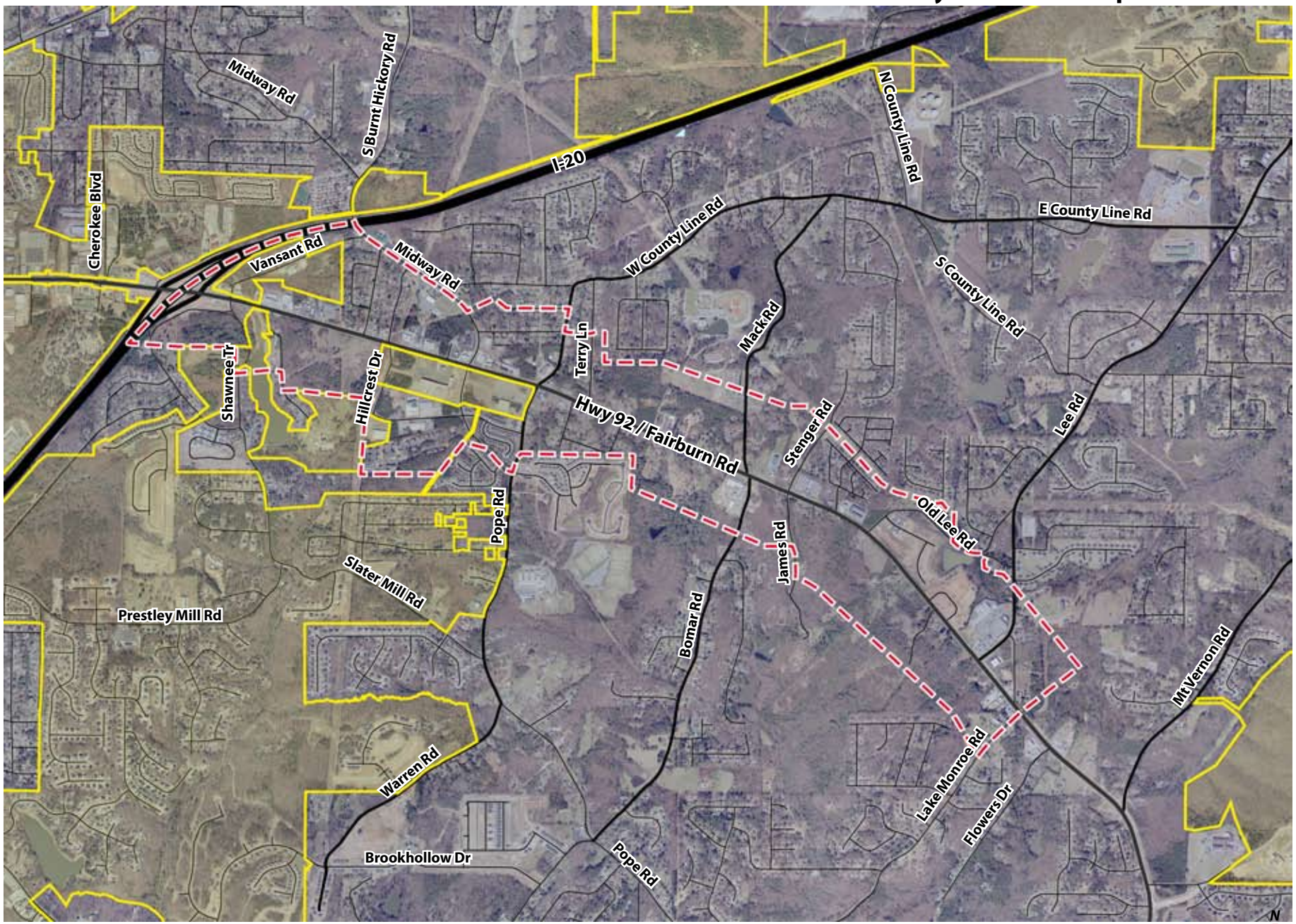
The study area is strategically located with access to I-20 to the west, and as an eastbound connection to Atlanta (Chattahoochee Industrial/ Hartsfield-Jackson Airport). The study area which covers about 3 miles of Highway 92 and encompasses 965 acres is about three times the size of Downtown Douglasville. Hence one needs to see the study area as a series of places rather than merely a corridor.

Portions of the study area near I-20 are within the Douglasville City limits. Although the official study boundary wraps around to exclude some of these portions, recommendations from the study will focus on all properties on the corridor regardless of their jurisdictions and present recommendations that may cross over jurisdictional boundaries and may require both the city and the county to collaborate to implement the recommendations.

The study area truly represents an "emerging" corridor with a wide range of development conditions including:

- Undeveloped, large parcels that were former farms and rural residential estates
- Small parcel, residential lots dating back to a time when Highway 92 was just a two-lane rural road.
- Aging (and vacant) commercial strip centers that are ripe for redevelopment.
- Newly developed commercial centers (Publix at Lee Road) serving the surround residential subdivisions.

Study Area & Municipal Boundaries



Section 2.0
Existing Conditions and Analysis

Future Land Use

Douglas County's Comprehensive Land Use Plan and the City of Douglasville's 2024 Land Use Plan establish future land use classifications for all areas within the county and city limits respectively. These plans serve as a blueprint for development and growth over the next 20 years.

The future land use map is broken into a number of Community Character Areas (for Douglas County) and into future land use categories (for City of Douglasville). These reflect long-term goals for land use, density, economic development, natural and historic resources and types of community facilities, and these are not always consistant with existing land uses on the ground. Under Georgia Law, the future land use plan serves as the basis for rezoning activity.

Key Issues

- The residential areas surrounding the corridor are mainly low density, suburban single family residential neighborhoods. Within these areas, there are stable and established neighborhoods, new residential neighborhoods and as yet undeveloped land. The plan will seek to draw the "line" and protect these areas from commercial and industrial encroachments, and identify opportunities to integrate new residential development into the corridor.

- The eastern / southern end of the corridor near Lee Road is designated as a community village center (CVC) which encourages development in a "main street" style with a mix of commercial uses. Even so, these areas may need key urban design standards that focus on connectivity, building placement, land use, and development intensity.

- The western end of the corridor near I-20 is designated as a Mixed-Use Corridor (Douglas County) and as a Neighborhood Activity Center (City of Douglasville). Both of these designations generally support commercial and office uses that have access to regional corridors.

- A significant portion of the corridor is designated as a Transitional Corridor. This category is intended to allow a land use transitions for smaller residential parcels that sit on commercial corridors. Some of those areas are larger parcels that may be more appropriate as a mix of residential and commercial uses.

Legend

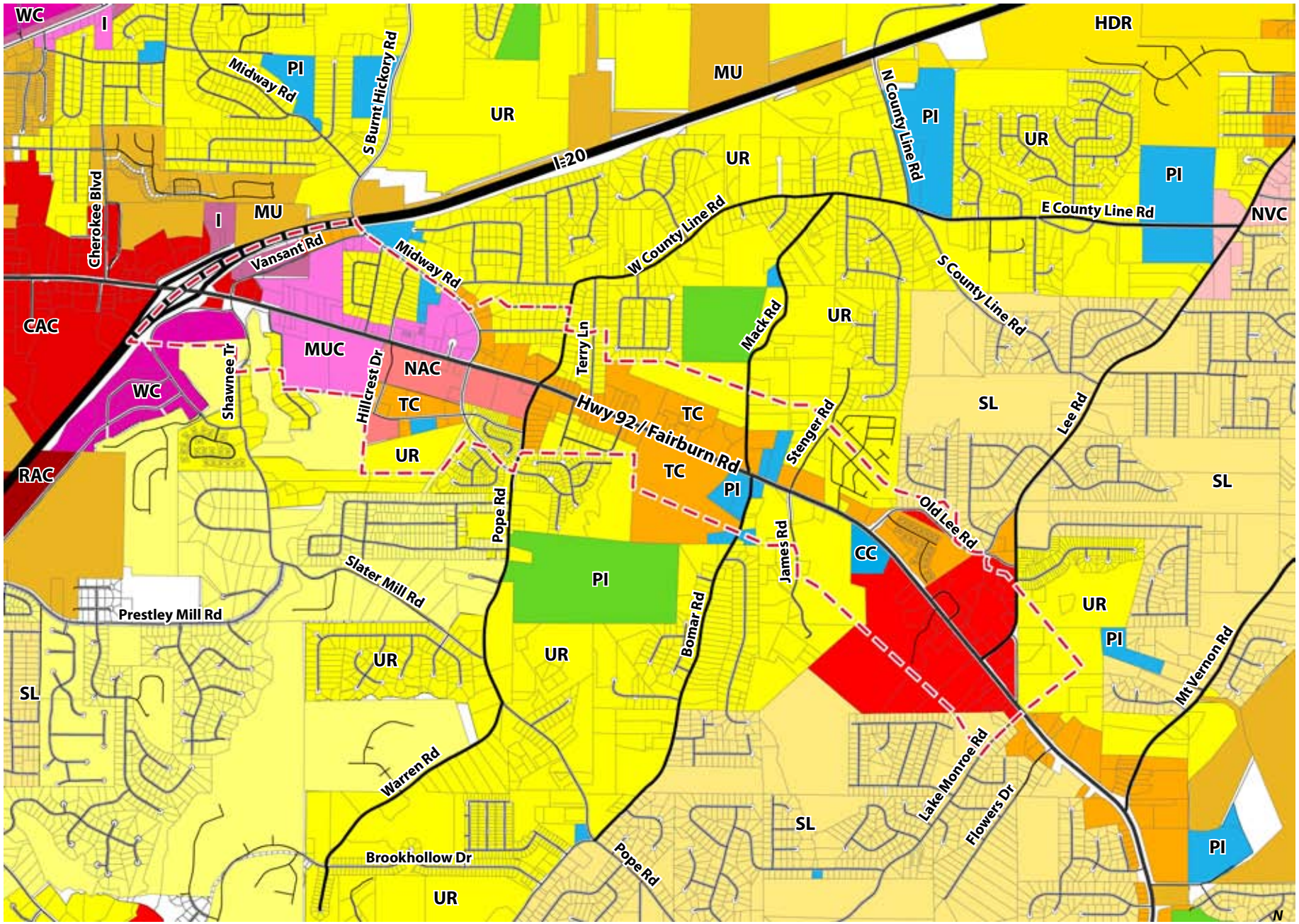
City of Douglasville: Future Land Use

- *Low-Density Residential (LDR)*
- *Medium-Density Residential (MDR)*
- *High-Density Residential (HDR)*
- *Neighborhood Activity Center (NAC)*
- *Community Activity Center (CAC)*
- *Regional Activity Center (RAC)*
- *Mixed Use (MU)*
- *Industrial (I)*

Douglas County: Year 2025 Future Land Use

- *Suburban Living (SL)*
- *Urban Residential (UR)*
- *Transitional Corridor (TC)*
- *Neighborhood Village Center (NVC)*
- *Community Village Center (CVC)*
- *Mixed Use Corridor (MUC)*
- *Workplace Center (WC)*
- *Commerce Center (CC)*
- *Public / Institutional (PI)*
- *Parks / Recreation / Conservation (PRC)*

Future Land Use



Future Land Use

Douglas County Future Land Use Character Area Descriptions

Suburban Living: Areas of predominantly single family residential growth with any neighborhood commercial only as a part of master planned developments (MPDs).

Urban Residential: Growth–oriented and urbanizing residential areas designed as a transition from potential commercial and high-density activity centers. Various types of residential dwellings, mixed-use developments and transitional corridor zoning designations are included.

Transitional Corridor: This corridor is designed to allow for transition from residential uses to compatible non-residential uses along major arterials or along roadways where major transportation improvements are planned. This corridor is restrictive in order to allow a smooth transition to surrounding residential. Size, parking and appearance standards apply to this district.

Neighborhood Village Center: Located at key crossroad intersections this is intended to be a small-scaled neighborhood commercial with access and size restrictions. "Main-street" style mixed-use and master planned developments are encouraged.

Community Village Center: Higher intensity of commercial activity intended to serve more than one neighborhood, uses such as retail, office and services. "Main-street" style mixed-use and master planned developments are encouraged.

Mixed Use Corridor: Designed as a redevelopment corridor for existing commercial/light industrial corridors, or new emerging corridors. Mixed use and master planned developments are highly encouraged within this district. Additional design and site restrictions apply.

Work Place Center: Intensive commercial retail and services, office and high tech development along major highway corridors that are considered major employment generators with an emphasis on landscaping and aesthetics. Integrated office parks are highly encouraged. Residential developments are also encouraged to be integrated into the overall design.

Commerce Center: Industrial/Office Park development, employment generators and interstate-oriented commercial development. Mixed commercial and industrial uses are the preferred method of development.

Public Institutional: This designation includes sites and facilities in public ownership for such uses as medical, educational, cultural, governmental, administrative and protective services, and cemeteries. Churches, though institutional in character, are not singled out in this category; rather, they are included within the categories of surrounding properties.

Parks/Recreation/Open Space: This land use classification is for those areas within the County that has been developed for park or recreation use or is designated open space. These include neighborhood, community and regional parks, recreation facilities, and golf courses.

Current Zoning

Zoning is the implementation tool of the Future Land Use plan, defining the density and intensity of the intended use. The zoning districts control such site items as building heights, use, setbacks, parking, etc.

Key Issues:

- Almost all residential in the corridor is zoned as Residential-Agricultural (residential density - 1 DUA) or Low-Density Single Family Residential (residential density approximately -2DUA). This has helped maintain a suburban residential character in the neighborhoods in this area. But as large undeveloped tracts of land close to Highway 92 feel development pressures, key areas may require a zoning change to allow for slightly higher intensity residential or mixed uses with standards that reflect the design and development goals of the community.

- The current commercial zoning districts (C-G and C-H), in both jurisdictions, allow only commercial uses and restricts mixed-use residential development, thus permitting auto-oriented development and discourages pedestrian activity.

- The current multi-family zoning district (R-MF) within Douglas County is limited to residential apartments at 8 DUA. Key areas in the corridor could support mixed-use neighborhoods of higher density with walkable access to commercial services.

Brief descriptions of key zoning districts in the corridor:
Douglas County

Residential Agricultural (R-A):
- Large lot suburban single family residential at 1 DUA density.
- Requires a minimum lot size of 1 acre.
- Allows agriculture on property including raising livestock and poultry

Residential Low Density (R-LD):
- Single family residential development with a minimum lot size of 20,000 sq.ft. for areas without sewer connections and 15,000 sq.ft. for areas with sewer connections.
- Requires at least 100 feet setback from major arterial roads and 35 feet setback from local streets.
- Building height limited to 35 feet.

Residential Multi-family (R-MF):
- Multi-family residential development - maximum density of 8 DUA
- Depending on the size of the fronting road, setback is either 25 feet or 40 feet. Buildings inside the development are required to be set back by at least 20 feet from the ROW.
- Limits building height to 45 feet
- Establishes standards for minimum living space requirements

General Commercial (C-G):
- Intended to serve as the location of regional and sub-regional centers for retailing, finance, and professional and general office activities
- Minimum lot size is 1 acre for areas without sewer connections and 10,000 sq.ft. for areas with sewer connections.
- Building height is generally 3 stories but could go up to 5 stories (60 feet) for properties fronting a major arterial

Heavy Commercial (C-H):
- Intended to serve those commercial uses which benefit from direct access to major streets or highways and provide a suitable environment for those retail uses which generate loud noises and require large areas for open storage (auto-oriented uses)
- Lot and height restrictions are similar to the C-G zoning

Regional Commercial (C-R)

- This district is for those commercial uses which provide amusement for the public and/or have bright lights and noise – these include miniature golf courses, amusement parks, commercial tennis complexes, drive-in theatres etc.
- Minimum lot size is 5 acres and maximum building height is restricted at 60 feet.

Planned Unit Development (PUD)

The PUD zoning district is meant to encourage the best possible site plans and building arrangements under a unified plan of development rather than under lot-by-lot regulation.

- Planned residential development without shopping facilities: 15 acres
- Planned residential development with shopping facilities: 50 acres
- Planned shopping centers: 5 acres
- Planned industrial parks: 10 acres
- Planned office development: 5 acres
- Minimum lot sizes and height restrictions for PUDs could be waived

Brief descriptions of key zoning districts in the corridor:
City of Douglasville:

Single family detached (R-2)

- Intended as a suburban low density residential district.
- Single family residential development at a maximum residential density of 2 DUA.

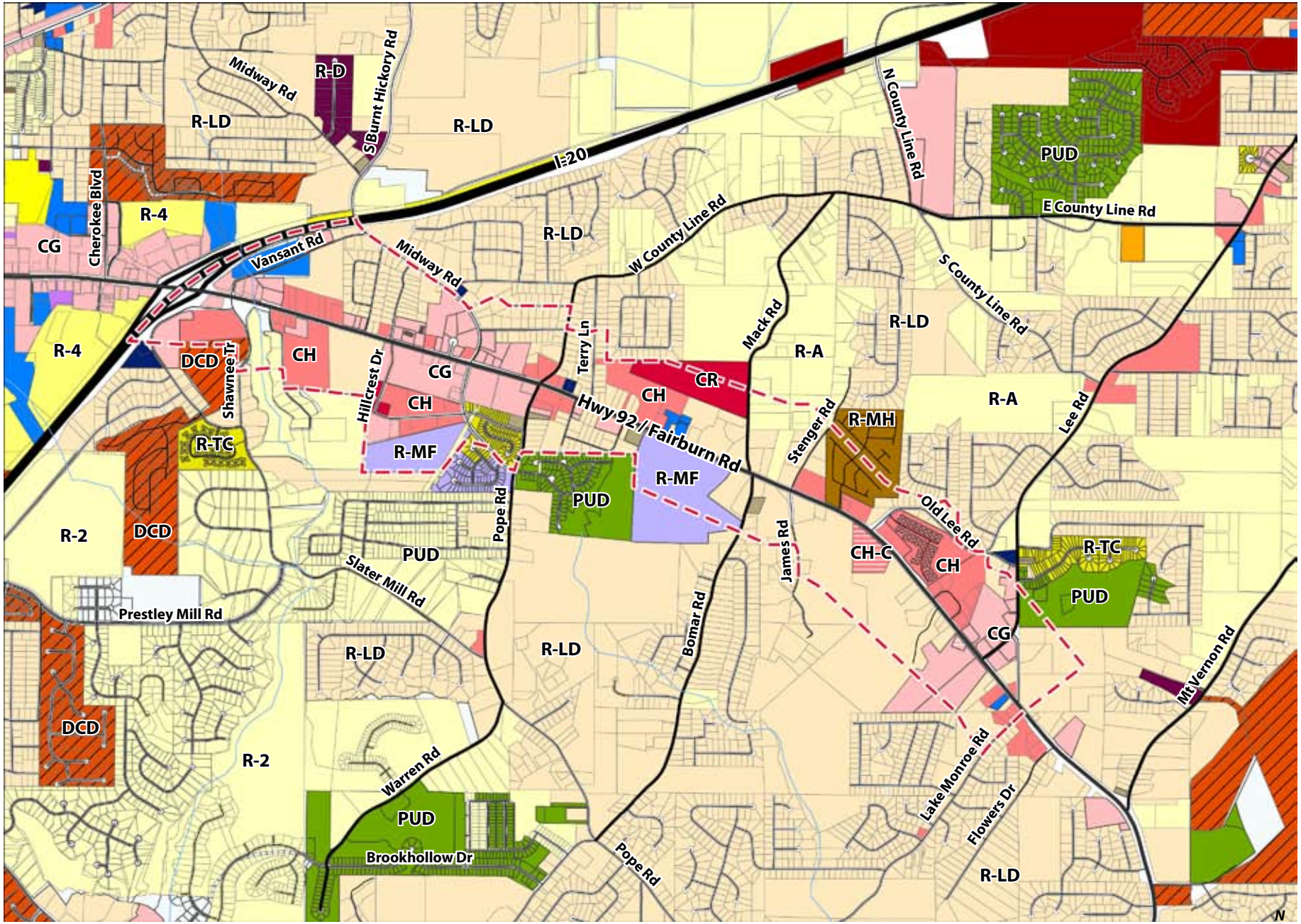
Single family attached and detached residential (R-4)

- Intended as a suburban medium density residential district
- Allows the development of single family attached and detached units, townhomes and apartments.
- Allows a gross density of 4 DUA.
- Requires a minimum development site of 2 acres and that 50% of the development be single family detached dwellings.

Design Concept Development (DCD)

- Intended to allow best possible master planning under a unified plan rather than a lot-by-lot regulation.
- Requires the development of park and open space.
- Requires at least two types of land use that are not otherwise allowed together in another zoning district.
- Intended to be a relatively large scale project on a site area of 10 or more acres.

Current Zoning



The Corridor Village Overlay Standards

The Village Overlay District was adopted early in 2007 as another layer of standards over existing zoning regulations to encourage development of relatively large tracts of land as a single project with a mix of uses. This overlay district applies to properties that front Highway 92 from I-20 to Highway 166.

Key characteristics:

Uses: The district allows for small scale and neighborhood commercial uses and office development, cultural facilities, government buildings, grocery stores and neighborhood retail. It discourages auto-oriented uses like automobile service stations and car dealerships, trucking uses, tire shops, temporary office uses and adult establishments.

Key site requirements:

- Minimum size of consolidated parcels to be 7 acres with a minimum 400 feet corridor frontage.
- Design standards related to streetscape and landscaping, architecture and building form, building materials, roof lines, signage, access and parking are established to guide the quality of development on the corridor.
- Other standards related to buffers and minimum lot widths are as per the table below.

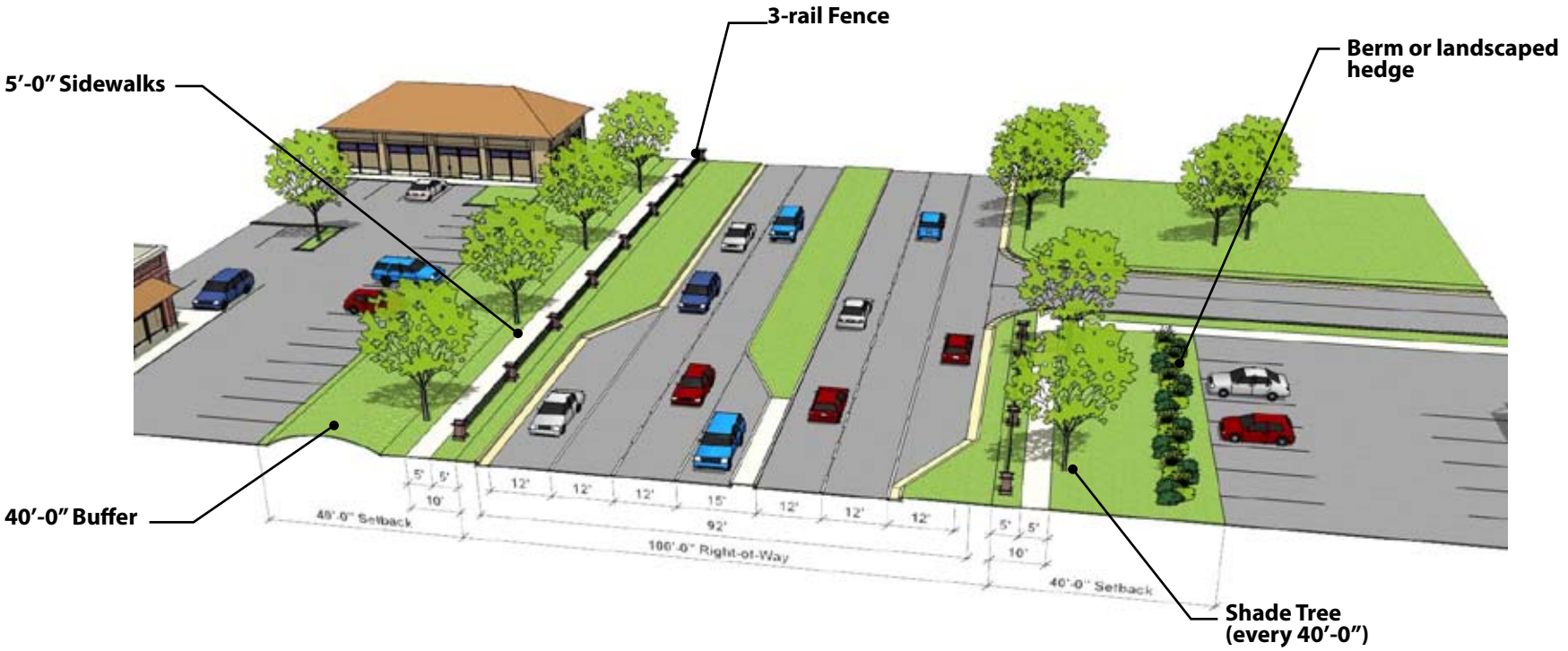
Key issues:

The diagrams on the adjacent page illustrate the pattern of development with the Village Overlay Standards in place. Whereas these standards focus on visual aspects of the development and are a good first step, additional urban design standards may need to be considered such as:

- Parallel connectivity
- Block Size
- Building placement
- Site design
- Allowable mixed-use (residential)

	Project Criteria		Buffers, Berms, Landscape Treatments					
Proposed Use-Type within the Corridor	**Project Minimum Acreage**	**Project Minimum Frontage**	**Street-scape Adjacent to Post Road/Other Right-of-Way (1)**	**Adjacent Preexisting or Zoning**			**Minimum Lot Width at Building Line**	**Maximum Building Height**
				Single Family	**Multi Family**	**Commercial/ Institutional**		
Single Family Detached	7	400	40/10	10′	75′	75′	60′	40′
Commercial/ Institutional	7	400	40/10	75′	75′	40′	N/A	40′
Small Tracts under 7 Acres	1	75′	40/10	40′	0′	0′	N/A	35′

Highway 92 Future Development with Current Overlay Standards



Transportation

Functional Classification of Streets

Within the study area there are four types of street classifications as defined by the Georgia Department of Transportation (GDOT)

Freeways: The I-20 freeway is a limited access facility which forms the western edge of the study area. Access to Highway 92 is through a diamond interchange with signals on top of the bridge. This bridge is currently being replaced to accommodate new HOV lanes to the freeway and the resulting expansion of ramps and related infrastructure.

Urban Minor Arterial: The GDOT designates this classification to all major regional connections that are not urban principal arterials. The major difference is that urban minor arterials like Highway 92 and Lee Road offer a higher level of parcel access than the principal arterials. Highway 92 and Lee Road both provide a key regional mobility function in the east-west and the north-south direction respectively.

Urban Collector Streets: These streets provide access and traffic circulation within residential neighborhoods and help distribute trips from arterial roads to their destination and vice versa. There are many streets like Bomar Road, Pope Road, W.County Line Road and Mt. Vernon Road that perform this function, but Midway road which is the only other street connection across the freeway in the immediate area is the only one designated as an urban collector.

Local Streets: Local streets provide direct access to abutting land and access to higher systems. Interconnectivity of local streets is important for better neighborhood and local connectivity. Most local streets in the study area are two lane neighborhood streets without on-street parking.

Traffic Volume

The table below provides a snapshot of traffic volumes along the corridor. These are measured in annual average daily trips (AADT) and range between 18,380 at the east end of the corridor and 26,560 closer to I-20 for the year 2006.

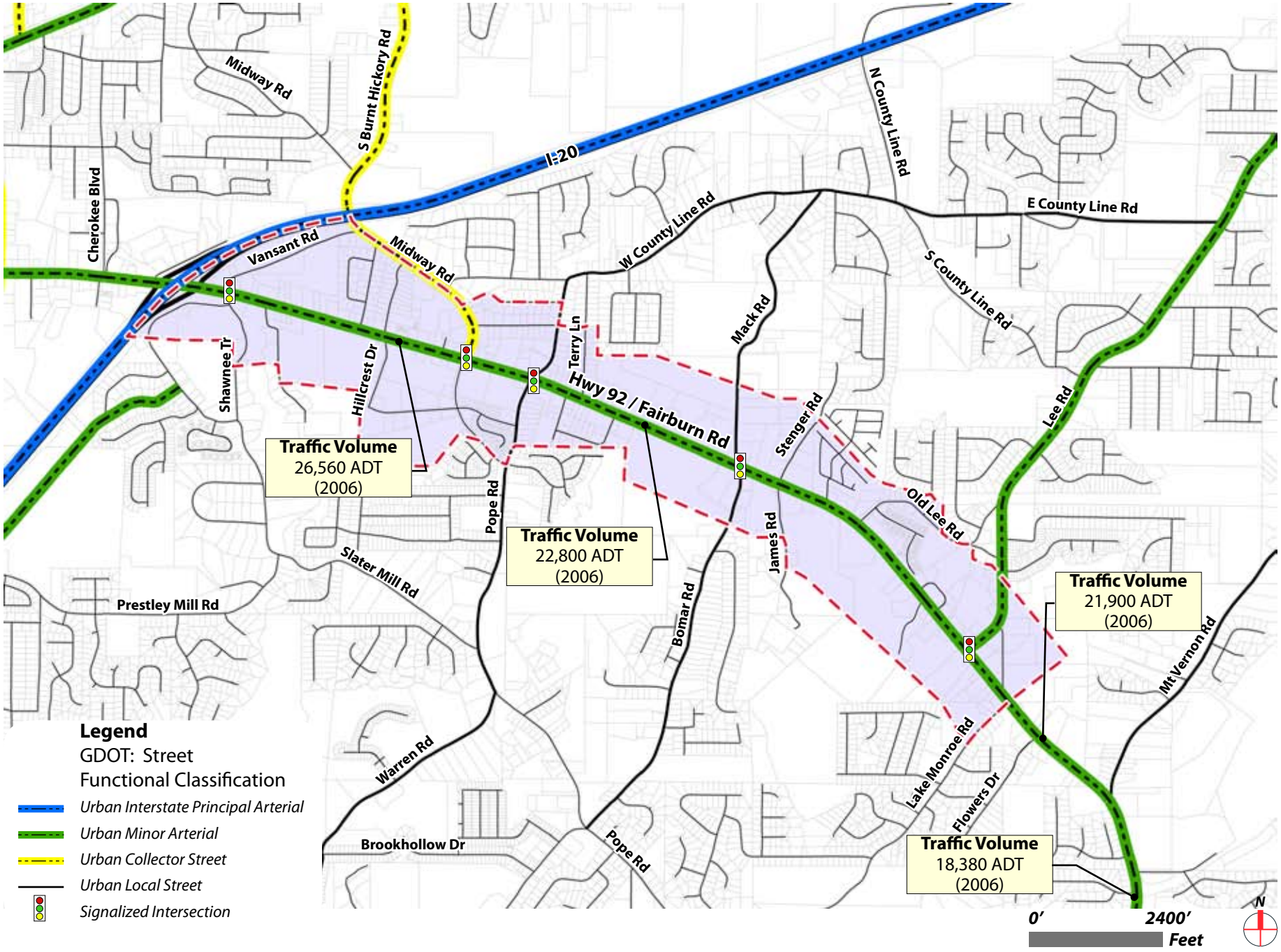
Historic AADT			
Location	**2004**	**2005**	**2006**
Between Hillcrest Drive and Midway Road	26,263	26,230	26,560
Between Dorris Circle And Bomar Road	23,421	20,930	22,800
Between Flowers Drive and Mt. Vernon Road	19,952	19,900	21,910
Between Del Ridge Drive and Shoals School Road	19,154	20,570	18,380

Source: Georgia Department of Transportation

Key Issues:

- A 5-lane corridor such as Highway 92 can effectively carry +/- 30,000 AADT.
- The corridor currently has 15% to 25% additional capacity.
- Historic traffic growth has been relatively flat.
- Additional network opportunities should be developed to protect capacity on Highway 92.

GDOT Street Functional Classification



Road Characteristics & Corridor Cross Section

Highway 92 is a key regional route that connects Douglasville and Douglas County with the Atlanta International Airport, South West Atlanta, and Fulton Industrial Blvd. In doing so, it plays a key mobility role by being a parallel route to I-20 and is a key piece of the arterial system in the Region.

Key characteristics:

- Five lane road section (2 travel lanes in each direction with a median / center turn lane)
- Posted speed limit of 45 mph
- 100 feet right of way (ROW)
- No sidewalks or landscaping
- Acceleration and deceleration lanes for entrances into driveways

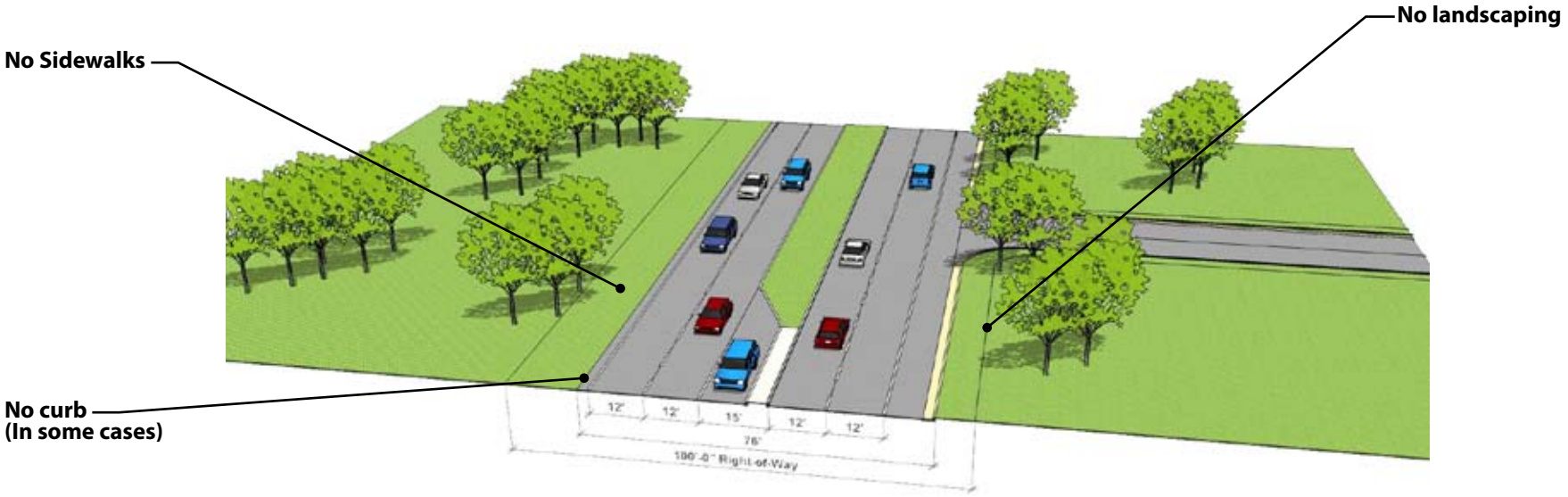
Key Issues:

- ***The corridor as a barrier:*** The current design on Highway 92 is a high speed arterial corridor that facilitates access to I-20. In this role it is a significant barrier for pedestrians, separating neighborhoods from schools, parks, and commercial services.

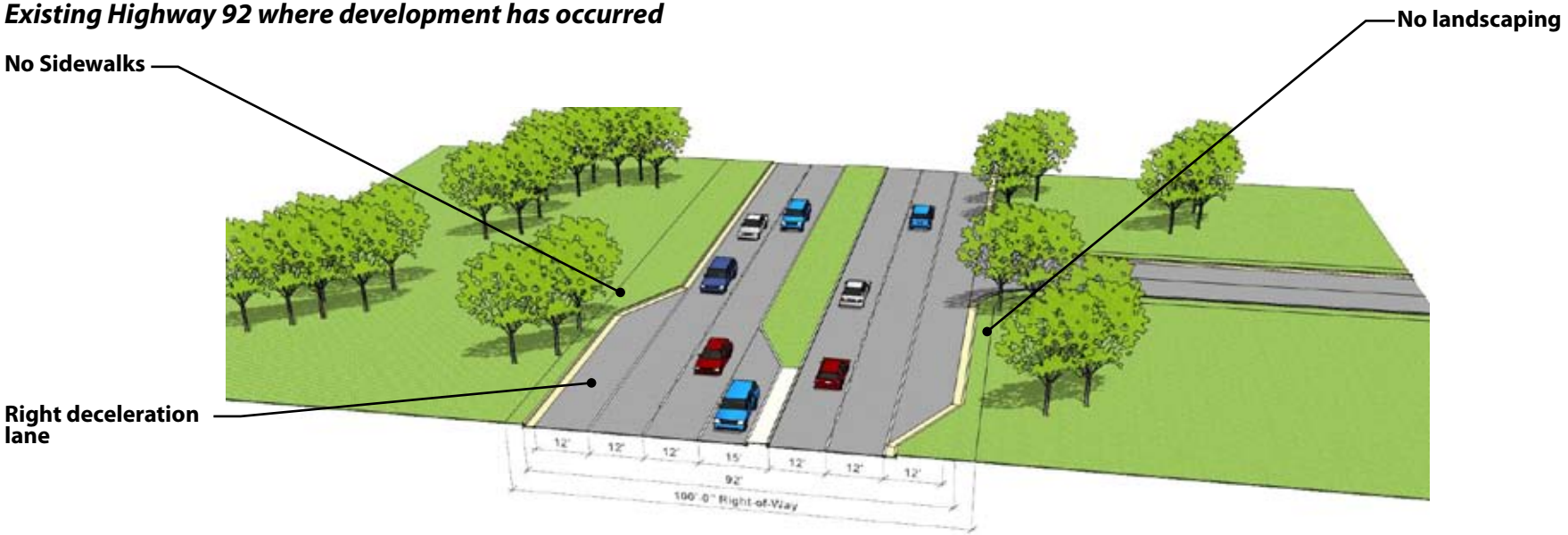
- ***Poor pedestrian facilities:*** There are limited sidewalks or pedestrian amenities on the corridor that encourage walking or biking on the corridor. The high speed character, few and mostly unsignalized pedestrian crossings, large block sizes, and a poor pedestrian oriented built character contribute to the problem.

- ***Need for a parallel street network:*** Highway 92 is the only key east west connection in the area. With a limited street network, much of the local traffic that accesses local destinations on the corridor is forced to use Highway 92. As the area urbanizes, a parallel street network will be crucial to address travel patterns for local trips.

Existing Highway 92 where development has not occurred



Existing Highway 92 where development has occurred



A comparison of the Existing and Effective Street Network

The existing network diagram on the adjacent page illustrates the existing street network in the study area. This map includes all streets that form a part of the existing public roadway network.

The "effective" street network diagram illustrates all the roads that are connected (removing streets that are cul-de-sacs, or loop roads that do not connect to any other street). In other words, it shows only those streets that form a connection with another street and help build connectivity through street networks.

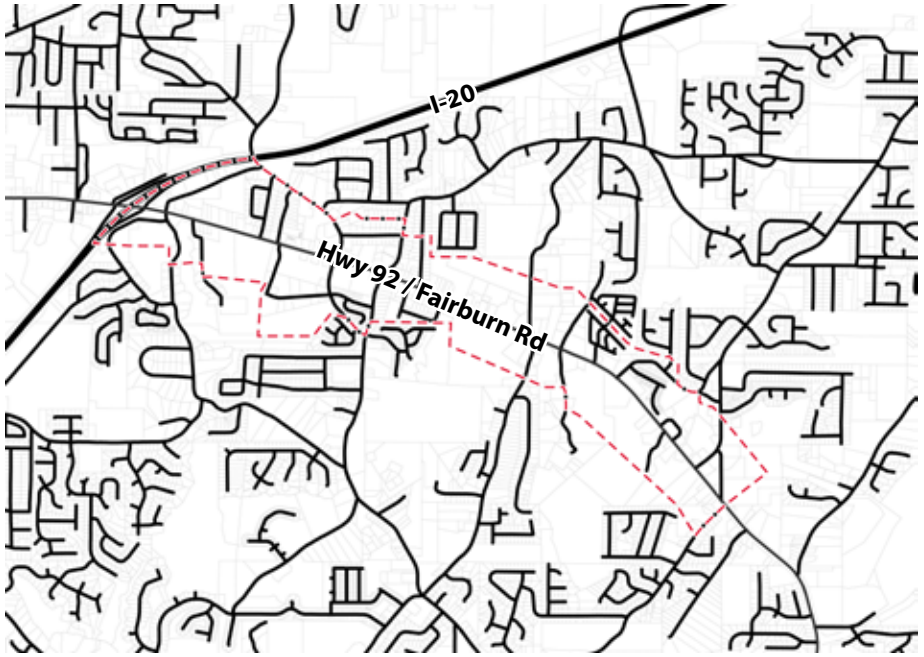
Key Issues:

- The streets that are a part of the effective street network are some of the key connections that existed from the time this area was rural agricultural farmland. As new developments urbanize the area, they add to the traffic on these streets without adding local connectivity.

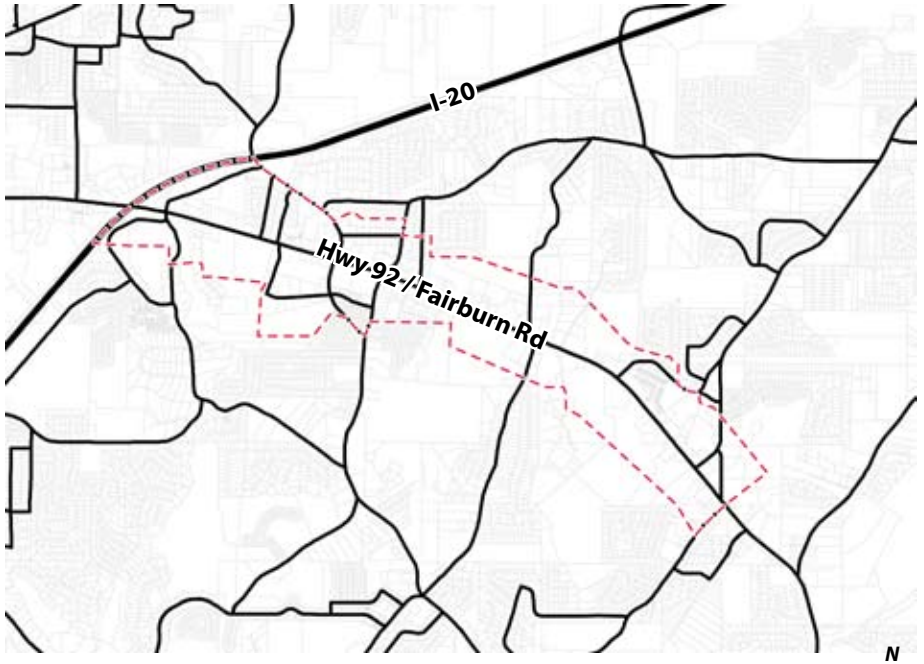
- The lack of connectivity means that local trips increasingly rely on few roads, resulting in those roads needing to be wider to accommodate the increasing traffic. These "big roads" become auto-oriented and pedestrian hostile (like Highway 92).

- The lack of street connectivity also results in large block sizes which are detrimental to making the area walkable and pedestrian friendly.

- Although there are many streets that are built as new development comes in, these streets do little to help enhance local connectivity. Often these developments rely on the existing street network for access and transfer the burden of their traffic on one key road.



Existing Street Network



Effective Street Network

Planned Transportation Projects

There are several key transportation projects under construction or planned for the area:

- Expansion of the bridge over the I-20 freeway is currently underway. The new bridge will be longer and higher to accommodate a new HOV lane on I-20 in the long term and will add additional lanes on the bridge with intersection improvements.

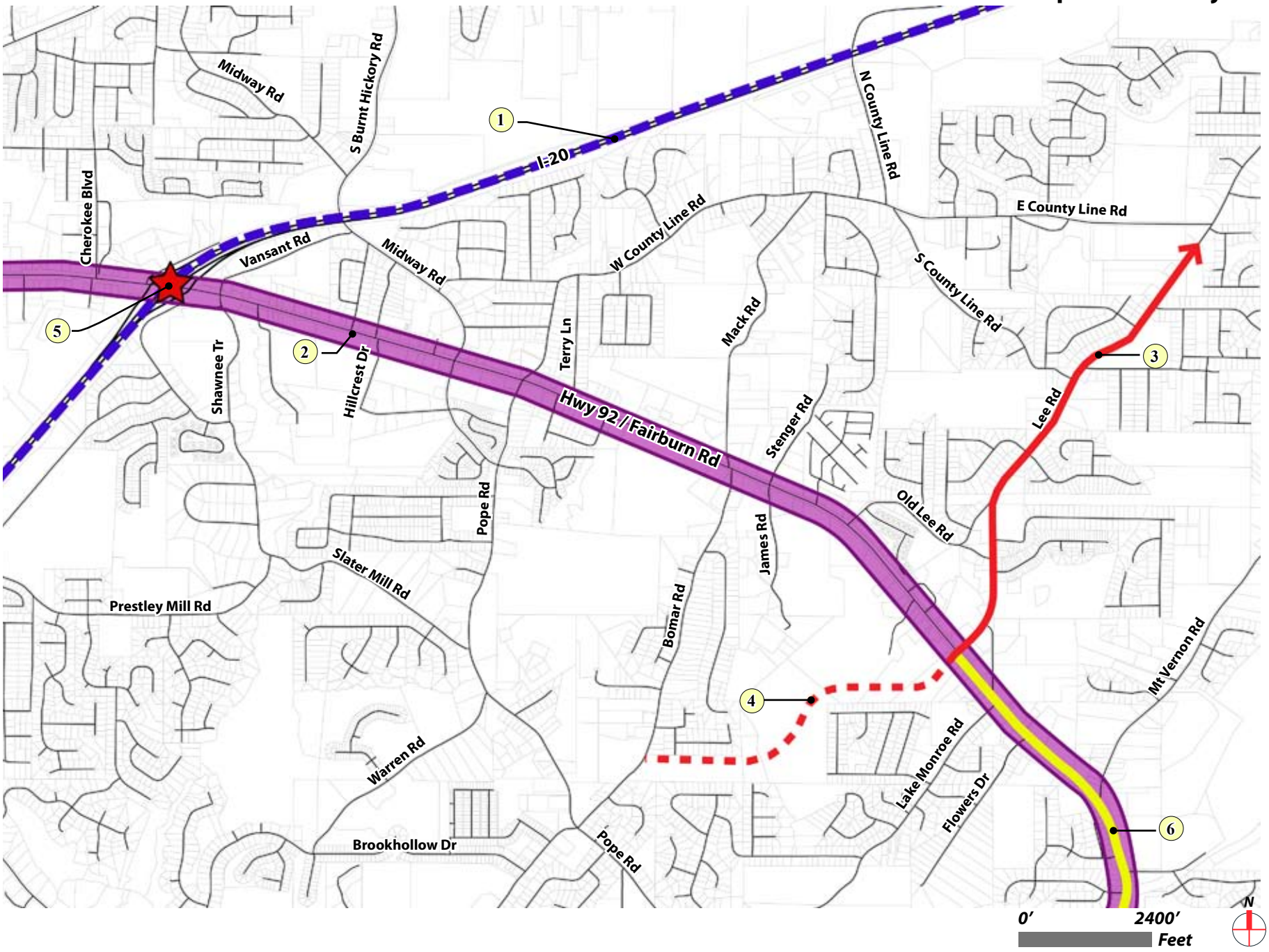
- Construction is completing on the widening of the southern section of Highway 92 from 2 lanes to 4 lanes, south of Lake Monroe Road.

- Widening of Lee Road from 2 lanes to 4 lanes from Highway 92 to I-20. This will include the rebuilding and widening of the I-20 interchange at Lee Road. This project is currently in the design phase.

- The planned extension of Lee Road from Highway 92 to Bomar Road. The County has been working with developers to protect this right-of-way and build this connection as development occurs. This link will provide an important east-west connector county-wide, with access to I-20.

	Project Name	Description	Status	Source	Proj. Number	Cost	Funding Source
1	**I-20 Managed Lanes**	HOV Lanes from State Road 6 to Bright Star Road	Programmed	TIP	AR-H-201	$178,223,000	Federal/ State
2	**Metro Arterial Connector (MAC)**	Corridor Development Study along Highway 92	Programmed	TIP	AR-941	$800,000	Federal
3	**Lee Road Segment 2**	Widening from Fairburn Road to Monier Boulevard	Programmed	TIP	DO-220A	$18, 967,000	Local/Bond
4	**Lee Road Extension**	From Fairburn Road to Bomar Road	Long Range	Douglas County		N/A	N/A
5	**Interchange Improvements**	I-20 and Highway 92	Current	GDOT	712930	N/A	Federal/ State
6	**Highway 92 Widening**	Road widening project from Lee Road	Current	GDOT	721420	N/A	State

Planned Transportation Projects



Parks, Greenspace, and Cultural Facilities

The study area includes some key neighborhood parks, recreational facilities and schools as shown on the adjacent map.

Two of the largest park facilities in the area include:

- Deerlick Park: This 66-acre park is located on Mack Road north of Highway 92 and serves as the headquarters for Recreation Division of Douglas County Parks and Recreation. The Park includes both passive and active areas. Activities include softball, volleyball, eighteen-hole disc golf, tennis, and basketball. Passive activities include fishing, walking, picnicking, playground, and special events. Facilities include ball fields, activity center, gymnasium, tennis courts, etc.

- Douglas County Soccer Association Soccer Fields: The soccer program run by the association is conducted on the Chestnut Log Middle School property. There are five full size soccer fields and another five practice fields available as a part of this facility.

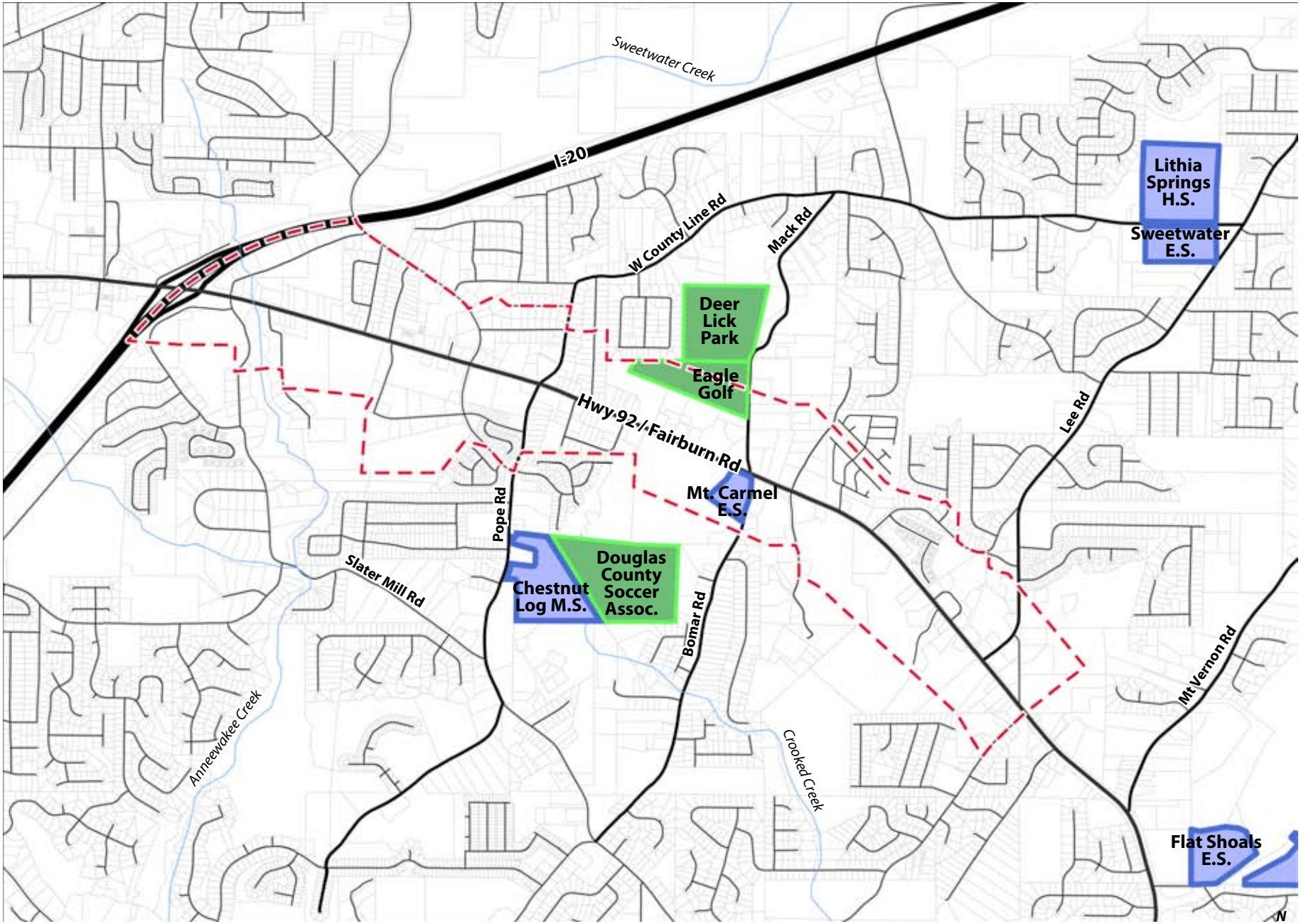
Key Issues:

- Although there are significant large open spaces and a network of schools in the neighborhoods, access to these is limited to the existing street network which lacks amenities for walking or biking to these locations. An independent bike / ped trail that facilitates direct connections between parks and schools may be a good way to promote an alternate mode of transportation for the area.

- There are a few key creek systems in the area including the crooked creek that is a part of the Richardson property. The buffers of these creek systems can be used to form greenway and open space connections that could connect new and existing residential neighborhoods to key destinations on the corridor.

- The powerline easement that runs across Deerlick Park has the potential to be a key greenway corridor that can provide bike and pedestrian connections to neighborhoods and other destinations within the study area.

Parks, Greenspace, and Cultural Facilities



Corridor Development Intiatives

Land ownership patterns and parcel dimensions are often key issues in development. Making development happen is often simpler if parcels are large versus a situation where small parcels have to be assembled to create a project of a size that could be feasible.

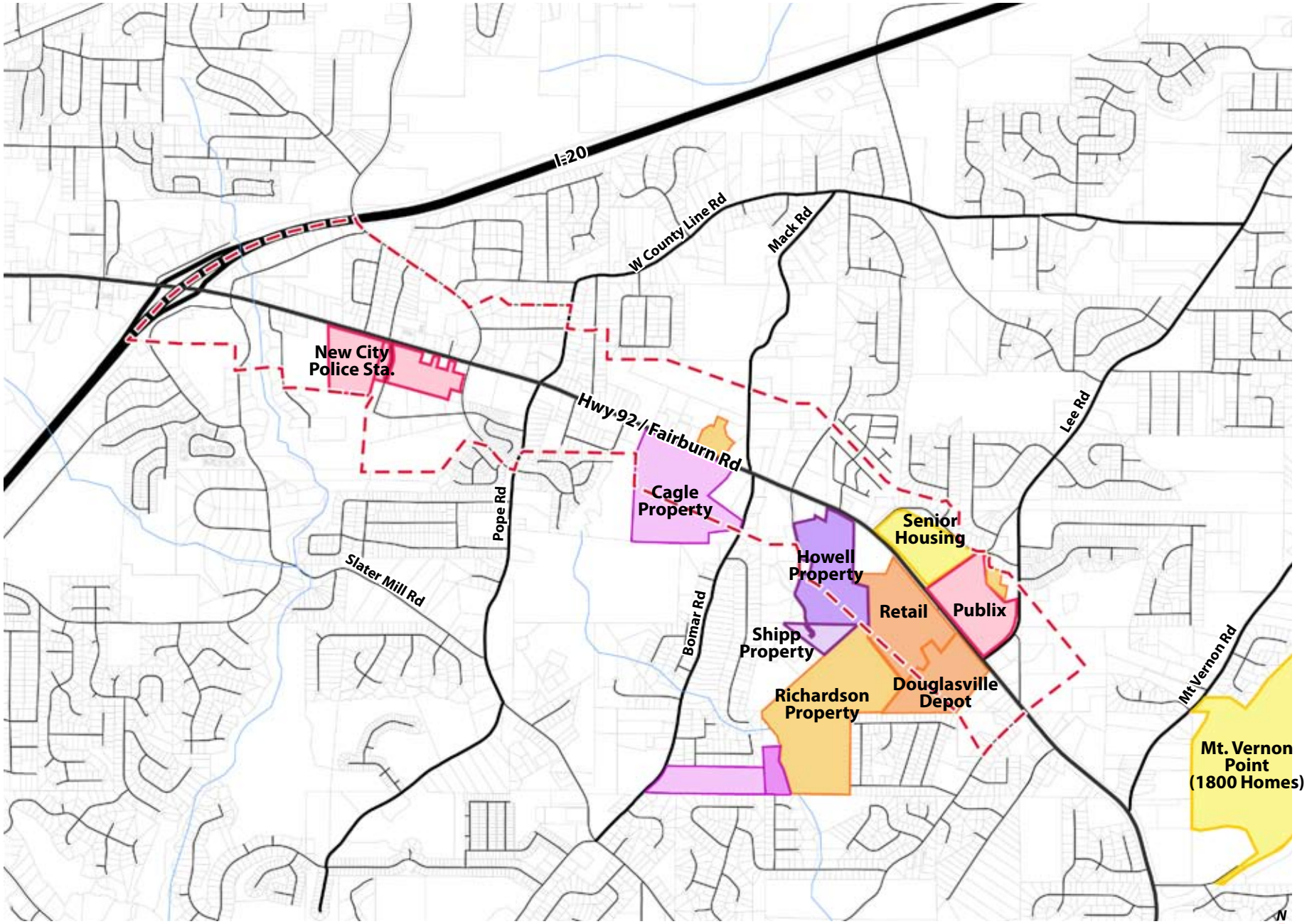
The corridor has a number of key large pieces of property some of which are either already well into their development or are actively pursuing development plans. Key sites and development initiatives on the corridor include:

- Recent development of the Publix shopping center and new office and retail development.
- Douglasville Depot development: includes new commercial and retail stores at the corner of Lee Road and Highway 92.
- Richardson Property: potential residential development along the proposed extension of Lee Road to Bomar Road.
- City of Douglasville Police Station: City plans to develop a new police station on this property with possibilities for additional office development on Highway 92.
- The two strip commercial centers - the Ingles and the Piggly Wiggly – are old shopping centers representing over 30 acres of potential redevelopment on the corridor. The shopping centers are clearly past their lifespan and given their location, these are attractive properties for developers with a redevelopment interest.
- The Cagle and Howell properties have the potential to redevelop into new residential or commercial development.

Key Issues:

- Vacant or redevelopable land in the corridor represents 46% (449 Acres) of the total acreage (965 acres) of the study area. With these many moving parts, it is important to establish a development framework for future development over the next 15-20 years.

Corridor Development Initiatives



Market Analysis Summary

The following is a summary of the analysis and recommendations from the Economic and Market Analysis prepared by Market + Main, the complete analysis is provided as an appendix to this report.

Study Area Challenges & Assets

There is potential for development and redevelopment in the Study Area. However, as in every community, there are challenges that need to be addressed and assets that need to be recognized. A consistent circumstance in terms of planning, market analysis, and economic development is that, many times, issues are just opportunities in hiding. Meaning that what seems like a negative might easily be turned into a positive for the community with an adjustment in perspective and a leveraging of resources. That is why it is important to face challenges, recognize them, come to understand them, and implement actions to change them in order to move the Highway 92 corridor forward in the long-term. These issues and opportunities are based on stakeholder interviews, market assessment, and feedback at public meetings.

Challenges

- Travel distance to quality goods and services
- Small range in housing prices
- Little high-end retail amenities in area
- Perceived political environment
- Public sentiment and lack of education on quality high-density and mixed-use development
- Few for-lease options in housing Public sentiment perceives spot rezonings
- Strong retail competition nearby – Arbor Place Mall area
- Underutilized footprints
- Lack of connectivity
- Development activity not consistent throughout area

Assets

- Undeveloped land can be proactively planned for
- Proximity to hospital
- County staff responsive
- Transportation improvements underway
- Schools
- Sense of community
- Proximity and direct access to Interstate 20
- Deer Lick Park

Summary of Market Demand:

The following chart summarizes the anticipated market demand over the next five years for housing, retail, office and industrial development.

Demand				
	Existing (2007)	**5-year (2012) Increment**	**10-year (2017) Increment**	**Total New**
Residential				
SF Detached (units)	4	19	46	69
SF Attached (units)	17	64	162	243
MF Condo/Apt. (units)	3	13	32	48
Subtotal	**24**	**96**	**240**	**360**
Retail				
Neighborhood Serving (sf)	4,350	27,560	21,770	53,680
Community Serving (sf)	10,120	65,370	50,580	126,070
Subtotal	**14,470**	**92,930**	**72,350**	**179,750**
Office (sf)	500	8,130	13,330	21,960
Industrial (sf)	0	0	0	0

Key recommendations and opportunities include:

Encourage choice for balanced growth along the corridor

- Given its suburban location and its current position as an emerging corridor, move towards a mixed-use development pattern.
- This will provide a choice of development types to future residents and businesses alike and will sustain the ability of this corridor to be a destination for many years to come.
- Focus on decisions based on the long term vision and desires to achieve economic sustainability over many years.

Allow a diversification of the housing product

- Create a choice for the residential market by allowing products other than single-family homes
- Encourage medium density developments allowing mixed products at a variety of price points

Develop a Mixed Use anchor on the corridor

- Encourage a mixed use village type development near the Lee Road intersection with destination retail that does not necessarily compete with the Arbor Place mall but serves new communities on the corridor.

Focus on redevelopment through Strategic public investment

- Encourage public –private partnerships to help the redevelopment of aging commercial centers in the western portion of the corridor close to I-20

Section 3.0
The Planning Process

The Public Visioning Process

As part of the design and planning process, a series of public meetings, stakeholder interviews, design workshops, and public presentations were conducted to uncover key issues and gather public input.

This process included:

Public Kick-Off Meeting: November 1, 2007
This meeting included a brief presentation of the planning process and two exercises designed to gather public ideas and input. The first was a "post it" note exercise where meeting attendees were asked to write 3 things they "value" most about the area and 3 things they would like to see "changed". The ideas could be broad or specific. These notes were then placed on the wall and grouped into common categories in order to uncover common themes.

The second exercise involved working in small "table groups" around aerial maps of the study area. Participants were asked to mark up the base maps and identify geographically, areas needing change or improvement and areas to be enhanced or protected. Similar to the first exercise, this one serves to locate specific project needs and concerns in the corridor. Each table then presented back to the larger group the ideas and concepts discussed in their table session.

Community members at the public kick-off meeting and participating in the Post-it notes exercise

Post-it Notes Exercise Summary

Things the Community Values

Ease of Regional Access	(22)
Rural Character	(16)
Trees, Greenspace and Parks	(18)
Property Value	(11)
Neighborhoods and the Community	(9)
Convenience to Shopping	(8)

Ease of Regional Access

- Proximity to City
- Accessibility to I-20
- Ease of access to parts of Atlanta – the Airport, Downtown, etc.

Trees Greenspace and Parks

- Trees and Greenery
- Preserve Greenspace and Parks
- Potential for a socially & environmentally responsible growth process
- Variety of shopping - not chain stores
-

Rural Character

- Life time home
- Small town feel
- Quiet Community

Things the Community would like to see Changed

More "Quality" development	(23)
Zoning and Land Use Controls	(11)
More Greenspace	(11)
Slower Traffic in the Neighborhoods	(11)
Pedestrian Friendly Amenities	(9)
Better Access (street network)	(5)

More "Quality" Development

- No more tire, oil change, car wash shops on highway 92, no more storage buildings
- Less strip malls
- No multi-family / starter homes

Zoning and Land Use Controls

- Stop residential development without proper planning
- Faster Zoning – stop endless moratoriums
- Poor Signage Control
- More consideration for life time owners in zoning matters

More Greenspace

- Better Landscaping & street trees
- More Parks

Pedestrian Friendly Amenities

- Change road design to accommodate
- Sidewalks & bike lanes
- Landscaping & Street trees
- Trails & greenways

Note: Number in Parentheses indicates the number of post-it notes related to the same issue

Table Sessions Summary

More "Quality" Development and Standards

- Prepare long-term plans for development
- Need Standards for new development
- Plans for sewer and related infrastructure

Greenspace and Parks

- Protect and Enhance the Deerlick Park
- Develop floodplain properties into park space
- Need more greenspace

Access and Transportation

- Need sidewalks in neighborhoods
- Need a frontage road for better local access
- Need bike lanes
- Tie the plans for Lee road into the development
- Mack Road / Bomen Road intersections are an issue
- Left turns on to Highway 92 are an issue
- Speeding truck traffic is an issue

Community members work in small table groups during the public kick-off meeting.

Stakeholder Interviews: October / November 2007

A series of one-on-one stakeholder interviews were conducted to gain more specific input on key issues in the area. These interviews included Douglas County staff, Fire and Police Departments, Members of the Zoning Board, neighborhood leaders, and property owners. They were informal discussions that were used to identify current initiatives and trends in the corridor.

Design Workshop: December 4-6, 2007

The Design Workshop was organized as a series of meetings, presentations, stakeholder interviews, and team working sessions all scheduled over a three day period. The purpose of the workshop was to develop and design an initial set of concepts that could be quickly shared with the public and form the foundation of the plan.

The workshop included a public kick-off meeting on the first evening. Held a Sunset Hills Baptist Church with many new to the planning process, this meeting served a similar purpose as the first kick-off meeting in October. Participants were asked to work in small table groups around aerial base maps and identify key issues, areas of concern, improvement opportunities.

The following three days were scheduled as day-long open house work sessions where the project team set up a working studio and began designing and developing proposed projects in an environment where the public could drop in and share ideas and review work in progress. The evening of the third day concluded with a public overview presentation of the designs and planning ideas developed during the week.

Consultants and community members at the at the open-house studio working session during the Design Workshop

Section 4.0
Recommendations

Design Principles

Community Design Principles

Highway 92 was once a rural road that connected farms and rural estates to the surrounding town centers and markets (Fairburn, Douglasville, etc.). These "farm to market" roads served their original purpose well and established the area's basic transportation network. Yet over time the area's economy and land use have changed dramatically. What was once farm land is now suburban residential subdivisions and commercial strip centers that have taken advantage of the corridor's access and visibility. The dramatic and rapid changes these new uses represent require a proactive approach to their planning.

Elements of Community

Guiding this land use transformation to create a sustainable community pattern requires an understanding of the key elements that create "community".

Neighborhoods – The places we live. Neighborhoods should be planned to provide a range of housing options (families, singles, retired, elderly, etc.)

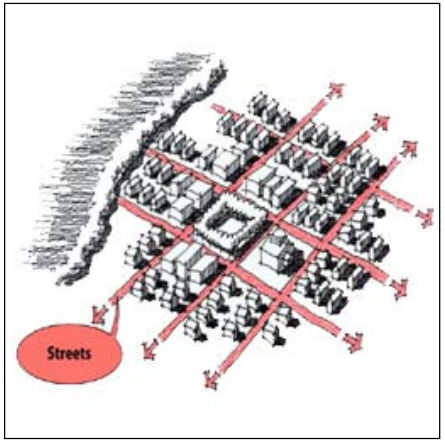
Streets – The way we get around. The street pattern should be connected to maximize accessibility and streets should be designed to support all users (cars, pedestrians, cyclists, transit).

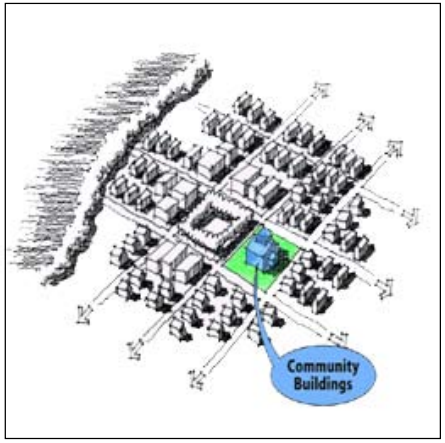
Parks & Open Space – Where we recreate. Parks should be located and designed to provide access to all citizens.

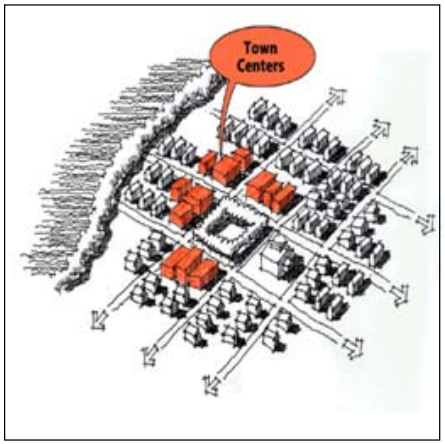
Town Centers – Where we work & shop. These should be mixed-use and walkable places, interconnected to surrounding neighborhoods.

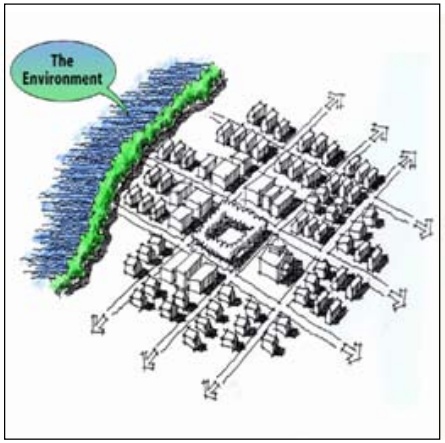
Civic Buildings – Where we learn, worship, and govern. Civic buildings should be prominent elements within every community.

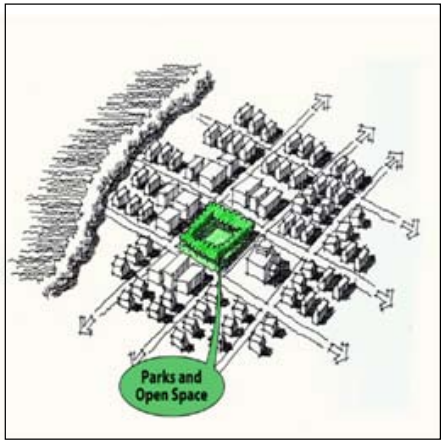
Natural Environment – The basic foundation. Our development patterns should respond and respect our natural systems.











Land Use and Transportation

Putting these "community elements" together to create walkable, accessible, and attractive places, requires an understanding of the relationship between transportation, land use, and built form. This relationship is best illustrated by contrasting two common forms of development. The basic principles of "urban" form will be used to guide the recommendations for the corridor in order to establish a long term pattern that supports "community building".

Suburban Form

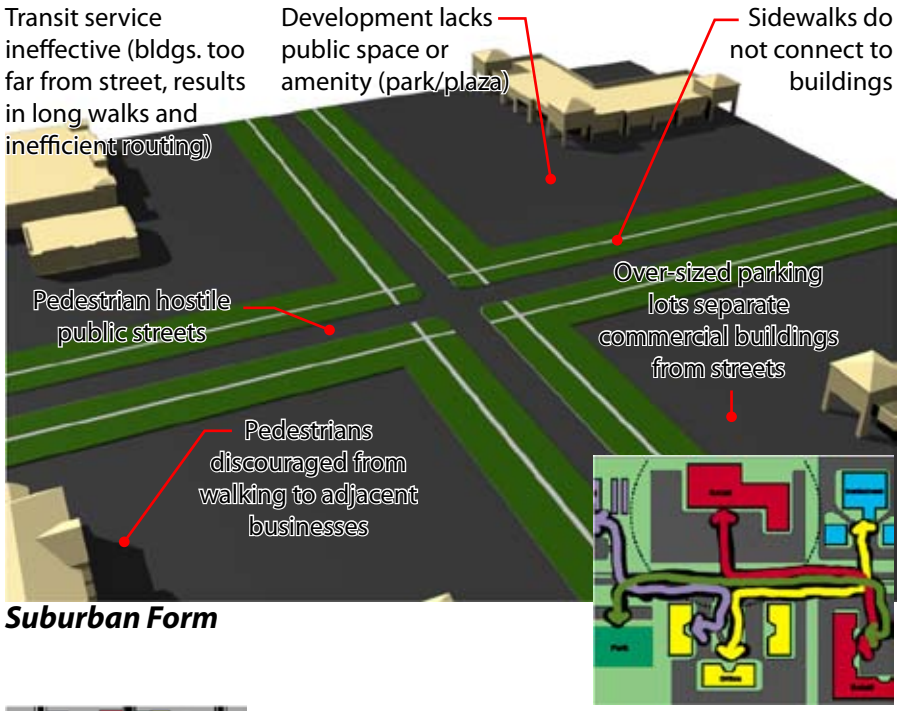
The typical pattern of suburban form is driven by parking and access. The result is an auto-oriented environment.

- Parking lots are located and designed to be highly visible from major roads with direct access to commercial buildings.
- Buildings and sites are separated by parking lots and rarely interconnected putting all vehicle trips on the main road.
- Little attention is given to the street environment because all access is assumed to be by vehicle.
- Mixed use development rarely occurs and in most cases is made illegal by current zoning standards.
- Very little attention is given to the architecture because the intent is to get you in the building as fast as possible.

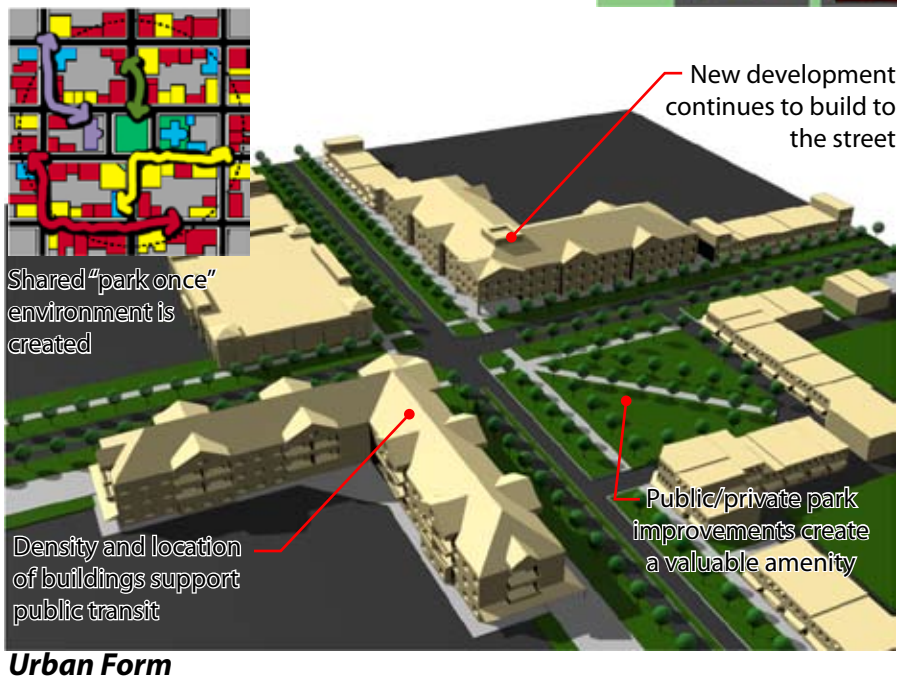
Urban Form

The typical pattern of urban form is driven by the street environment. The result is a pedestrian-oriented environment.

- Parking lots are located behind buildings connected by streets and blocks.
- Buildings are "built to" the street to create vibrant walking environments.
- Streets and public spaces are designed for multiple users: pedestrians, cyclists, and cars.
- Mixed use development is encouraged within buildings on multiple floors or on adjacent blocks.
- Lots of attention is given to architecture because the buildings help form the public space of the street.



Suburban Form



Urban Form

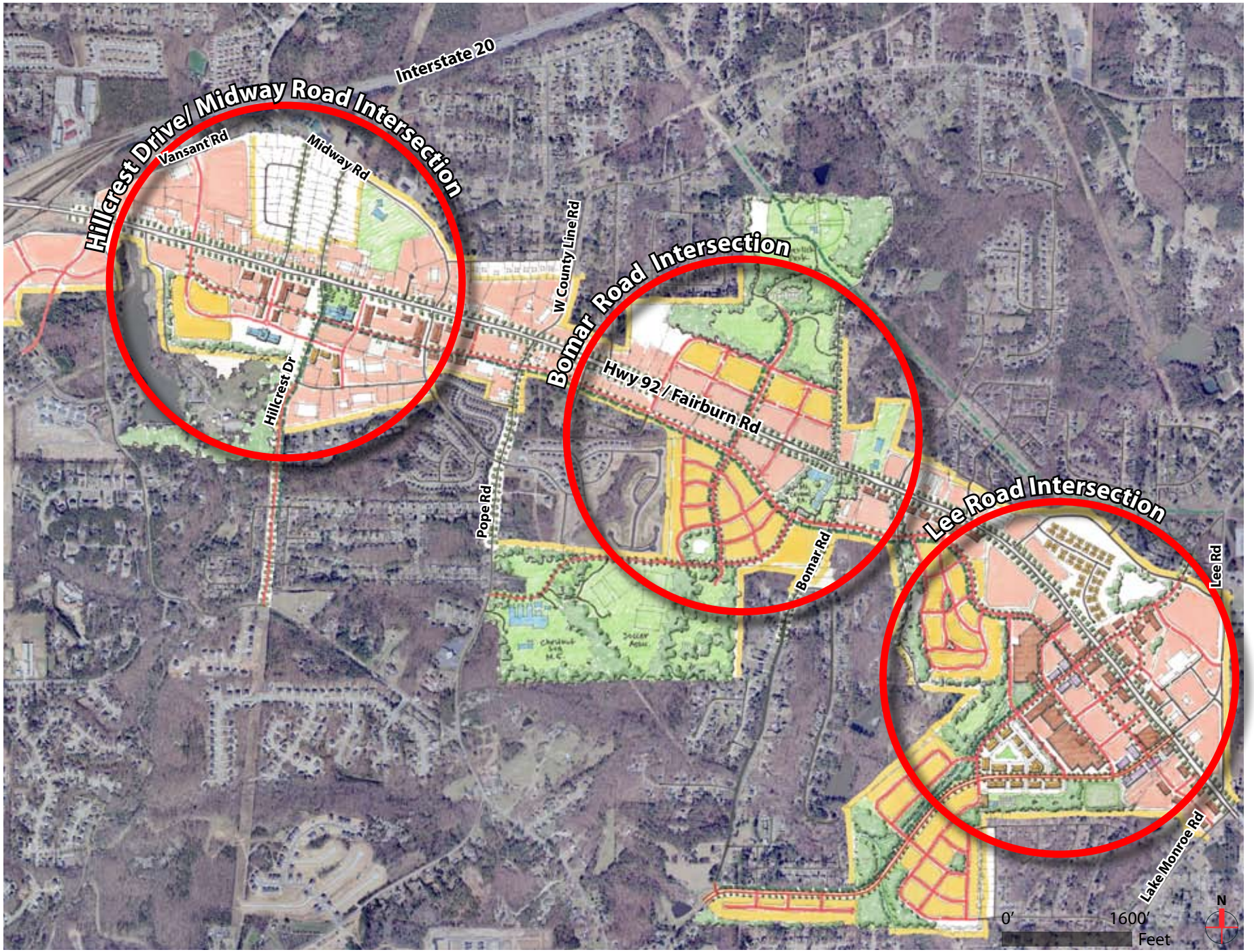
Redevelopment Focus Areas

The redevelopment concepts for the corridor are organized on three focus areas where significant development opportunities exist or are underway:

- ***The Lee Road Intersection*** – This area has recently experienced new commercial development (Publix) with more underway (Douglasville Depot). With the widening of Lee Road to I-20 and the future extension of Lee Road to Bomar Road, this area will be a prominent crossroads that will bring pressure for more development.

- ***The Bomar Road Intersection –*** This area sits between significant parks and schools (Deerlick Park, Chestnut Log Middle School, Mount Carmel Elementary School) with large undeveloped parcels that could be designed and planned to reconnect these important resources with new residential neighborhoods that put community serving uses (retail, parks, schools) within walking distance.

- ***The Hillcrest Drive/Midway Road Intersections –*** This area includes a mix of undeveloped sites, aging commercial strip centers and former residential homes converted to commercial use. With its close access to I-20 it will be a prime location for redevelopment in the future. Two potential public investments (the City of Douglasville Police Headquarters and the potential location of the Douglas County Administrative Building) are being considered in this area. These potential investments, if planned together, could serve to catalyze development.


Interstate 20
Hillcrest Drive/ Midway Road Intersection
Vansant Rd
Midway Rd
Hillcrest Dr
W County Line Rd
Bomar Road Intersection
Hwy 92 / Fairburn Rd
Pope Rd
Bomar Rd
Lee Road Intersection
Lee Rd
Lake Monroe Rd
0'
1600'
Feet
N

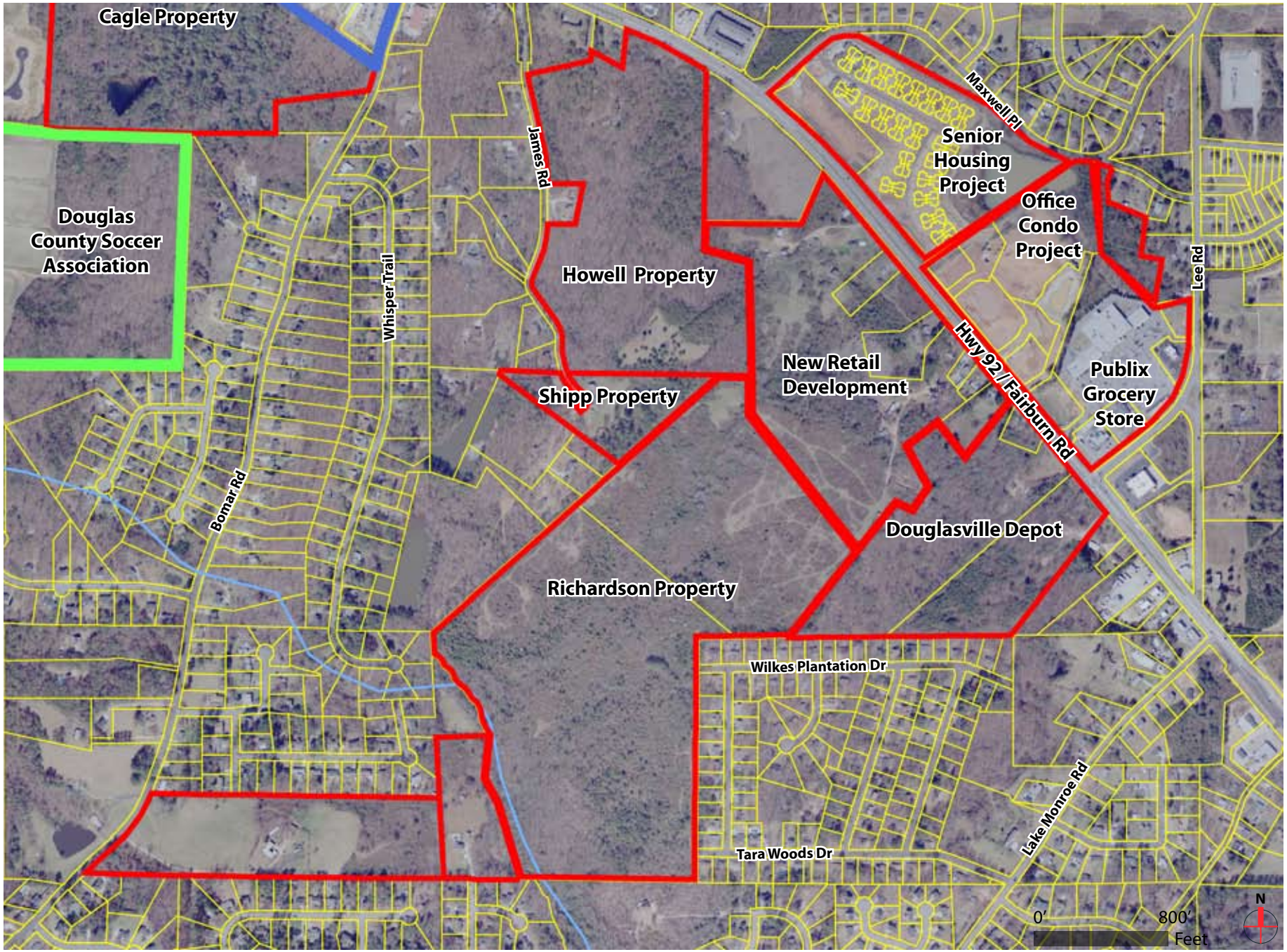
Lee Road Intersection Area

Context:
The Lee Road intersection area is the one portion of the corridor that is currently experiencing significant new development. Recent projects include; the Publix grocery store and retail development, a potential new senior housing project, an office condo project, a new CVS drug store, and the Douglasville Depot development which will include a new drug store and additional commercial development.

In addition, this area includes several large undeveloped land parcels that could accommodate coordinated master-planned development. These parcels represent valuable opportunities that, given their scale, could serve as dramatic catalysts for establishing a new development pattern for the corridor.

New transportation projects such as the widening of Lee Road (from Highway 92 to I-20) from two to four lanes and the planned extension of Lee Road to Bomar Road are initiatives that will serve to increase this area's accessibility and development potential.

Context - Lee Road Intersection



Recommendations

Redevelopment Approach:

The large scale of development opportunities in this portion of the corridor demand a long-term approach to land use, transportation and connectivity, parks and open space, and urban design. These sites need to be planned and viewed together in a broad context to ensure that opportunities for new street connections, greenways and open spaces are identified and preserved.

Key Recommendations:

- Structure new commercial development on Highway 92 around a framework of streets and blocks that maximize connectivity. This new street network will greatly enhance local connectivity, providing access to destinations on the corridor that do not rely on Highway 92.

- A key element of this new network is a proposed two-lane local access street that parallels Highway 92 from Pine Street to Lake Monroe Road. This new road provides an important parallel route to Highway 92 for local vehicular traffic, as well as for pedestrians and cyclists.

- Allow commercial development on the corridor to include residential uses (either vertically, above ground-floor commercial uses or horizontally, connected by streets and sidewalks).

- Extend Lee Road to Bomar Road as a "parkway" with a landscaped median, street trees and sidewalks that facilitate connections to proposed walking and biking trails.

- Establish a greenway corridor and open space along the buffers of the existing creek systems that include trail connections to adjacent neighborhoods and commercial centers.

- Plan for new master-planned urban neighborhoods on large parcels adjacent to the corridor to serve as transitions between the commercial corridor and the surrounding existing suburban neighborhoods. These new neighborhoods should include a required range of housing types (single family, townhomes, multi-family) at an overall maximum gross density of 8 units per acre. Additional recommended standards are outlined in the Development Guidelines section.

Diagram of existing street network

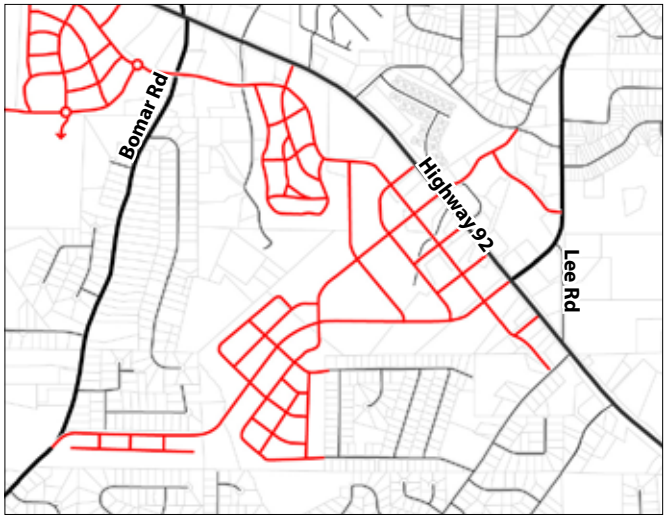
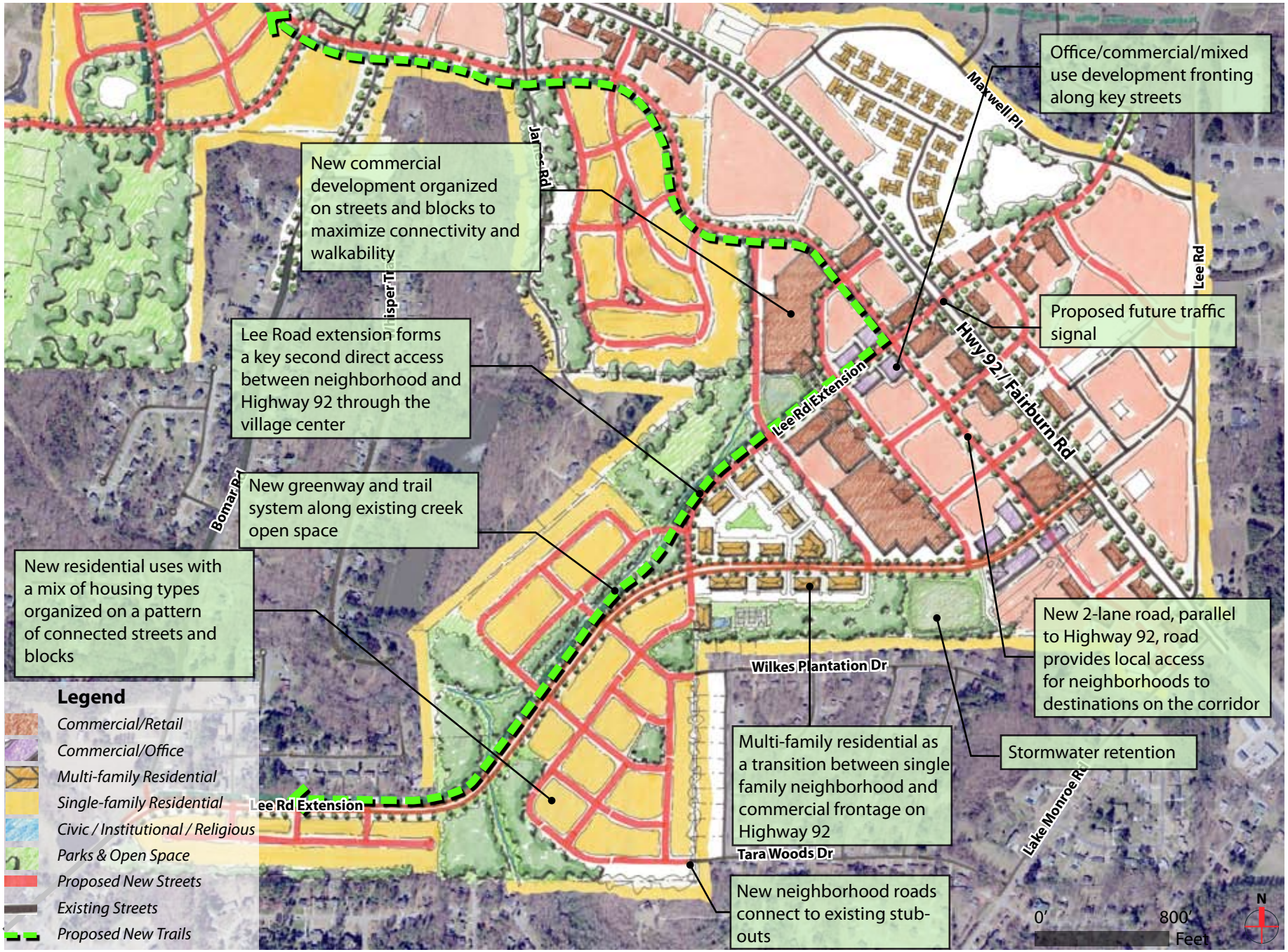


Diagram of proposed street network

Lee Road Intersection



Bomar Road Intersection Area

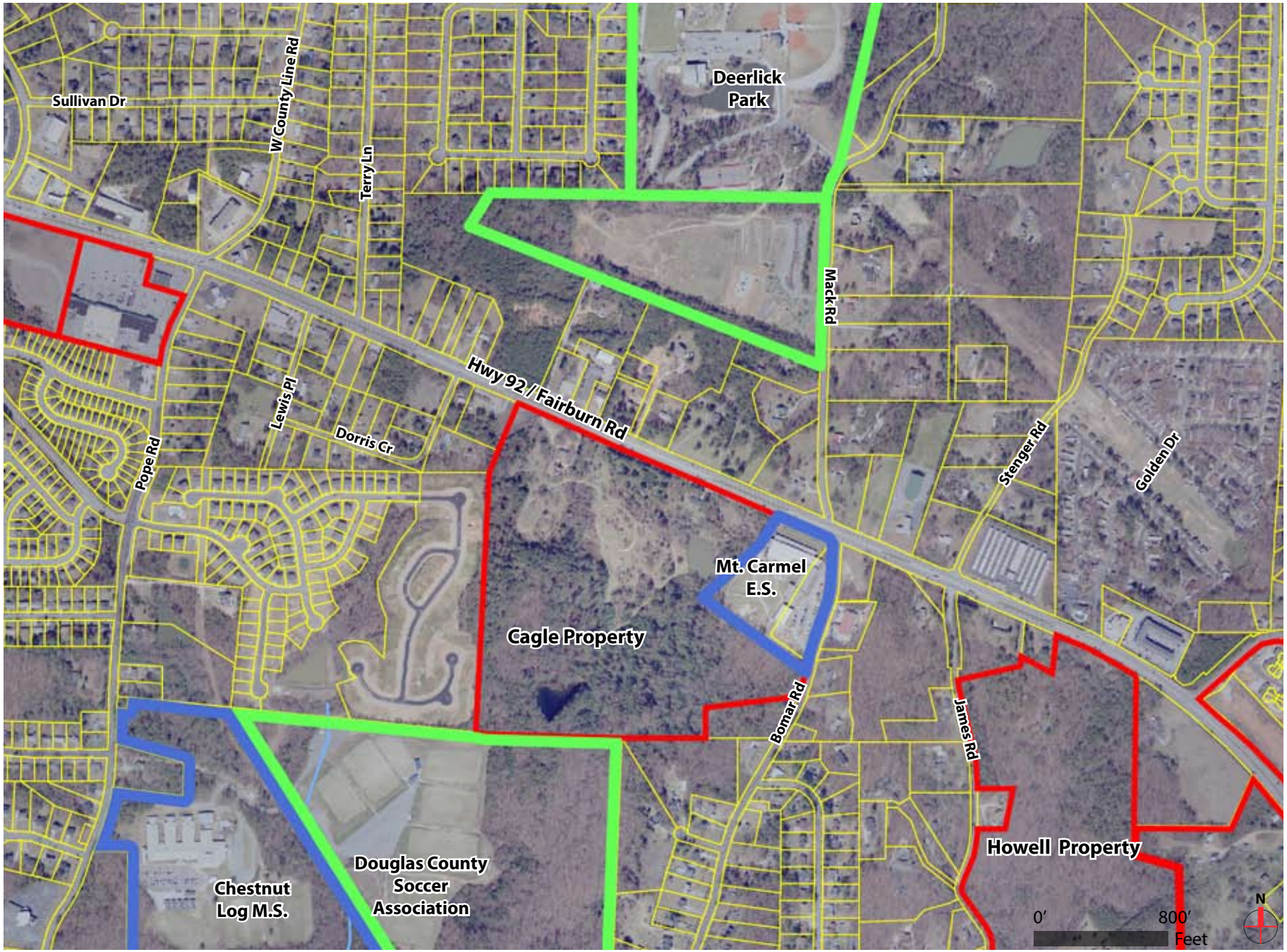
Context:
The Bomar Road intersection area is in the central portion of the corridor and is surrounded by a number of important park and school amenities. These amenities include:

- Deerlick Park, an important regional park facility
- the Douglas County Soccer Association's soccer fields
- Mount Carmel Elementary School
- Chestnut Log Middle School

While this area includes many important area park and school destinations, it lacks the necessary and basic pedestrian facilities (sidewalks) and street connectivity to make them as accessible as they should be.

The Cagle property is a large undeveloped piece of land in the area. At over 60 acres in size, this property has the potential to set the standard for development on the corridor and provide critical new connectivity in this area.

Context - Bomar Road Intersection



Redevelopment Approach:

Some of the large development parcels in this area are big enough to support new mixed use and residential development. A key issue will be ensuring an appropriate mix of residential types, and establishing standards to guide future development in a pattern and form that is consistent with the idea of creating a vibrant, pedestrian –oriented mixed-use corridor.

Key Recommendations:

- Plan for the Cagle Property to be developed as a new residential neighborhood that provides critical connectivity to adjacent schools and parks. Allow the neighborhood to include a mix of housing types as well as neighborhood serving commercial uses located along Highway 92.

- New street network: new two-lane "parkway" that connects from Pope Road (between Chestnut Log Middle School and Mount Carmel Elementary School) to Bomar Road. This new connection, along with the parallel street to Highway 92 will greatly enhance accessibility to these schools from the surrounding neighborhoods and better distribute area-wide traffic patterns.

- New street network: new north-south connection between Deerlick Park and the Soccer Association fields.

- New sidewalks on all existing roads to provide pedestrian connections between the schools, parks and surrounding neighborhoods.

- Require publicly accessible parks and open spaces within new neighborhoods with new trail connections between schools and parks.

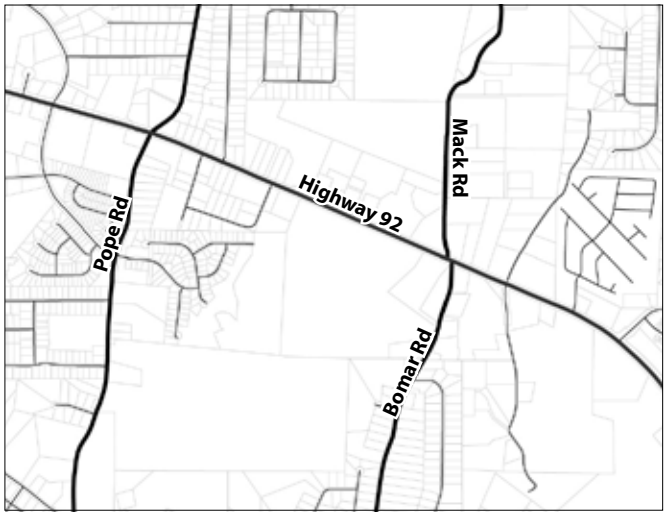


Diagram of existing street network

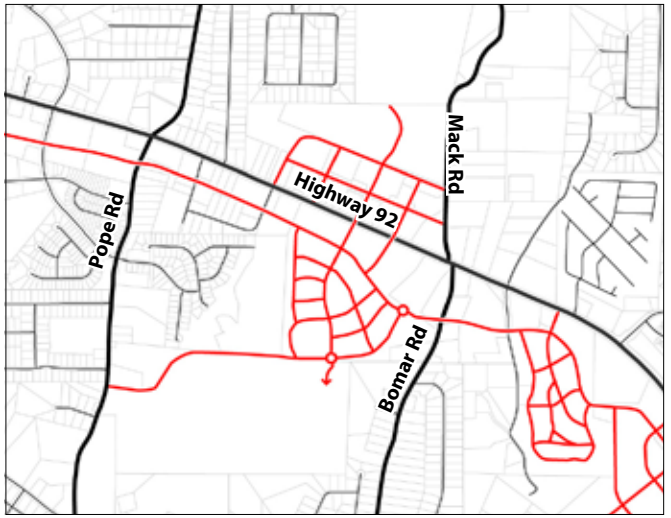
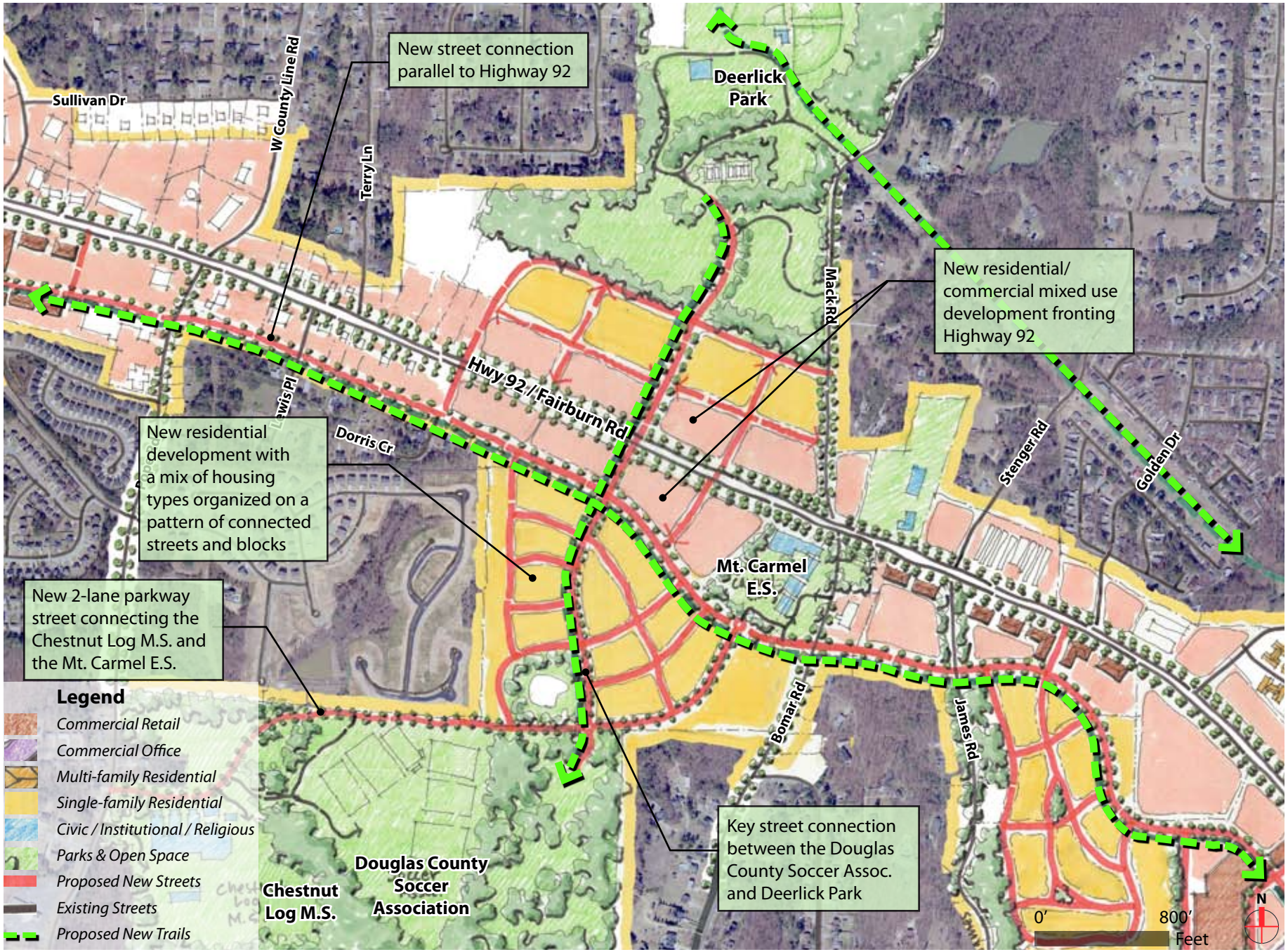


Diagram of proposed street network

Bomar Road Intersection



Bomar Road Sketch

This current view of Bomar Road adjacent to the Mount Carmel Elementary School illustrates the need to redesign area roads to include sidewalks, street trees and street design adjustments to rebalance the area's historically rural, auto-oriented roads to include facilities for pedestrians, cyclists and traffic calming.

Bomar Road near Mount Carmel School - Before

Bomar Road Near Mount Carmel School - After

Hillcrest Drive and Midway Road Intersection Area

Context:
The Hillcrest Drive intersection area is located just east of the I-20 interchange and includes a number of auto-oriented fast food restaurants, gas stations and commercial strip centers uses line the corridor at this end. This area also includes residential properties that once fronted along a rural highway and have now been converted into small office and commercial uses.

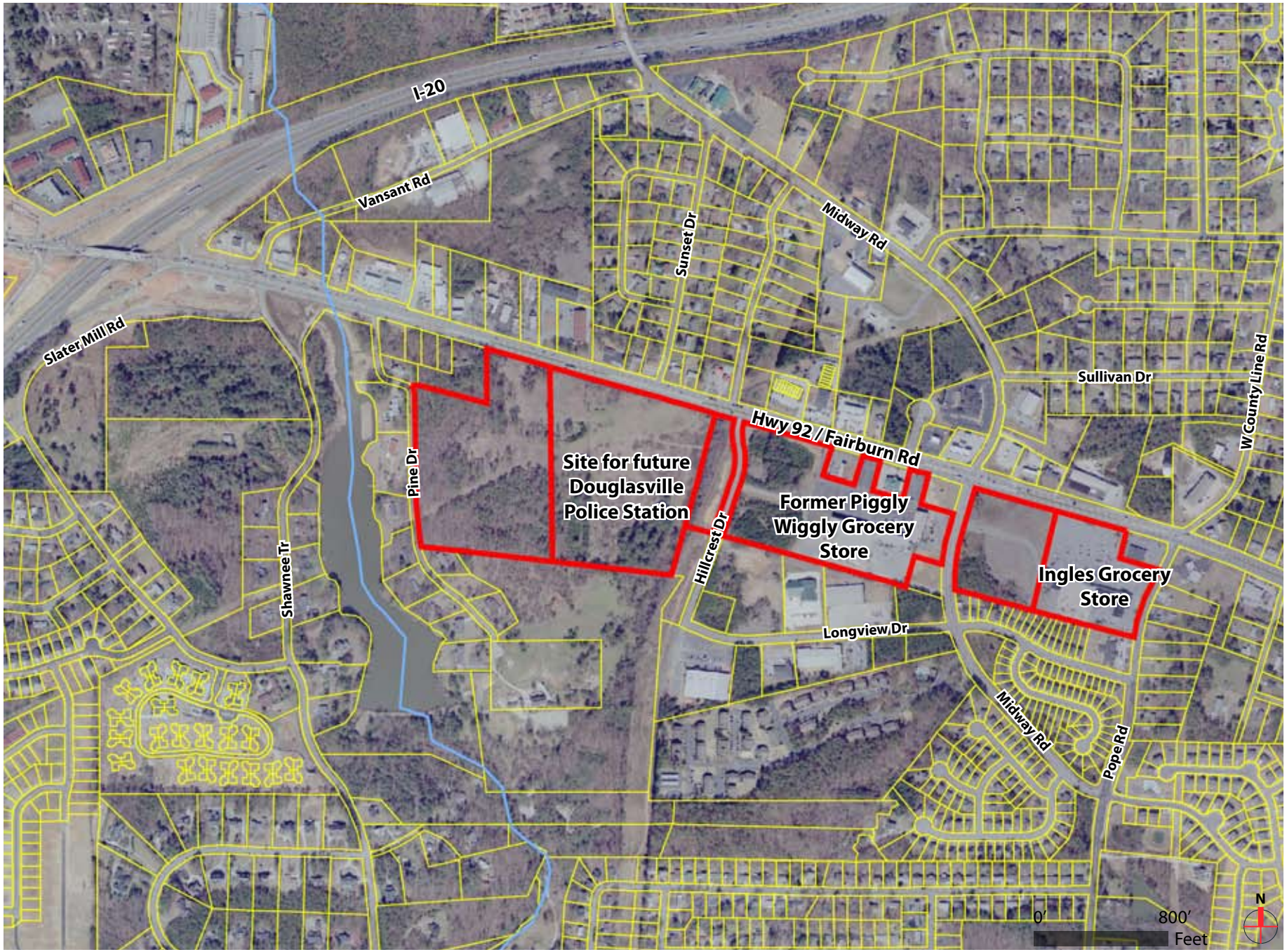
Two commercial strip shopping centers, the Ingles grocery store and the Piggly Wiggly (now vacant), are likely candidates for redevelopment. As these properties age and their buildings rendered underused or vacant, the land value itself becomes a significant portion of the total value of the property making a tear down and redevelopment process financially feasible. These are large properties (about 25 acres) with good access to Highway 92 and relative few physical constraints.

There is the potential relocation of Douglas County and City of Douglasville administrative uses in this area which could serve as an important catalyst for further private investment by establishing a public commitment to the revitalization of the corridor.

- The City of Douglasville recently purchased a 35 acre parcel of land at the southwest corner of Highway 92 and Hillcrest Drive as the site to relocate their police headquarters and administrative uses. Portions of this property could be used for additional office or commercial uses.

- There is a need in Douglas County to move their administrative uses out of their outgrown existing Courthouse. A potential short-term location considered is the vacant Piggly Wiggly shopping center.

Context - Midway / Hillcrest Intersection



Redevelopment Approach:

The potential of significant public investment by both the City of Douglasville and Douglas County presents a unique opportunity to catalyze development in this area. If a coordinated development plan is created, these public uses can be used to promote further private investment.

Key Recommendations:

- Develop a coordinated development plan for the City's new police headquarters and the potential County administration uses that ties these sites together as key anchors for new development. This plan should include new public open space, new street connections and shared access to the signalized intersection at Hillcrest Drive, and the identification on prime private redevelopment sites.

- Structure the development around a framework of streets and blocks that maximize connectivity. Key pieces of network include the continuation of the a two lane street parallel to Highway 92 connecting Pope Road, Midway Road, and Hillcrest Drive.

- Extend Hillcrest Drive to Slater Mill Road as either a road connection or multi-use trail connection along the power line easement.

- New sidewalks on all existing roads to provide pedestrian connections within the surrounding neighborhoods and to new uses along the Highway 92 corridor.

- Plan for and encourage large parcels to develop with a mix of uses including a mix of housing as well as neighborhood serving commercial uses located along Highway 92.

Diagram of existing street network

Diagram of proposed street network

Midway / Hillcrest Intersection

Street Connectivity Framework

A critical component of the corridor's future success in developing a balanced land use and transportation pattern will be the ability to build, dedicate and require new street network as part of private development and, in some cases, as part of the County's public investment in the corridor.

Key recommendations for the corridor's future Street Framework Plan include:

- The extension of Lee Road from Highway 92 to Bomar Road. This has already been identified by the County and is currently being implemented through the development of the Douglasville Depot commercial site currently under construction. This connection will provide an important county-wide east-west link to I-20.

- A parallel road on the south side of Highway 92 from Lake Monroe Road to Hillcrest Drive. This connection can be made through private dedication and construction, public investment in key segments, and through required inter parcel access.

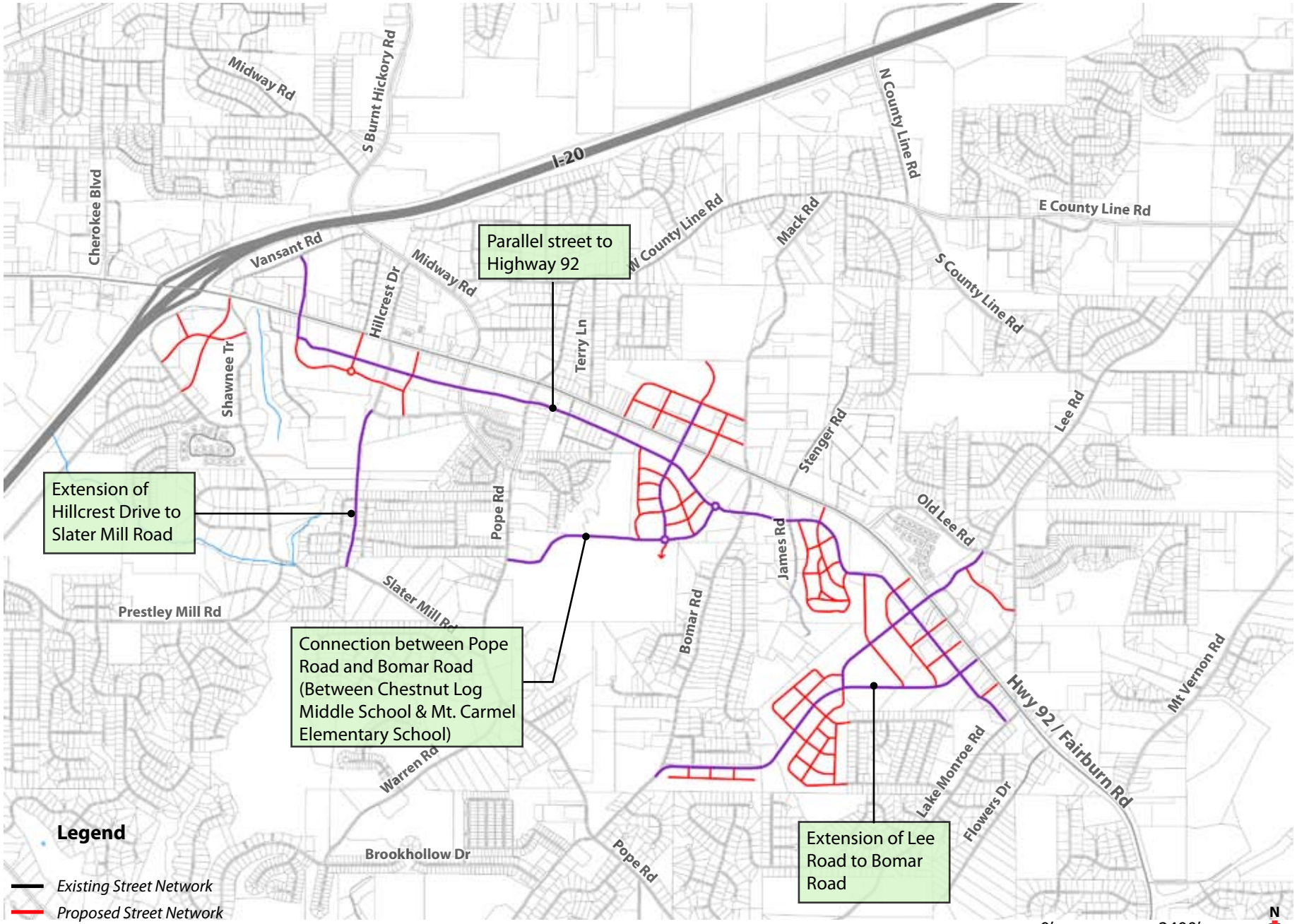
- The extension of Hillcrest Drive from Longview Drive, south to Slater Mill Road via the power line easement. If not feasible as a road connection this should be developed as a multi-use trail connection from the surrounding neighborhoods to the Highway 92 corridor.

- A new street connection from Pope Road to Bomar Road that would connect the Chestnut Log Middle School, the Soccer Association playfields, and Mount Carmel Elementary School. This connection provides valuable access to these important area-wide destinations.

- A new north-south street connection between Deerlick Park and the Chestnut Log Middle School/Soccer Association playfields.

- Interconnected streets and blocks developed on large development projects to create area-wide interconnectivity, walkability and manage access on Highway 92.

Proposed Street Network



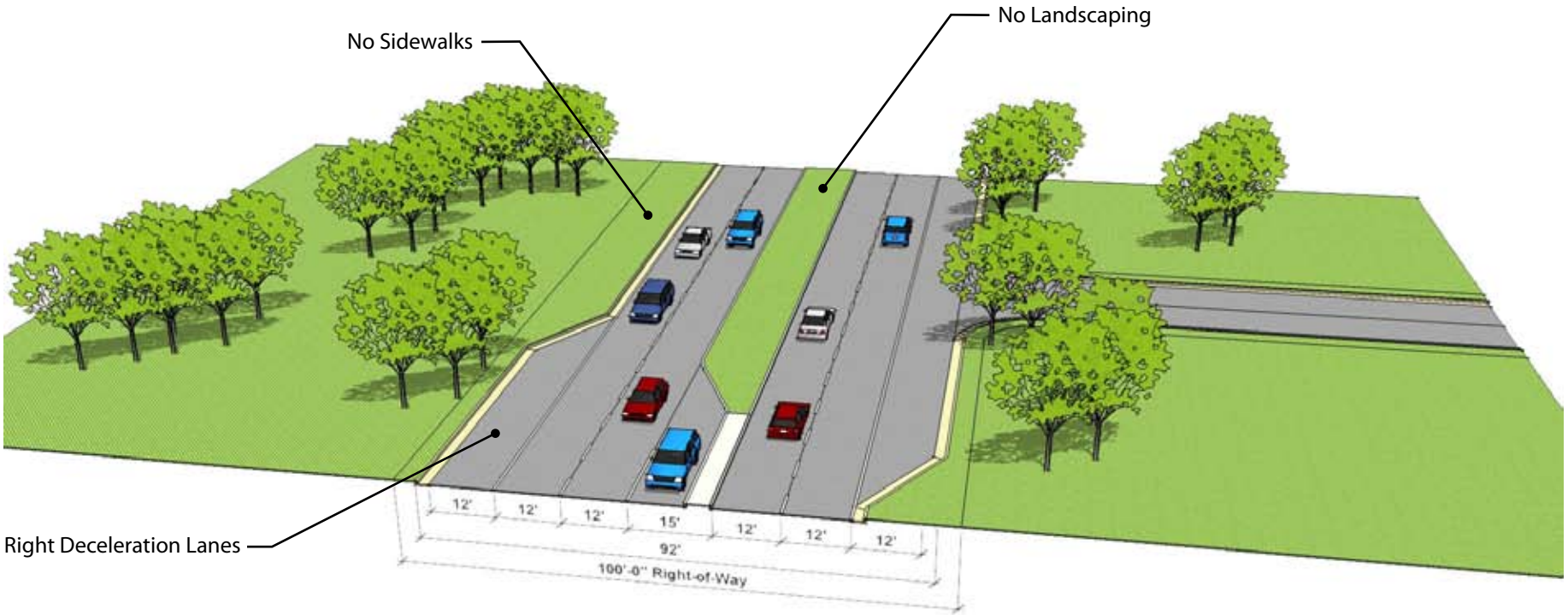
Highway 92 Street Design Standards

Existing Condition

Highway 92 is a four-lane divided highway that is currently designed with only the automobile in mind. While an efficient vehicular corridor, it is by any measure a pedestrian hostile environment.

Key characteristics include:

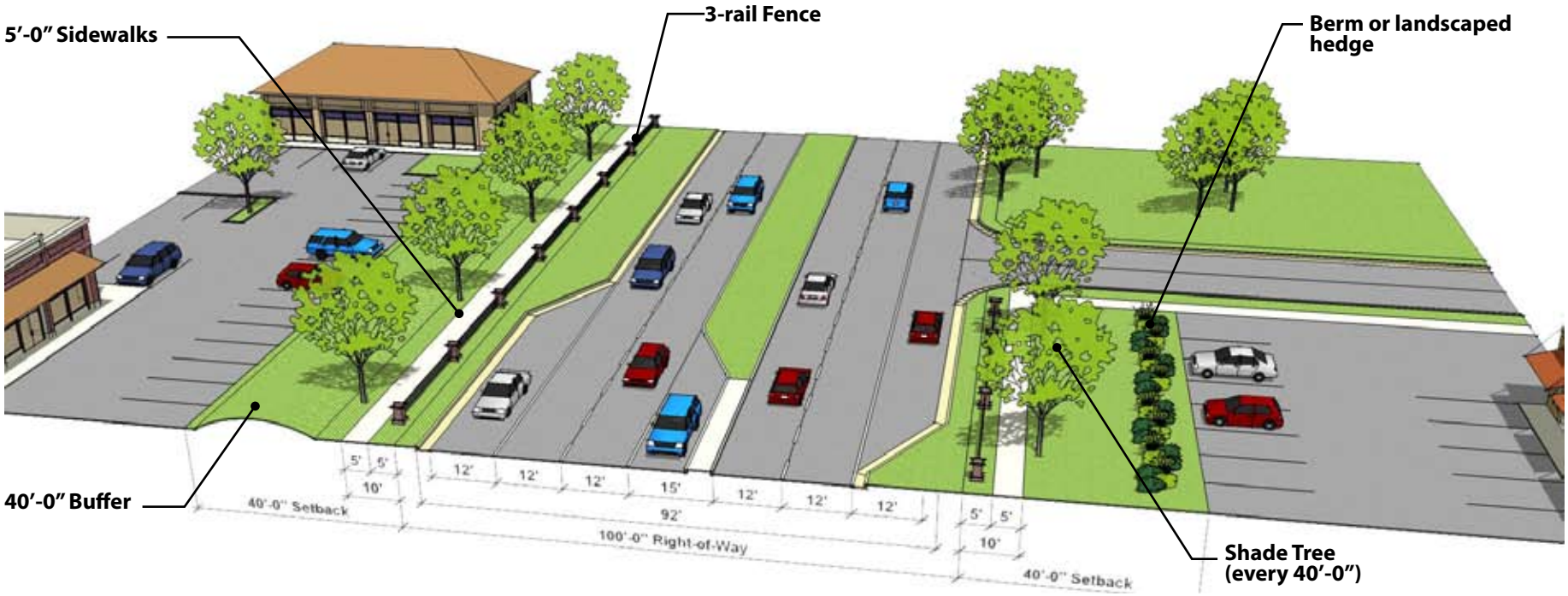
- A 100-foot right-of-way.
- Four, 12-foot travel lanes (two in each direction).
- A center median that while curbed, does not include any landscaping.
- Acceleration and deceleration lanes required for access to new development along the corridor that create, in effect, two additional lanes in the corridor's width.
- No sidewalks or street trees, and only curb and gutter drainage where new development has occurred.



Village Overlay Design Standards

To improve the visual quality and the supplement the pedestrian amenities of the corridor, Douglas County developed and adopted a set of Village Overlay Standards for the Highway 92 corridor. This overlay includes both architectural design standards and streetscape standards along Highway 92 frontage. The streetscape standards for Highway 92 street frontage include:

- A 40-foot setback from the right-of-way for buildings and parking lots.
- A landscape berm and/or hedge to screen parking lots from the highway.
- The construction of a three-rail fence with brick columns along the property's frontage.
- Overstory/shade trees planted every 40 feet on center along the property's frontage.
- Connecting sidewalks.



Proposed Streetscape Enhancements

In order to strengthen the pedestrian environment of the Highway 92 corridor the following adjustments/additions are recommended for the Village Overlay District streetscape standards.

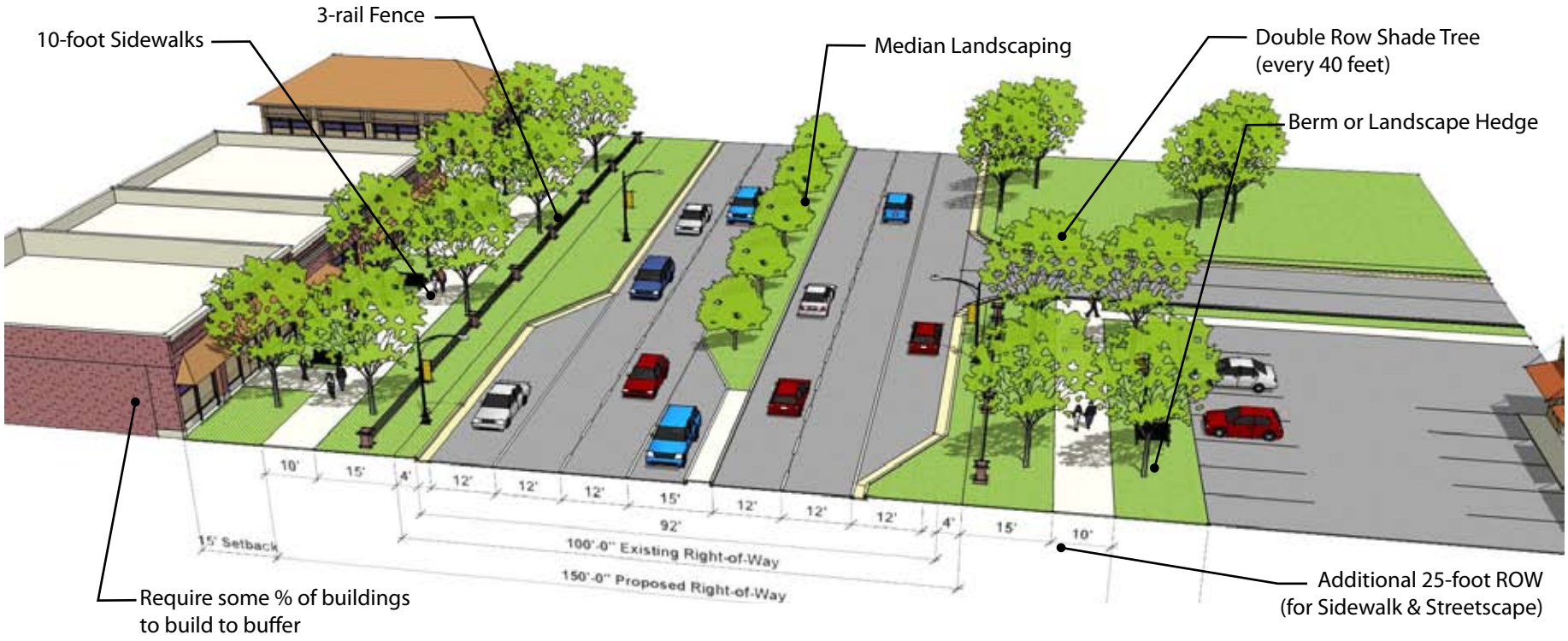
- Require a 10-foot sidewalk along the Highway 92 frontage setback 20 feet from the back of curb of the outside travel lane. This wider sidewalk is scaled to better balance the "highway" environment and can serve both cyclists and pedestrians.

- Require a double row of overstory/shade trees planted every 40 feet on center, located on either side of the sidewalk. This "arcade" of trees will eventually create a shaded canopy for the sidewalk and a visually dramatic tree-lined street edge.

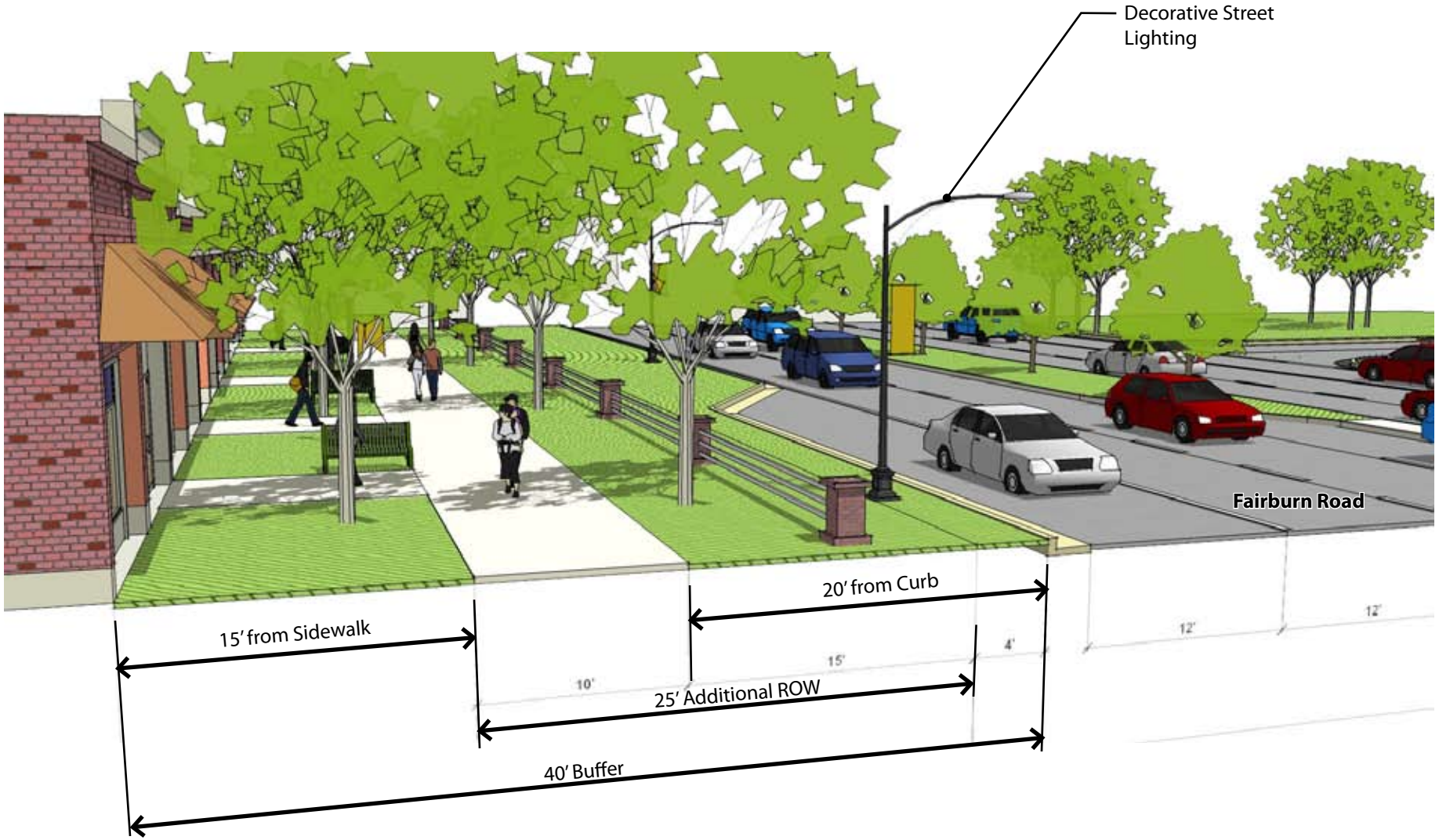
- Pedestrian-scaled lighting located every 40 feet on center to provide adequate lighting for the sidewalk.

- Buildings "built to" the 40-foot setback line for a minimum 25% of the site's Highway 92 frontage. These buildings should be oriented with windows and main entrances facing the street. Establishing this frontage requirement provides a distinct visual edge to the streetscape, screens portions of the sites surface parking lots, and supports a pedestrian-oriented environment.

- Where buildings are "built to" the street, the 15-foot space between the sidewalk and building frontage should be designed to include sidewalk/plaza connections to the main sidewalk that include landscaping and benches and bicycle parking amenities.



- Median landscaping with understory flowering trees and groundcover, design details to be coordinated with the Douglas County DOT and the GDOT. This will require the County to implement in coordination with GDOT with the County agreeing to maintain any landscaping.



Proposed Highway 92 Streetscape

This current view of Highway 92 illustrates the need for streetscape design standards. The highway lacks any sidewalks, landscaping or street trees.

With new development (and with public investment in key areas) the new streetscape standards will create a dramatic transformation. The new sidewalks, street trees, rural character fencing, and minimum building frontage will create a pedestrian friendly environment while strengthening and respecting the rural character of the area.

View of Highway 92 today

Highway 92 Frontage - After

Development Guidelines

Guidelines for Traditional Neighborhood Development (TND)

The intent of these guidelines is to provide design criteria which will implement the development of livable neighborhoods and communities in key areas along the Highway 92 corridor in a manner that manages access along Highway 92, connects existing neighborhoods and civic features, respects natural features, supports a range of housing options, and encourages walkability.

Neighborhood Connectivity & Block Structure
Neighborhoods should be developed with an interconnected street system that prioritizes pedestrian and bicycle mobility and provides local public road connections between adjacent neighborhoods, shopping areas, employment opportunities, civic uses, parks and other recreational features.

- Residential blocks should range from 400 to 600 feet in length and 200 to 300 feet in width. The maximum block perimeter should be no more than 2,100 feet.
- Dead-end/cul-de-sac streets should be prohibited except where necessary next to geographic features or constraints.
- Where development is occurring adjacent to an undeveloped parcel, the street grid should extend to the parcel edge ending in a stub-out for future connection.

Parks & Open Spaces
Residential neighborhoods should provide/dedicate 5% of the total development site area as publicly accessible and active parks and open space.

- These neighborhood parks should be green spaces that are active and usable for playgrounds and informal playfields and should be located central to the neighborhood to promote accessibility.
- They could be designed and located adjacent to protected natural features but should be bounded on at least two sides by streets with facing buildings.

Housing Type, Density & Diversity
The proposed TND neighborhoods should be designed with a diversity of housing type and at a density that supports transportation choices (walking, bicycling, & transit).

- Allow a maximum gross density of 8 units/acre (the current highest density allowed under Douglas County zoning). Studies have shown that at densities of 8 units/acre and higher, neighborhoods begin to support transportation choices and transit by increasing the number of people within walking distance of potential transit routes. 8 units/acre is the minimum to begin to support bus transit service. (source: John Holtzclaw, www.sierraclub.org)
- Require a range of housing types to be developed within neighborhoods to ensure diversity of type and prohibit "single-use" projects. Potential diversity requirement:

Housing Type	% Requirement
Single Family	Minimum 25% of land area
Townhomes	Maximum 50% of land area
Multifamily	Maximum 25% of land area

- Neighborhood retail or other commercial uses should be allowed for neighborhoods that have frontage along Highway 92. These uses should be connected as part of the neighborhood with public streets and sidewalks and should be allowed to integrate residential and commercial uses together either vertically, within mixed use buildings, and/or horizontally, through walkable street and pedestrian connections.

Hypothetical TND Neighborhood Development Program
(based on proposed guidelines)

Site Area: 80 acres
Units: 640 units (8 units/gross acre)
Parks: 4 acres (5%)

Use	Land Area	Acres	Units	Gross Density
Single Family	25%	20 Acres	80 units	4 du/ac.
Town Homes	50%	40 Acres	240 units	6 du/ac.
Multi-family	25%	20 acres	320 units	16 du/ac.
Total	**100%**	**80 acres**	**640 units**	**8 du/ac.**

Prototypical Neighborhood Development Plan

New Residential Streets

The Street Framework Plan includes a number of "Key" new streets parallel and interconnected to the Highway 92 corridor. These streets will connect both residential and commercial land uses and will play an important part of supporting multi-modal connectivity in the corridor supporting pedestrian, bicycle, future transit, and vehicular accessibility.

New Residential Streets: Key Characteristics

- 50 feet Right-of-Way (ROW)
- Two 10 feet travel lanes with on-street parking on one side of the street
- 5 foot planting strip with street trees
- 6 feet sidewalks within the ROW

Guidelines for Commercial Development
(within the Village Overlay District)

These guidelines are intended to provide recommendations that should be included in the Village Overlay District standards to strengthen the corridor's design standards and be consistent with the design principles developed as part of this corridor study.

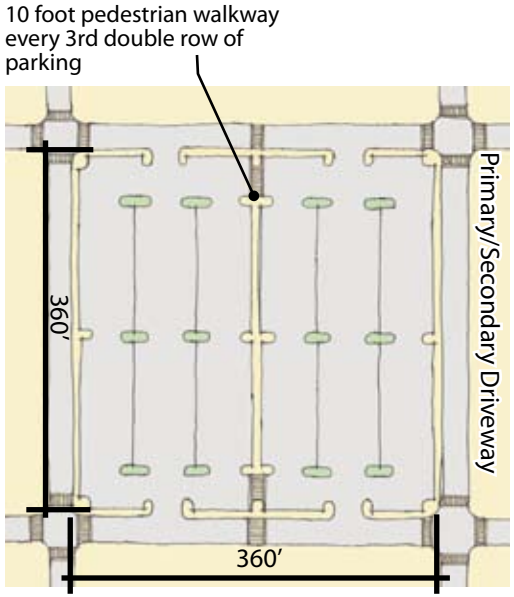
Transformation and adaptability of a 360' x 360' block
The diagrams below show the transformation and adaptability of a 360' x 360' block.

- In a **surface parking option,** the block accommodates 6 parking bays with primary or secondary driveways on either sides and parking access from the cross streets
- The block supports a **surface parking and development** configuration by allowing the outer bays of the surface parking lot to be converted into development pads that can accommodate buildings 50 feet deep and at a minimum 150 cars within the parking lot
- In a **structured parking and development scenario** a higher intensity development can be accommodated on this block by converting the surface parking into a parking deck. This allows for a larger development pad that can accommodate multi-storeyed residential or office development with retail liner buildings attached to the parking deck.

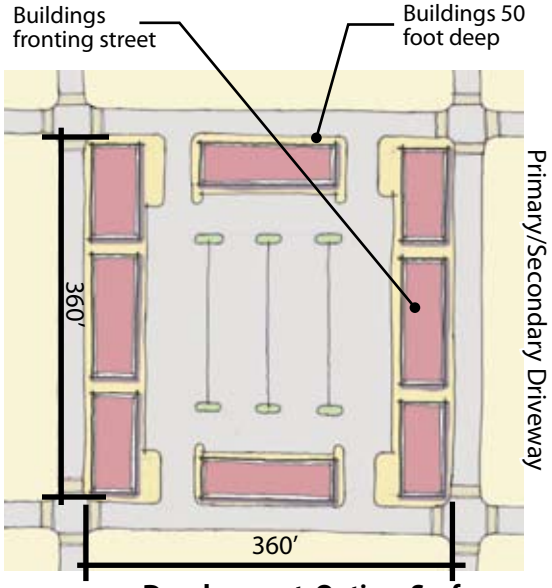
Connectivity and Block Structure

Adjacent shopping centers or office parks are often not directly connected. As a result, customers who wish to shop in both centers or visit both sites, must exit the parking lot of one site and travel along the major thoroughfare to access an adjacent site. A cross access easement reduces traffic on the major road and improves safety. This in turn, can have positive business benefits by providing easy access to one site from another.

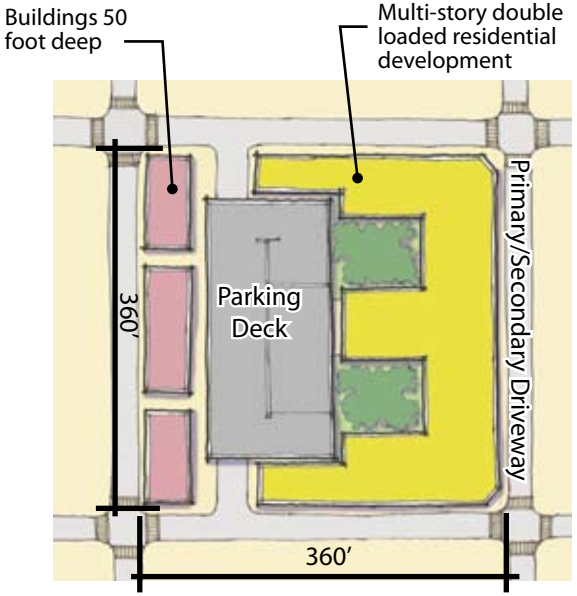
- Large parcels should be organized into "blocks" that range in length from 360 to 600 feet. This structure should be used to organize internal parking lots and access and provide connections to adjacent parcels. When adjacent to undeveloped parcels, stub-outs should be provided for future connections.
- Every third double row of parking shall have a minimum 10' wide continuous walkway dividing that row. The walkway shall either be patterned or colored material other than asphalt and may be at grade. In not case shall the walkway be diminished to less than 5 feet.



Development Option: Surface Parking Only



Development Option: Surface Parking and Development



Development Option: Structured Parking and Development

New Commercial Streets

The Street Framework Plan includes a number of "Key" new streets parallel and interconnected to the Highway 92 corridor. These streets will connect both residential and commercial land uses and will play an important part of supporting multi-modal connectivity in the corridor supporting pedestrian, bicycle, future transit, and vehicular accessibility.

Secondary Driveways: Key Characteristics

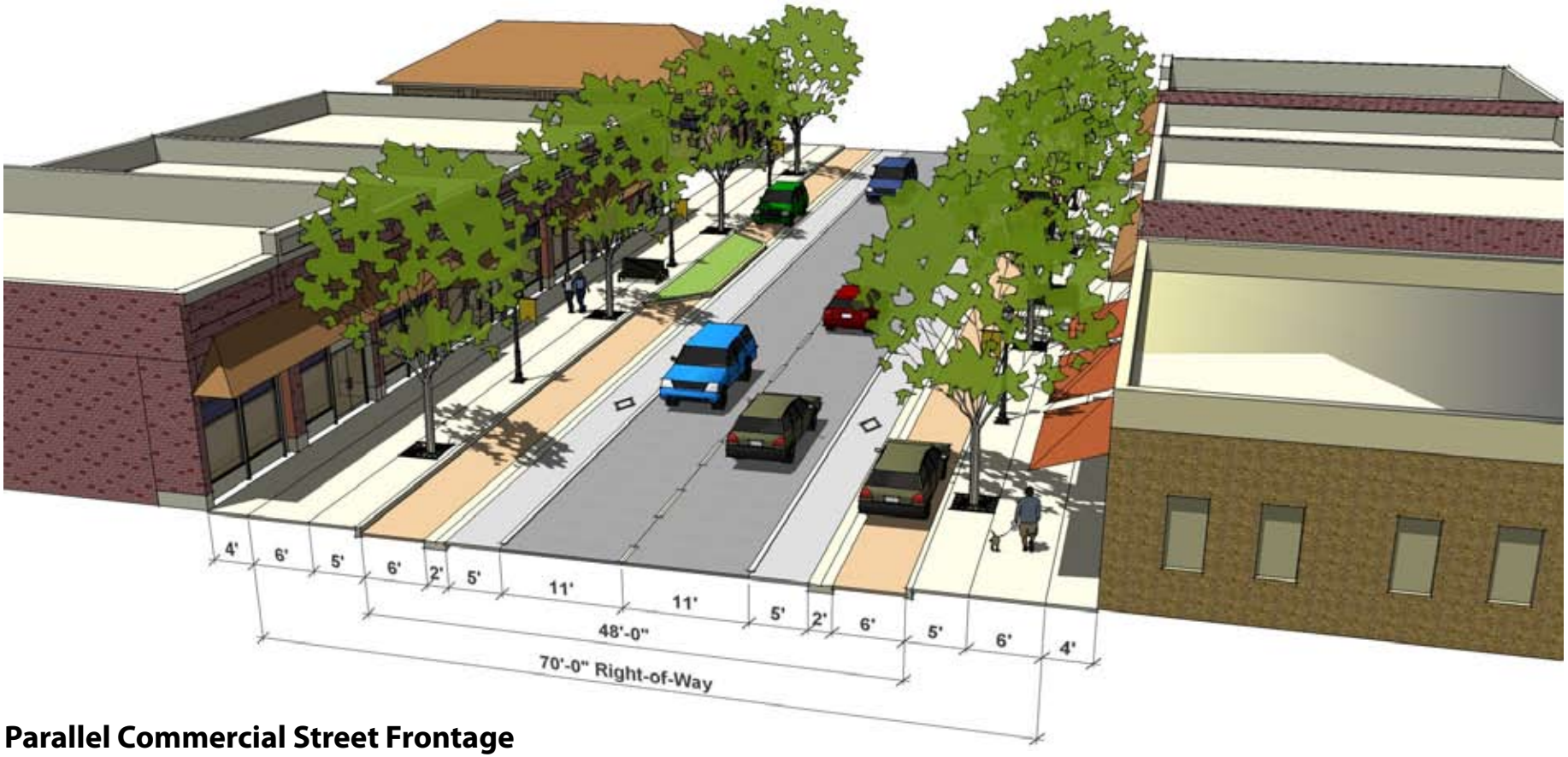
Blocks should be separated by real streets (primary or secondary driveways) with the following characteristics:

- 60 feet Right-of-Way (ROW)
- Two 11 feet travel lanes
- 6 feet landscape buffers / planting strip with street trees on either sides of a 5 feet sidewalk
- Access to parking lots from secondary driveways
- Primary driveways do not provide direct access to parking bays

Primary / Secondary Driveways

Primary Driveways: Key Characteristics

- 70 feet Right-of-Way (ROW)
- Two 11 foot travel lanes with bike lanes
- On-street Parking
- 5 foot planting area / street furniture zone
- 10 feet sidewalks of which 6 feet accommodated within the ROW and 4 feet within property setbacks abutting building edge
- Buildings "built-to" the street to support an active pedestrian environment



Parallel Commercial Street Frontage

Mixed Use Development

Allow for residential uses in commercial areas within the Village Overlay District to support mixed-use development with the following requirements:

- Residential uses not to exceed 30% of development site.
- Residential density no greater than 8 units/acre (gross).
- Planned and designed as part of a mixed-use master plan that integrates commercial and residential uses together. Uses should be integrated either vertically within mixed-use buildings, and/or horizontally through walkable street and pedestrian connections.

Lot Layout & Building Placement

Buildings sited close to streets and sidewalks strengthen the pedestrian activity and vitality of streets.

- A minimum 25% of a site's Highway 92 frontage should be occupied by building frontage that is "built to" the street (to the 40-foot setback). Buildings should be oriented with windows and main entrances facing the street. Establishing this frontage requirement provides a distinct visual edge to the streetscape, screens portions of the sites surface parking lots, and supports a pedestrian-oriented environment.
- This frontage requirement should be focused at primary site entrances or street connections. Where possible, these primary internal street connections should be fronted with buildings to create pedestrian-oriented street spaces internal to commercial sites off of the main highway.
- Outdoor cafes and seating areas may be counted as part of the primary building frontage. Active areas such as these can be as effective as "build to" lines in creating a defined edge.

Joint Use Driveways and Cross Access Easements

A system of joint use driveways and cross access easements should be established within development sites and connecting to adjacent sites. Adjacent shopping centers or office parks are often not directly connected. As a result, customers who wish to shop in both centers or visit both sites, must exit the parking lot of one site and travel along the major thoroughfare to access an adjacent site. A cross access easement reduces traffic on the major road and improves safety. This in turn, can have positive business benefits by providing easy access to one site from another.

- Large parcels should be organized into "blocks" that range in length from 360 to 600 feet. This structure should be used to organize internal parking lots and access and provide connections to adjacent parcels. When adjacent to undeveloped parcels, stub-outs should be provided for future connections.
- Where possible, the access should be designed as real streets with building frontage, on-street parking, sidewalks, street trees and bicycle lanes.
- At a minimum, access along the "block" should be designed to include sidewalks and street trees even if it is a parking lot drive isle.

Mixed Use Commercial Development Blocks

Pedestrian Access, Circulation & Bicycle Facilities

To support multi-modal options, pedestrian access, circulation and adequate bicycle facilities are just as important as vehicle access and circulation. The basic pedestrian network is the sidewalk system along public and private roads and should also include pathways that are internal to the development projects.

- Pedestrian pathways should be a minimum of 5-feet wide and should connect all primary building entrances to one another. In addition, pathways should connect to surrounding streets, external sidewalks, adjacent trails, transit stops, parking areas, and adjacent development sites.

- Pedestrian walkways should be landscaped with shade or ornamental trees equal to an average of one (1) tree per 50 linear feet of walkway.

- Crosswalks shall be designed and coordinated to move people safely to and from buildings and parking areas. Where pathways cross a parking area, driveways or roads, they shall be clearly marked with striping, contrasting paving material, or raised crossings.

- All public and commercial parking lots should provide a minimum of one bicycle parking space for every 10 vehicle parking spaces. Bicycle parking spaces (high quality, inverted "U" type construction) should be located with easy access near main building entrances and in areas with natural surveillance and incorporated whenever possible into the building design or street furniture.

Building Design

Architecture and building design play an important role in establishing the character and quality of development. The following are more specific recommendations for building design that build upon the design principles already established in the Village Overlay District.

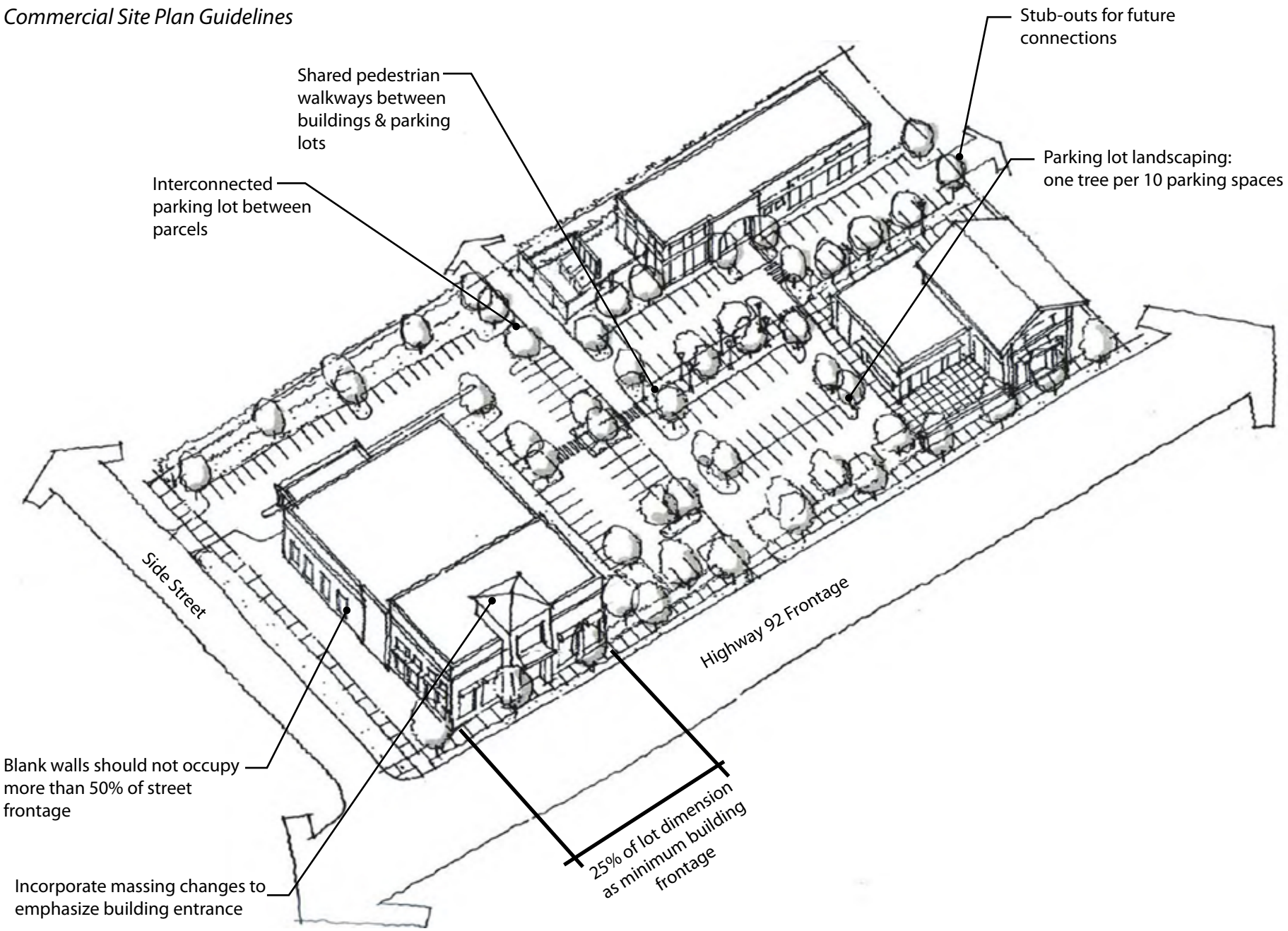
- When "built to" the street, buildings shall have a front entrance for pedestrians that orients to the street and should be a distinct and prominent element of the architectural design, incorporating lighting, changes in mass, surface or finish to provide emphasis.

- Building facades should include a base, middle and top. The base should provide a foundation from the ground to the bottom of windows of not less than 2 feet in height. A clear top should be maintained with a cornice line or awning located between 12 feet to 16 feet above the ground floor elevation. Incorporate change in materials, massing, variation in roof lines, awnings, gables, recessed entries, etc. to provide visual relief along all elevations in buildings. No more than 20 feet of horizontal distance of wall should be provided without architectural relief of massing or material.

- Commercial buildings should include large display windows on the ground floor. All street facing storefronts should have windows covering a minimum 40% and a maximum 80% of the ground floor linear frontage. Blank walls should not occupy over 50% of a street facing frontage and should not exceed 20 linear feet without being interrupted by a window or entry.

- Big box structures (defined as any building floor plate greater than 15,000 square feet) should have no more than 60 feet of horizontal distance of wall without architectural relief via a façade massing change of a minimum 30 feet wide and 8 feet deep for facades facing streets or primary parking areas.

Commercial Site Plan Guidelines

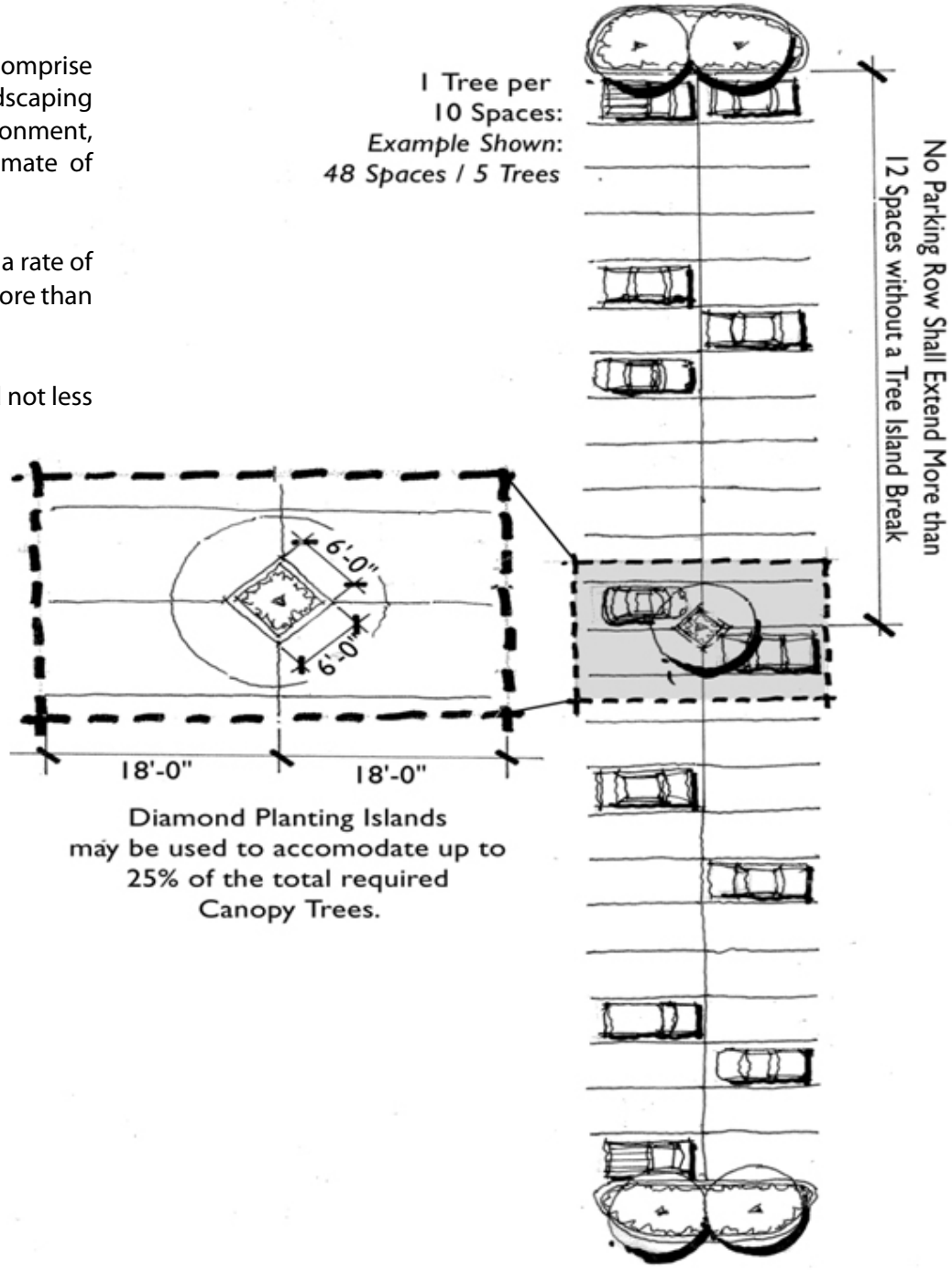


Parking Lot Landscaping

In suburban commercial development surface parking lots comprise well over half of a site's development area. The design and landscaping of these parking lots is important in creating an attractive environment, encouraging pedestrian activity, and controlling the micro-climate of large paved areas by maximizing shade.

- Parking lots should be planted with overstory/shade trees at a rate of one (1) tree per ten (10) spaces. Parking should not extend more than twelve (12) spaces without a tree island break.

- Tree Islands should be a minimum 200 square feet in size and not less than 8 feet wide



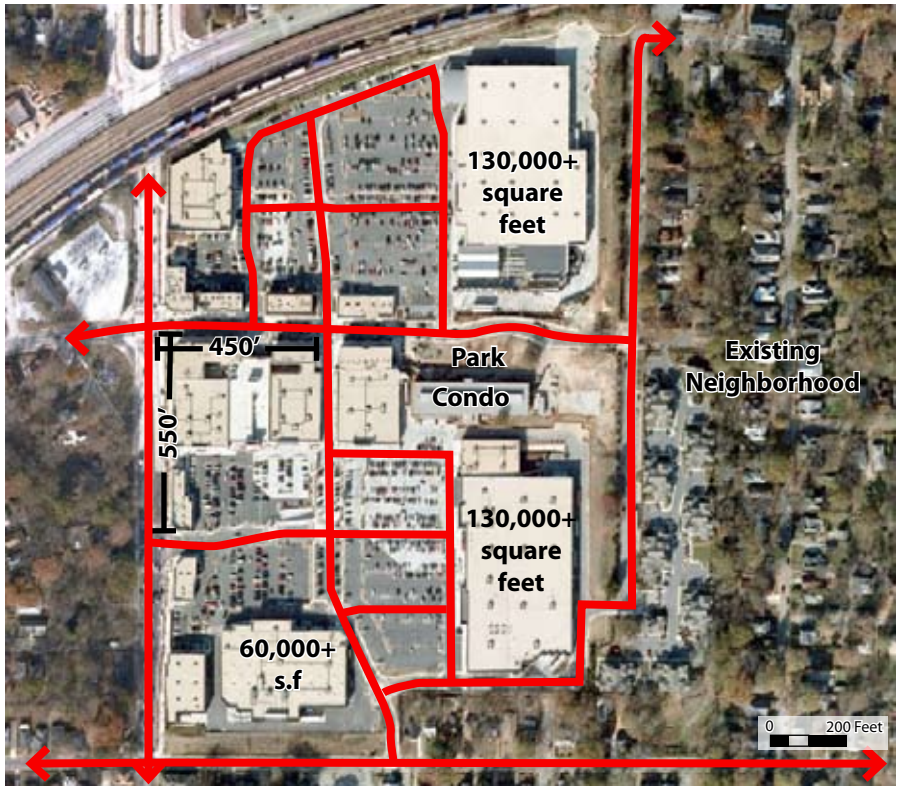
Commercial Development Case Studies

These case study examples illustrate the implementation of the proposed design guidelines for commercial development. In every one of these case studies, connectivity and block sizes have been the key in making these successful retail and mixed-use environments.

Edgewood Retail Center, Atlanta, Georgia

The Edgewood Retail Center is surrounded by existing historic neighborhoods and has easy access to I-20 and Freedom Parkway. The development built off the existing street grid and has a mix of big box and local retailers.

- Approximately 500,000 square feet of retail.
- 2 to 4 story retail development.
- Town home and condo units form the transition between retail and residential neighborhood.
- Surface parking lots tucked away from the main streets.



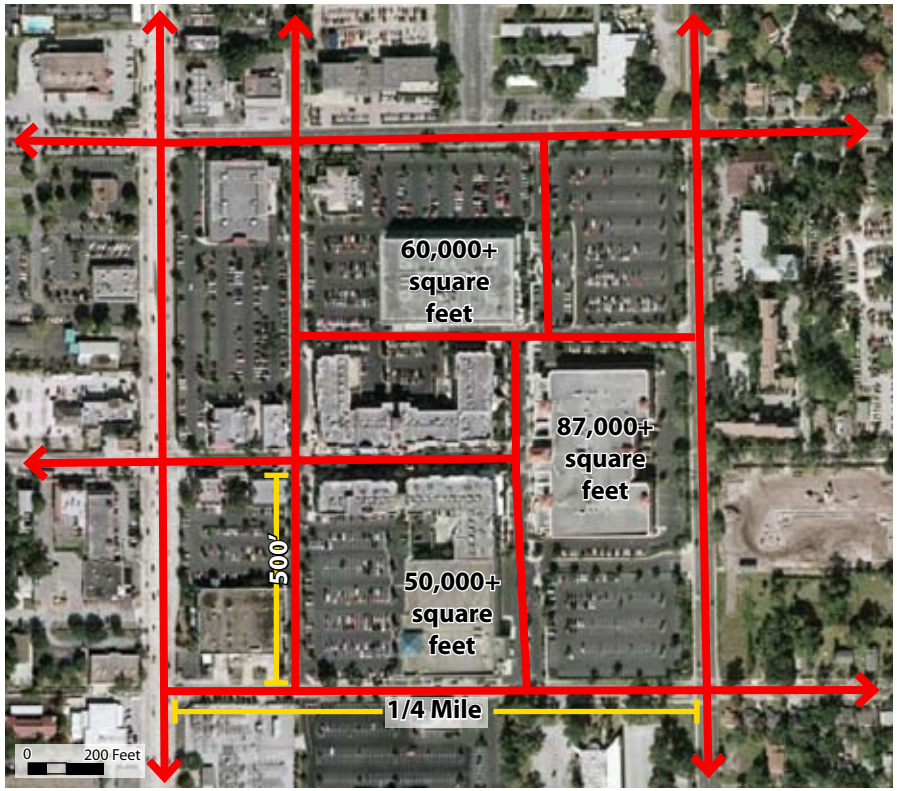
Aerial view of Edgewood Center

Views down Main Street

Winter Park Village, Winter Park Florida

Winter Park Village is a redevelopment of a derelict 500,000 square feet mall in Orlando, Florida. The redevelopment reconnected the street framework and has a mix of residential/office above retail along the Main Street.

- Cinema theatre forms an anchor to the main street.
- Smaller scale retail shops abut main street with big-box anchors at the ends.
- Block sizes limited to 500 feet.



Aerial view of Winter Park Village

Public Open Space

View down Main Street

Birkdale Village, Huntersville, North Carolina

Birkdale Village is mixed-use 52 acre development in Huntersville, North Carolina, a suburb of Charlotte. The Town of Huntersville adopted a an urban development ordinance to control the future development of the area.

- 285,000 square feet of retail and office.
- 320 apartments, many of which are located above retail shops.
- 4 to 5 story development with parking tucked away behind buildings.
- Main street anchored by large footprint building (a cinema theatre).

Aerial View of Birkdale Village

Retail along Main Street

The Main Street

West Village, Smyrna, Georgia

West Village is a new mixed use development adjacent to I-285. The development includes a mixed use town center with retail, restaurants, and multi-family units located above retail. The development also includes townhomes and single family homes.

- 200,000 square feet of retail.
- 3 story mixed-use development.
- Parking tucked away behind buildings.
- Block perimeter less than 1800 feet for most blocks within the town center.

Aerial View of West Village

Overall site plan for West Village

The Town Center of West Village

Section 5.0
Implementation

Implementation Plan:

The recommendations and design concepts illustrated in Section 4.0 are arranged into a comprehensive list of specific projects to form a project matrix. This project matrix outlines intent, potential cost, timing and priority and responsible party or agency for each project. The project matrix serves as the "blueprint" for the overall plan and vision and is organized into the following categories:

Transportation – This includes proposed improvements to intersections, streetscape and sidewalks, pedestrian crossings, transit, and bicycle facilities.

Open Space, Trails & Greenways – Outlining the proposed new trails, park and open spaces, and greenway connections that serve to link the existing neighborhoods and future redevelopment.

Land Use and Zoning – This includes the key changes to Future Land Use and Zoning categories necessary to support the type of redevelopment proposed.

Partnerships

The implementation of the projects and policies identified in this plan will require the coordinated efforts of a number of agencies and organizations including the following:

Douglas County: Most of this corridor is in Douglas County and many of the land use and transportation projects will require Douglas County to implement.

City of Douglasville: A few properties on the corridor are within the City's jurisdiction and in some cases are also owned by the City. Key public investment recommended for these will require implementation from the City of Douglasville.

Georgia Department of Transportation (GDOT): Highway 92 is a State Route and is controlled by GDOT. The proposed pedestrian and bicycle improvements on the corridor will ultimately require their coordination and approval.

Public Project Funding

Many of the projects identified are transportation related and will require funding from a variety of sources. Douglas County should include these projects in their Comprehensive Transportation Plans and work with GDOT to ensure that projects which will require (or may be eligible for) federal transportation funds are included in the Regional Transportation Plan (RTP).

Some of the potential sources for project funding include:

Livable Center Initiative (LCI): This study is funded in part by ARC's LCI program and projects identified as part of this plan are eligible for targeted implementation funding. Typical projects would include pedestrian enhancements. In order to be competitive for LCI implementation funding the applicant must demonstrate that the plan is being implemented locally and preliminary design work on selected projects must be completed.

Transportation Enhancement Program (TE): Administered by the Georgia Department of Transportation, Transportation Enhancement funding is obtained competitively, and can be used for capital projects that provide infrastructure for pedestrians and cyclists.

Congestion Management and Air Quality (CMAQ) Funds: Provides Federal funding for projects contributing to attainment of national air quality standards. Types of projects eligible include transit, shared-ride services, traffic flow improvements, transportation demand strategies, pedestrian and bicycle facilities.

Private Trusts/Foundations: Several sources of private trust and foundation funding are available specifically for public open space and greenway projects. These sources include the Trust for Public Land (TPL), the Blank Foundation, and the PATH Foundation.

Projects List

Transportation

Intersections / Traffic Signals

I-1 New Traffic Signal: Install new traffic signal to allow full access to new parallel street network from Highway 92

I-2 New Traffic Signal: Install new traffic signal to allow full access to new street network from Highway 92

I-3 New Traffic Signal: Install new traffic signal to allow full access to new commercial development and street network from Highway 92

Pedestrian Crossings

P-1 Pedestrian Crosswalk Enhancement: Intersection of Bomar Road and Highway 92 - Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

P-2 Pedestrian Crosswalk Enhancement: Intersection of Pope Road and Highway 92 - Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

P-3 Pedestrian Crosswalk Enhancement: Intersection of Lee Road and Highway 92 - Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

P-4 Pedestrian Crosswalk Enhancement: Intersection of Midway Road and Highway 92 - Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

P-5 Pedestrian Crosswalk Enhancement: Intersection of Vansant Road and Highway 92 - Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

New Streets / Network

N-1 Parallel Street to Highway 92: New 2-lane street parallel to Highway 92 on the south side from Lake Monroe road to Pine Street

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

N-3 Network opportunities - Redevelopment of Commercial Properties: Various network connections that are possible with redevelopment

N-4 Network opportunities: Deerlick Park to Douglas County Soccer Assoc. - New 2-lane street connecting the Deerlick Park with the Douglas County Soccer Association across Highway 92

N-5 Chestnut Log School Road: New 2 lane connection between Pope Road and Mount Carmel Elementary School

N-6 Lee Road Extn: Extend Lee Road south and west towards Bomar Road - to coincide with the redevelopment of vacant properties

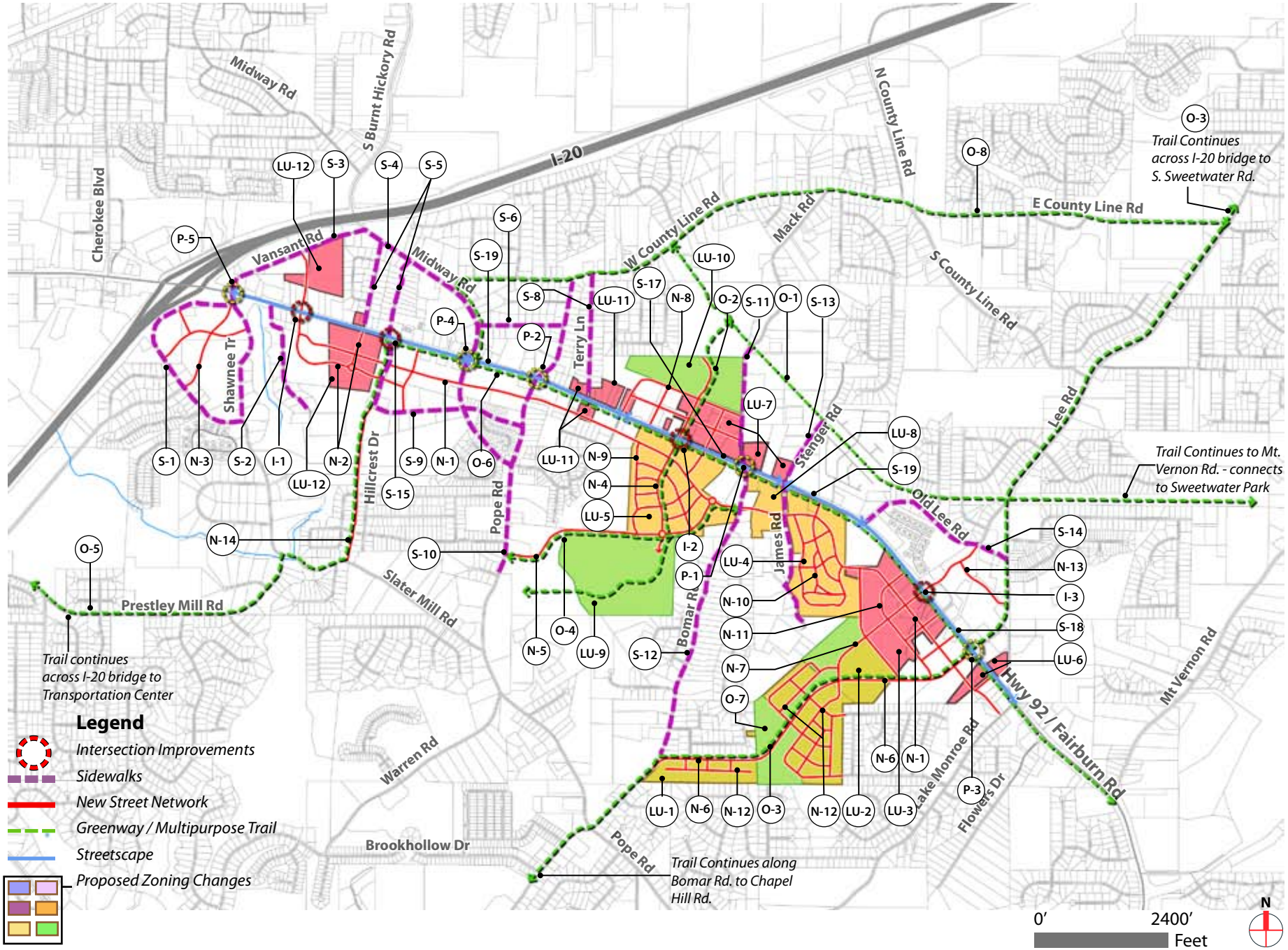
N-7 New Street: New Street connection across Highway 92 between Old Lee Road and Lee Road Extension. To coincide with the development of Douglasville Depot site

N-8 New Street Network: Various network opportunities that are possible with the redevelopment of commercial and residential properties fronting Highway 92

N-9 New Street Network: Various network opportunities that are possible with the redevelopment of the Cagle Property

N-10 New Street Network: Various network opportunities that are possible with the redevelopment of the Howell Property

Projects Map



N-11 New Street Network: Various network opportunities that are possible with the development of the Douglasville Depot Site
N-12 New Street Network: Various network opportunities that are possible with the development of the Richardson property

N-13 New Street Network: Various network opportunities that are possible with the development of Commercial property near Publix and the Senior Housing Site

N-14 New Street Network: Extension of South Hillcrest Drive to Slater Mill Road

Transit

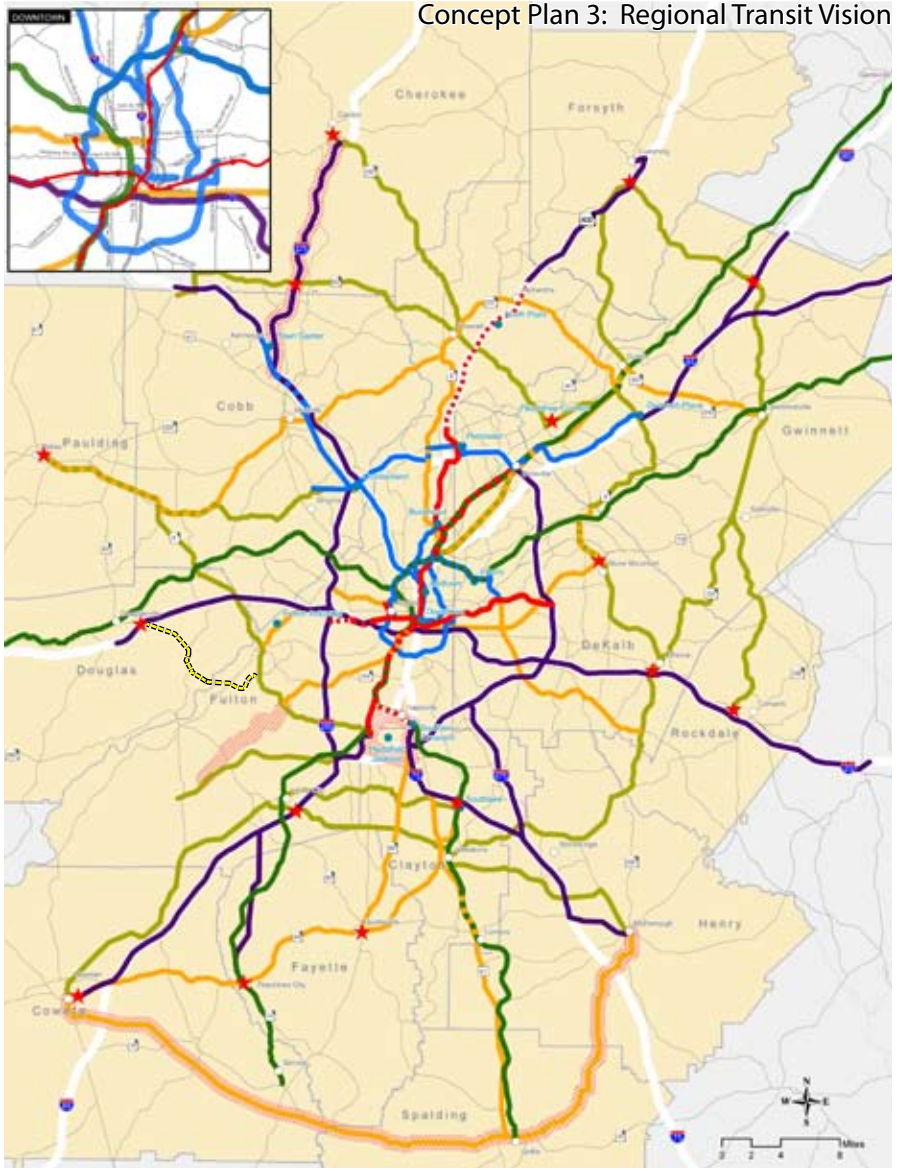
The adjacent map represents the Transit Planning Board's Regional Transit Vision for Metro Atlanta. It includes a range of technologies to allow commuters mobility choices to allow access to major businesses, educational and cultural destinations.

Transit recommendations proposed as a part of this LCI are meant to feed into and supplement the regional transit vision and allow the Highway 92 area to connect to these systems. To that end, the two key recommendations of this LCI plan are

T-1 Corridor Bus Service: Plan and Implement feeder bus service on Highway 92 to connect to the transit center for service to I-20 Park n' Ride Transit Center

T-2 Designate Future Transit Route: Designate Highway 92 as a future regional transit route that can connect downtown Douglasville with industrial areas along the Chattahoochee, employment centers in South Fulton County and the Atlanta Airport.

Concept Plan 3: Regional Transit Vision



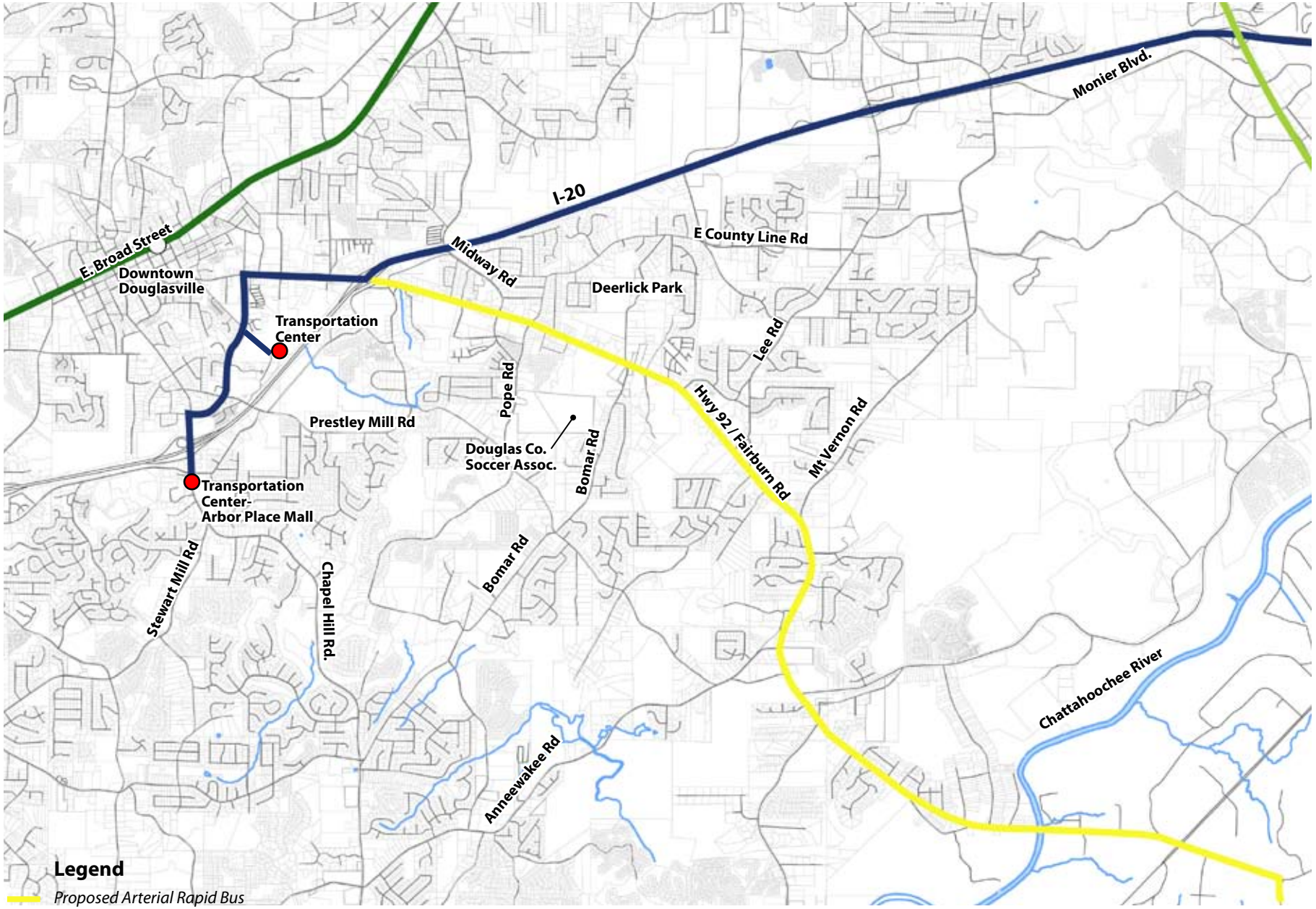
Legend

Proposed Arterial Rapid Bus (LCI Recommendation)

Legend- Transit Planning Board's Regional Transit Vision

Existing Heavy Rail
New Heavy Rail
LRT/Streetcar
Commuter Rail
Freeway BRT/ Expressway Bus
Arterial Rapid Bus
Reg'l Suburban Bus
Overlapping Alignments: Arterial Rapid Bus & Reg'l Suburban Bus
Transit Way
Major Activity Center
Transit Center
MARTA Station
City
County

Midway / Hillcrest Intersection



Streetscape / Sidewalks

S-1 Install Sidewalks: Slater Mill road up to Shawnee Trail and along Shawnee Trail

S-2 Install Sidewalks: Pine Drive

S-3 Install Sidewalks: Vansant Road

S-4 Install Sidewalks: Midway Road

S-5 Install Sidewalks: Hillcrest Drive, Sunset Drive and Skyview Circle

S-6 Install Sidewalks: Sullivan Drive

S-7 Install Sidewalks: W. County Line Road

S-8 Install Sidewalks: Terry Lane

S-9 Install Sidewalks: South Hillcrest Drive, Longview Road

S-10 Install Sidewalks: Pope Road

S-11 Install Sidewalks: Mack Road

S-12 Install Sidewalks: Bomar Road

S-13 Install Sidewalks: Stenger Road and James Road

S-14 Install Sidewalks: Old Lee Road

S-15 Catalyst Streetscape: Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands ($90,000/100 linear feet) from Vansant Road intersection to Midway Road Intersection

S-17 Catalyst Streetscape: Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands ($90,000/100 linear feet) from west of Bomar Road Intersection to Stenger road intersection

S-18 Catalyst Streetscape: Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands ($90,000/100 linear feet) from Old Lee Road Intersection to Lake Monroe Road

S-19 Remaining Streetscape: Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands ($90,000/100 linear feet) on remaining portions of Highway 92 from I-20 to Lake Monroe other than the Catalyst streetscape projects

Open Space, Trails & Greenways

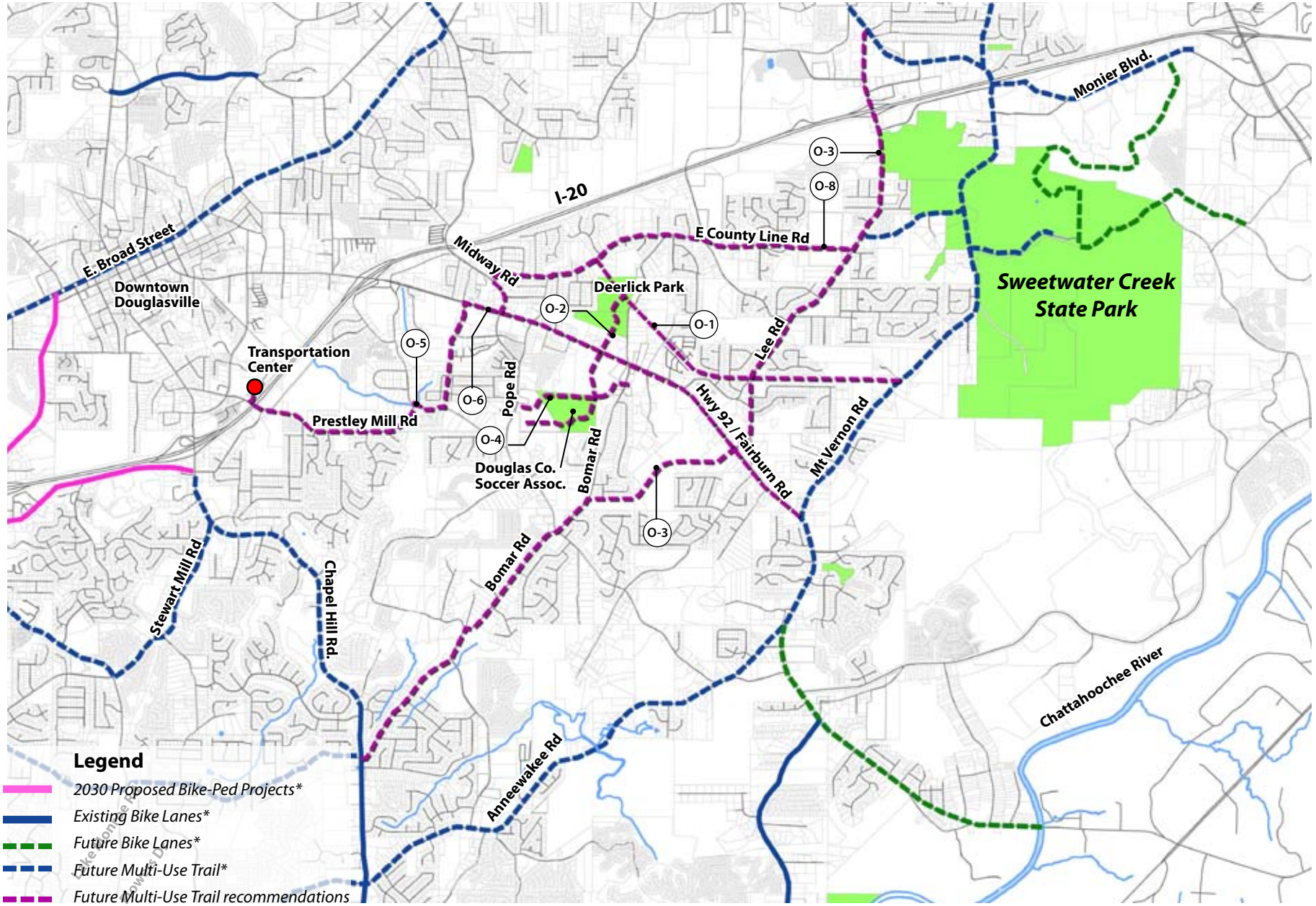
The trails and Greenway recommendations proposed as a part of the Highway 92 LCI are developed to supplement the recommendations for Douglas County developed as a part of the Atlanta Region Bicycle Transportation and Pedestrian Walkways plan developed by the ARC in 2002. For a regional system map with LCI recommendations, see adjacent page.

O-1 Deerlick Park/Powerline Easement Trail: this potential trail connects communities along the powerline easement from E. County Line Road to Mt. Vernon Road. It connects to the future trail on Mt. Vernon Road leading to the Sweetwater Creek State Park

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

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

Regional Bike Ped and Trails System



* Source: Atlanta Region Bicycle Transportation and Pedestrian Walkways Plan - 2002

new residential development on the Richardson Property and new retail along Highway 92.

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.

O-5 Highway 92 to Transportation Center Trail: Potential trail connection from Hillcrest Dr. intersection on Highway 92 to Prestley Mill Road, going across I-20 and connecting to the Douglas County Transportation Center at 8800 Dorris Road.

O-6 Highway 92 Trail: Potential trail along Highway 92 from Hillcrest Dr. to Mt. Vernon Road developed in conjunction with Highway 92 streetscape.

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.

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.

Land Use

LU-1 Land Use Recommendation: Intensify residential use from low density single family residential to medium density residential at about 4 units/acre density developed around a pattern of street and blocks with a mix of housing types. May need appropriate zoning change to accommodate above uses.

LU-2 Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF), interconnected streets and blocks with publicly accessible park and open spaces. May need appropriate zoning change: see guidelines for TND.

LU-3 Zoning Change Recommendation from Low Density Residential to General Commercial; Encourages the development of retail and commercial uses. Village overlay encourages a mix of uses including residential and urban design standards. See guidelines for commercial development.

LU-4 Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92. May need zoning change: see guidelines for TND.

LU-5 Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92. See guidelines for TND.

LU-6 Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial). See guidelines for commercial development.

LU-7 Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial). See guidelines for commercial development.

LU-8 Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92. May need zoning change: see guidelines for commercial development.

LU-9 Land Use Recommendation: Allow protection of existing open space by designating it under the recreation/open space / park land use category.

LU-10 Land Use Recommendation: Allow protection of existing open space by designating it under the recreation/open space / park land use category.

LU-11 Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial). See guidelines for commercial development.

LU-12 Land Use Recommendation: Allow the development of office and commercial mixed use as a part of the existing mixed use corridor land use. May require zoning change from R-LD to C-C (Community Commercial). See guidelines for commercial development.

LU-13 Traditional Neighborhood Design Ordinance: Develop a TND ordinance for the corridor

LU-14 Update Corridor Overlay Ordinance: Update the corridor overlay ordinance with specific design recommendations from the Highway 92 LCI plan

Project Matrix:

Cost Estimates

The cost estimates provided in the Project Matrix are macro-level planning estimates and will need to be revised and updated over time. The estimates are based on the ARC's Cost Estimation Tool methodology. All assumptions and estimate details are provided in Appendix 2.

Project Matrix Abbreviations

DCP&Z: Douglas County Planning and Zoning

DCDOT: Douglas County Department of Transportation

CIP: Capital Improvement Projects

LCI: Livable Centers Initiative

GDOT: Georgia Department of Transportation

CMAQ: Congestion Management and Air Quality Funds

TE: Transportation Enhancement Funds

Priority 1: 0-5 years

Priority 2: 5-10 years

Priority 3: 10+ years

Projects Matrix

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
TRANSPORTATION															
Intersections / Traffic Signals															
I-1	New Traffic Signal: Install new traffic signal to allow full access to new parallel street network from Highway 92 (cost determined using ARC costing tool)	East of Pine Drive on Highway 92	Intersection Improvement	Priority 2	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	Private Developer/ GDOT	Private Developer	Douglas County	$32,000 (20%)
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	Priority 2	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	Private Developer/ GDOT	Private Developer	Douglas County	$32,000 (20%)
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	Priority 3	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	Private Developer/ GDOT	Private Developer	Douglas County	$32,000 (20%)
I-4	New Traffic Signal: Install new traffic signal to allow full access to new Police Headquarters & County Admin building from Highway 92 (cost determined using ARC costing tool)	At Hillcrest Dr. on Highway 92	Intersection Improvement	Priority 2	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	City of Douglasville/ Douglas County/ GDOT	City of Douglasville/ Douglas County	City of Douglasville/ Douglas Count	$32,000 (20%)
Pedestrian Crossings:															
P-1	Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals ($160,000 per signal)	Intersection of Bomar Road and Highway 92	Pedestrian Crossings	Priority 1	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	GDOT / Douglas County DOT	LCI/ GDOT	Douglas County	$32,000 (20%)
P-2	Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals ($160,000 per signal)	Intersection of Pope Road and Highway 92	Pedestrian Crossings	Priority 1	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	GDOT / Douglas County DOT	LCI/ GDOT	Douglas County	$32,000 (20%)

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
P-3	Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals ($160,000 per signal)	Intersection of Lee Road and Highway 92	Pedestrian Crossings	Priority 1	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	GDOT / Douglas County DOT	LCI/ GDOT	Douglas County	$32,000 (20%)
P-4	Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals ($160,000 per signal)	Intersection of Midway Rd. and Highway 92	Pedestrian Crossings	Priority 1	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	GDOT / Douglas County DOT	LCI/ GDOT	Douglas County	$32,000 (20%)
P-5	Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals ($160,000 per signal)	Intersection of Vansant Rd. and Highway 92	Pedestrian Crossings	Priority 1	2009 (for cost inflation purpose)	$16,000	N/A	N/A	2012 (for cost inflation purpose)	$144,000	$160,000	GDOT / Douglas County DOT	LCI/ GDOT	Douglas County	$32,000 (20%)
New Streets / Network															
N-1	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)	From Lake Monroe Road to Pine Street	New Street Network	Priority 2	TBD	$1,402,500	TBD	TBD	TBD	$12,622,500	$14,025,000	DCP&Z Dept. / DCDOT	Private Developers / Douglas County	Douglas County	$2,805,000 (20%)
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	Priority 2	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	N/A
N-3	Network opportunities - Redevelopment of Commercial Properties: Various network connections that are possible with redevelopment	Commercial Property facing I-20 on Slater Mill Road.	New Street Network	Priority 3	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	N/A

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
N-4	Network opportunities: Deerlick Park to Douglas County Soccer Assoc. - 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	Priority 3	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	N/A
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)		New Street Network	Priority 2	TBD	$396,000	TBD	TBD (private deveoper dedication)	TBD	$3,564,000	$3,960,000	DCP&Z Dept. / DCDOT	Douglas County/	Douglas County	$792,000 (20%)
N-6	Lee Road Extn: 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	Priority 1	TBD	$618,750	TBD	TBD (private deveoper dedication)	TBD	$5,568,750	$6,187,500	DCP&Z Dept. / DCDOT	Douglas County/LCI/ GDOT	Douglas County	$1,237,500 (20%)
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	Priority 2	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	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	Priority 2	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	N/A
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	Priority 2	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	N/A

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
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	Priority 2	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	N/A
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	Priority 1	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	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	Priority 2	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	N/A
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	Priority 2	N/A	N/A	N/A	TBD (private deveoper dedication)	N/A	N/A	N/A	DCP&Z Dept. / DCDOT	Private Developers	N/A	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	Priority 3	TBD	$260,417	TBD	TBD	TBD	$2,343,750	$2,604,167	DCP&Z Dept. / DCDOT	Douglas County	Douglas County	$ 520,833 (20%)
Transit															
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	Priority 3	TBD	TBD	TBD	TBD	TBD	TBD	TBD	DCP&Z Dept. / DCDOT/ MARTA	TBD	TBD	TBD
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	Priority 3	TBD	TBD	TBD	TBD	TBD	TBD	TBD	DCP&Z Dept. / DCDOT/ MARTA	TBD	TBD	TBD

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
Streetscape / Sidewalks															
S-1	Install Sidewalks: Slater Mill road up to Shawnee Trail and along Shawnee Trail ($344,000 per mile)	Highway 92 to intersection of Shawnee Trail and Slater Mill Road	Pedestrian Sidewalks	Priority 2	N/A	$40,720	N/A	TBD	2010 - 2013	$366,477	$407,197	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$81,439 (20%)
S-2	Install Sidewalks: Pine Drive ($344,000 per mile)	Highway 92 to end of Pine Drive	Pedestrian Sidewalks	Priority 2	N/A	$14,333	N/A	TBD	2010 - 2013	$129,000	$143,333	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$28,667 (20%)
S-3	Install Sidewalks: Vansant Road ($344,000 per mile)	Highway 92 to intersection of Vansant Road and Midway Road	Pedestrian Sidewalks	Priority 2	N/A	$16,939	N/A	TBD	2010 - 2013	$152,455	$169,394	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$33,879 (20%)
S-4	Install Sidewalks: Midway Road ($344,000 per mile)	Pope Road to intersection of Vansant Road and Midway Road	Pedestrian Sidewalks	Priority 2	N/A	$36,485	N/A	TBD	2010 - 2013	$328,364	$364,848	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$72,970 (20%)
S-5	Install Sidewalks: Hillcrest Drive, Sunset Drive and Skyview Circle. ($344,000 per mile)	Hillcrest Drive, Sunset Drive and Skyview Circle.	Pedestrian Sidewalks	Priority 2	N/A	$28,667	N/A	TBD	2010 - 2013	$258,000	$286,667	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$57,333 (20%)
S-6	Install Sidewalks: Sullivan Drive ($344,000 per mile)	Sullivan Drive - Between Midway and County Line Road	Pedestrian Sidewalks	Priority 2	N/A	$9,773	N/A	TBD	2010 - 2013	$87,955	$97,727	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$19,545 (20%)
S-7	Install Sidewalks: along W. County Line Road ($344,000 per mile)	Highway 92 to Colonial Trail	Pedestrian Sidewalks	Priority 2	N/A	$12,040	N/A	TBD	2010 - 2013	$108,360	$120,400	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$49,515 (20%)
S-8	Install Sidewalks: Terry Lane ($344,000 per mile)	From highway 92 to W. County Line Road	Pedestrian Sidewalks	Priority 2	N/A	$14,333	N/A	TBD	2010 - 2013	$129,000	$143,333	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$28,667 (20%)
S-9	Install Sidewalks: South Hillcrest Drive, Longview Road ($344,000 per mile)	From highway 92 to Pope Road	Pedestrian Sidewalks	Priority 2	N/A	$26,061	N/A	TBD	2010 - 2013	$234,545	$260,606	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$52,121 (20%)

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
S-10	Install Sidewalks: Pope Road ($344,000 per mile)	From Highway 92 to chestnut Log Middle School	Pedestrian Sidewalks	Priority 2	N/A	$22,803	N/A	TBD	2010 - 2013	$205,227	$228,030	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$45,606 (20%)
S-11	Install Sidewalks: Mack Road ($344,000 per mile)	From Highway 92 to Deerlick Park	Pedestrian Sidewalks	Priority 2	N/A	$14,333	N/A	TBD	2010 - 2013	$129,000	$143,333	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$28,667 (20%)
S-12	Install Sidewalks: Bomar Road ($344,000 per mile)	From Highway 92 to Lee Road Extension	Pedestrian Sidewalks	Priority 2	N/A	$36,485	N/A	TBD	2010 - 2013	$328,364	$364,848	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$72,970 (20%)
S-13	Install Sidewalks: Stenger Road and James Road ($344,000 per mile)	From Powerline Easement trail to parallel street network N1 across Highway 92	Pedestrian Sidewalks	Priority 2	N/A	$12,379	N/A	TBD	2010 - 2013	$111,409	$123,788	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$24,758 (20%)
S-14	Install Sidewalks: Old Lee Road ($344,000 per mile)	From Highway 92 to Lee Road	Pedestrian Sidewalks	Priority 2	N/A	$19,545	N/A	TBD	2010 - 2013	$175,909	$195,455	DCP&Z Dept. / DCDOT	CIP / LCI	Douglas County	$39,091 (20%)
S-15	Catalyst Streetscape: Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands ($90,000/100 linear feet)	From Vansant Road intersection to Midway Road Intersection	Streetscape Improvements	Priority 1	2009 - 2010 (for cost inflation purposes)	$469,800	TBD	TBD	2010 - 2013 (for cost inflation purposes)	$3,445,200	$3,915,000	DCP&Z Dept. / DCDOT	CIP / LCI / TE	Douglas County	$783,000 (20%)
S-17	Catalyst Streetscape: Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands ($90,000/100 linear feet)	From west of Bomar Road Intersection to Stenger road intersection	Streetscape Improvements	Priority 1	2009 - 2010 (for cost inflation purposes)	$162,000	TBD	TBD	2010 - 2013 (for cost inflation purposes)	$1,188,000	$1,350,000	DCP&Z Dept. / DCDOT	CIP / LCI / TE	Douglas County	$270,000 (20%)
S-18	Catalyst Streetscape: Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands ($90,000/100 linear feet)	From Old Lee Road Intersection to Lake Monroe Road	Streetscape Improvements	Priority 1	2009 - 2010 (for cost inflation purposes)	$383,400	TBD	TBD	2010 - 2013 (for cost inflation purposes)	$2,811,600	$3,195,000	DCP&Z Dept. / DCDOT	CIP / LCI / TE	Douglas County	$639,000 (20%)

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
S-19	Remaining Streetscape: Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands ($90,000/100 linear feet)	Remaining portions of Highway 92 from I-20 to Lake Monroe other than the Catalyst streetscape projects	Streetscape Improvements	Priority 3	TBD	TBD	TBD	TBD	TBD	TBD	TBD	DCP&Z Dept. / DCDOT	Private Developers / TE	N/A	N/A
OPEN SPACE TRAILS & GREENWAYS															
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	Priority 2	TBD	$148,090	TBD	TBD	TBD	$1,332,810	$1,480,900	DCP&Z Dept. and DC Parks and Rec.	LCI / CIP / TE / CMAQ	Douglas County	$296,180 (20%)
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 ($590,000/mile)	Deerlick Park to Douglas County Association	Pedestrian and Bicycle Trails	Priority 2	TBD	$40,227	TBD	TBD	TBD	$362,045	$402,273	DCP&Z Dept. and DC Parks and Rec. / Private Developer	LCI / CIP / TE / CMAQ	Douglas County	$80,455 (20%)
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	Priority 1	TBD	$442,500	TBD	TBD	TBD	$3,982,500	$4,425,000	DCP&Z Dept. and DC Parks and Rec. / Private Developer	LCI / CIP / TE / CMAQ	Douglas County	$885,000 (20%)

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
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	Priority 2	TBD	$46,728	TBD	TBD	TBD	$420,552	$467,280	DCP&Z Dept. and DC Parks and Rec. / Private Developer	LCI / CIP / TE / CMAQ	Douglas County	$93,456 (20%)
O-5	Highway 92 to Transportation Center Trail: Potential trail connection from Hillcrest Dr. intersection on Highway 92 to Prestley Mill Road, going across I-20 and connecting to the Douglas County Transportation Center at 8800 Dorris Road.	Highway 92 to Transportation Center across I-20	Pedestrian and Bicycle Trails	Priority 3	TBD	$171,100	TBD	TBD	TBD	$1,539,900	$1,711,000	DCP&Z Dept. and DC Parks and Rec. / Private Developer	LCI / CIP / TE / CMAQ	Douglas County	$342,200 (20%)
O-6	Highway 92 Trail: Potential trail along Highway 92 from Hillcrest Dr. to Mt. Vernon Road developed in conjunction with Highway 92 streetscape.	From Hillcrest Dr. to Mt. Vernon Road	Pedestrian and Bicycle Trails	Priority 2	TBD	$177,000	TBD	TBD	TBD	$1,593,000	$1,770,000	DCP&Z Dept. and DC Parks and Rec. / Private Developer	LCI / CIP / TE / CMAQ	Douglas County	$354,000 (20%)
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	Priority 2	TBD	TBD	TBD	TBD	TBD	TBD	TBD	DCP&Z Dept. and DC Parks and Rec. / Private Developer	Private Developers	Douglas County	

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
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	Priority 2	TBD	$162,250	TBD	TBD	TBD	$1,460,250	$1,622,500	DCP&Z Dept. and DC Parks and Rec. / Private Developer	LCI / CIP / TE / CMAQ	Douglas County	$324,500 (20%)
LAND USE AND ZONING															
LU-1	Land Use Recommendation: Intensify residential use from low density single family residential to medium density residential at about 4 units/acre density developed around a pattern of street and blocks with a mix of housing types. May need appropriate zoning change to accommodate above uses.	Richardson Property near Bomar Road		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-2	Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF), interconnected streets and blocks with publicly accessible park and open spaces. May need appropriate zoning change to accommodate above uses.	Richardson property near Lee Road Extension		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-3	Zoning Change Recommendation from Low Density Residential to General Commercial; Encourages the development of retail and commercial uses. Village overlay encourages a mix of uses including residential and urban design standards.	Property near the intersection of Lee Road and Highway 92		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
LU-4	Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/ acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92. May need zoning change from R-LD to R-MD	Howell Property at the corner of James Road and Highway 92		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-5	Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/ acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92.	Cagell Property near the corner of Bomar Road and Highway 92		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-6	Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial)	Properties fronting Highway 92 near Lake Monroe Road		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-7	Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial)	Properties fronting Highway 92 near south of Deerlick Park and Eagle Golf Course property		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A

ID	Description	Location	Type of Improvement	Priority	Engineering Year	Engineering Cost	ROW Year	ROW Cost	Construction Year	Construction Cost	Total Project Cost	Agency	Funding Source	Local Match Source	Local Match Amount
LU-8	Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/ acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92. May need zoning change to accommodate above uses.	Property at the corner of James Road and Highway 92		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-9	Land Use Recommendation: Allow protection of existing open space by designating it under the recreation/open space / park land use category.	Douglas County Soccer Association Fields		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-10	Land Use Recommendation: Allow protection of existing open space by designating it under the recreation/open space / park land use category.	Eagle Golf Course property		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-11	Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial)	Properties fronting Highway 92 near Terry Lane		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-12	Land Use Recommendation: Allow the development of office and commercial mixed use as a part of the existing mixed use corridor land use. May require zoning change from R-LD to C-C (Community Commercial)	Properties fronting Highway 92 near South Hillcrest Drive		Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-13	Traditional Neighborhood Design Ordinance			Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A
LU-14	Update Corridor Overlay Ordinance			Priority 1	N/A	N/A	N/A	N/A	N/A	N/A	N/A	DCP&Z Dept.	Staff Time	N/A	N/A

Appendix 1:
Market Analysis

Douglas County-
Highway 92 LCI Study:

Economic and
Market Analysis

Prepared for:

Glatting Jackson

Douglas County

Prepared by:

Market + Main, Inc.

February 2008

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Purpose of Analysis

The purpose of this analysis is to examine the socioeconomic and real estate market trends in the Douglas County-Highway 92 LCI Study Area, and determine how they may impact the potential for redevelopment and revitalization. Both the positive and negative influences affecting the area are considered in this analysis for the purpose of identifying opportunities to enhance declining areas and to capitalize on positive trends. Market + Main, Inc. is contracted with Glatting Jackson Kercher Anglin to deliver the Economic and Market Analysis component within the Douglas County-Highway 92 LCI Study.

This document has nine sections, as outlined below.

Study Area Challenges & Assets: Listing of challenges and assets that need to be addressed or leveraged related to the Study Area.

Market Definition: Details the market areas that are examined, including the Study Area, Primary Market Area, and Secondary Market Area, and how they are defined.

Socioeconomic Analysis: Examines population and employment trends related to the metro Atlanta Region and the Study Area. Also reviews demographics for the Study Area, Primary Market Area, and Secondary Market Area.

Residential Market Analysis: Reviews metro Atlanta market and Study Area characteristics related to residential development trends and inventory. Forecasts demand based on household growth and recommends product type by tenure in five-year increments.

Retail Market Analysis: Reviews metro Atlanta market and Study Area characteristics related to retail development trends and inventory. Forecasts demand based on household growth and potential retail sales, and recommends scale of retail along with type of goods in five-year increments.

Office Market Analysis: Reviews metro Atlanta market and Study Area characteristics related to office development trends and inventory. Forecasts demand based on household growth ratio of population to employment and employees to square footages and recommends space allotments for office in five-year increments.

Industrial Market Analysis: Reviews metro Atlanta market and Study Area characteristics related to industrial development trends and inventory. Forecasts demand based on current usage patterns, as appropriate.

Catalyst Projects: Description of recommended priority projects to be undertaken in order to effectively leverage public investments to spur further private investment.

Appendix: Tables and charts that provide statistical detail for analyses contained in this document; also provides longer-term forecasts than those highlighted in the narrative analysis.

Study Area Challenges & Assets

There is potential for development and redevelopment in the Study Area. However, as in every community, there are challenges that need to be addressed and assets that need to be recognized. A consistent circumstance in terms of planning, market analysis, and economic development is that, many times, issues are just opportunities in hiding. Meaning that what seems like a negative might easily be turned into a positive for the community with an adjustment in perspective and a leveraging of resources. That is why it is important to face challenges, recognize them, come to understand them, and implement actions to change them in order to move the Highway 92 corridor forward in the long-term. These issues and opportunities are based on stakeholder interviews, market assessment, and feedback at public meetings.

Challenges

- Travel distance to quality goods and services
- Small range in housing prices
- Little high-end retail amenities in area
- Perceived political environment
- Public sentiment and lack of education on quality high-density and mixed-use development
- Few for-lease options in housing
- Public sentiment perceives spot rezonings
- Strong retail competition nearby – Arbor Place Mall area
- Underutilized footprints
- Lack of connectivity
- Development activity not consistent throughout area

Assets

- Undeveloped land can be proactively planned for
- Proximity to hospital
- County staff responsive
- Transportation improvements underway
- Schools
- Sense of community
- Proximity and direct access to Interstate 20
- Deer Lick Park

Market Definition

To determine the potential for new uses or support for existing and expanding uses, it is important to first understand who the market is. Understanding the demographic and economic characteristics of the residents and workers in the area is critical in understanding why the market is where it is, how the market can develop, whether it is under-served or saturated, and what would be supportable. It is also important to review the historic trends that have occurred in the area, as well as considering what is currently being projected to happen in the area in the future. All of these characteristics go into formulating what kind of development can be supported and how much can be supported. While the numbers begin to craft the backdrop for the story of the Study Area, they certainly can not effectively convey the entire story. The final recommendations will be based on a mixture of quantitative and qualitative analyses. Maps of these areas are on following pages.

Study Area

The Study Area is one-quarter mile deep on each side of Highway 92 from Interstate 20 to Lake Monroe Road.

Primary Market Area

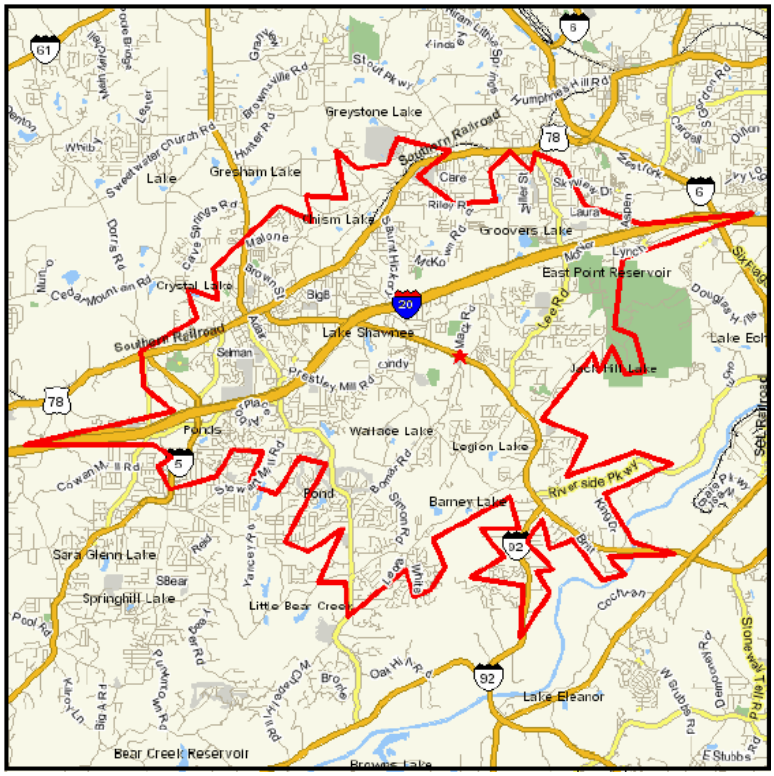
The Primary Market Area is defined by a 10-minute drive time from the intersection of Fairburn Road/Highway 92 and Mack Road. On average, residents are willing to drive less than ten minutes (usually between two and three miles) for convenience retail, such as groceries, sundry items, dry cleaners, etc. This drive is usually at the maximum of this range for suburban/exurban areas where uses are traditionally more spread out. This area is primarily comprised of residents of the immediate area, or workers from businesses located in the area, in search of convenience-related goods and services. Restaurant customers would most likely be those making spontaneous decisions to eat out or pick something up for dinner that evening.

Secondary Market Area

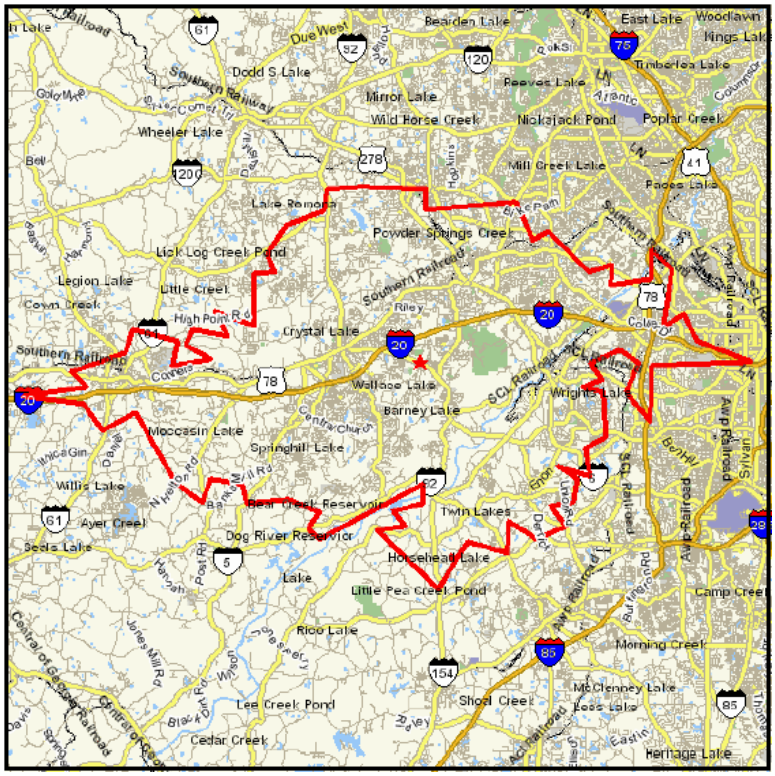
The Secondary Market Area is defined by a 20-minute drive time from the intersection of Fairburn Road/Highway 92 and Mack Road. This area is where the majority of customers will come from. These consumers will be looking for some convenience retail, but will also be searching for community and even regional retail options; these will be planned or destination-related shopping trips. These customers will be willing to travel further distances for unique goods and services, something they cannot find close to their own homes or businesses. Restaurant customers will be looking for the same elements: unique foods or selections; unusual atmospheres; white-tablecloth restaurants; or popular meeting places.

Study Area Map

Primary Market Area Map



Secondary Market Area Map



Socioeconomic Analysis

Regional Population and Employment Trends

As is well documented, the Atlanta Region experienced dramatic and consistent growth during the 1990s. Between 1990 and 2000, the Atlanta Region grew by 34%, averaging to an annual growth rate of 3.4%, or adding about 87,000 new residents per year. The Atlanta Region was able to move out of the recession of the early 1990s pretty quickly, based on a diversified economic base. In fact, the Region doubled its size between 1980 and 2006, as its total population has reached about 3.9 million. The increase between 2005 and 2006 is actually the greatest single-year increase since 1999 to 2000, making it the fourth largest single year increase in the history of the Region. Further, the Atlanta Region has actually been the fastest growing metro area nationwide since 2000.

The Atlanta Region experienced a similar phenomenon in job growth, more than doubling during the same time period, to about two million jobs. It is widely known that Atlanta's population growth has been fueled primarily by people moving to the Region for jobs. As the national recession slowed job growth, so did Atlanta see a slowing in their population growth until just this year.

Historically, most of the growth within the Region was seen in more suburban locations. During the 1980s and 1990s, the north side of town experienced roughly 75% of the Region's total growth. In terms of employment, most of the Region's job growth happened along the GA400 corridor, in the Perimeter Center area, and in northern Gwinnett and Forsyth counties. Since the mid-1990s, growth has accelerated on the south side (with I-20 as the demarcation line) as congestion has increased and land has become more expensive on the north side. The Region's areas with the greatest population increases between 2000 and 2005 are all located outside I-285.

The closer-in counties in metro Atlanta have continued to add new residents, but their overall population share has declined relative to further out counties. Incorporated cities in the Region account for less than a third of the region's population gains between 2000 and 2005. Population density across the metro area continues to be low, in comparison to other large metropolitan cities, but it is increasing.

The expectation across the Region is for growth to continue, both in population and employment, but at slower rates than the enormous expansion that was seen during the 1990s. Jobs are expected to increase by 1.2 million by 2030. Population is expected to increase by 2.3 million by 2030. Net in-migration is expected to account for just over half the growth in the Region. Suburban counties are expected to experience the highest growth rates over the next 25 years, in terms of both population and employment. However, while the "external" 10 counties are forecast to grow the fastest in percentage terms, the "core" 10 counties will still account for 76% of the total 20-county population in 2030. ARC's forecasts indicate that the Region's economy will still outpace the nation in terms of growth, even though we are not expected to see the phenomenal rates of growth that were experienced in the late 1990s.

STUDY AREA POPULATION AND EMPLOYMENT OVERVIEW

The Study Area has grown approximately 50% since 1990; clearly demonstrating that the area has received a share of the phenomenal growth the Atlanta Region saw during this time. Between 1990 and 2000, the Study Area experienced it's most significant growth, indicating the transition it was undergoing from rural to exurban; since 2000 the Study Area has transformed to suburban. The population growth in the Study Area since 2000 is two-and-a-half times the growth seen in the Atlanta MSA[1] as a whole. The growth in the Study Area expected over the next five years is greater than the Atlanta MSA average and the national average. However, the growth rates projected for Douglas County and both the market areas are even higher.

			CENSUS-BASED				ARC	
	1990	2000	2007	2012	Change 2000-2007	Change 2007-2012	Change 2000-2005	Change 2005-2010
Study Area	1,071	1,362	1,610	1,808	18.2%	12.3%	7.1%	12.9%
Primary Market Area	32,696	43,549	56,540	66,066	29.8%	16.8%	N/A	N/A
Secondary Market Area	167,826	211,247	271,078	311,810	28.3%	15.0%	N/A	N/A
Atlanta MSA/Region	3,069,411	4,247,981	5,122,861	5,709,771	20.6%	11.5%	6.0%	7.7%

Census-based statistics primarily use a straight-line projection methodology based on historic trends. This does not always paint an accurate picture of what is actually happening in a community, but is usually better suited for rapidly suburbanizing areas like the Study Area. Thus, estimates and forecasts from the Atlanta Regional Commission (ARC) were also reviewed. ARC's projections provide a local perspective on what is happening in the Study Area. An annual household growth was determined using a combination of Census-based and ARC forecasts and supplemented with local on-the-ground interviews and building permit information.

While employment growth is projected to be moderate for the Region, it is expected to be witnessed primarily in existing employment centers. The daytime population within the Study Area is very small, but when considering the Primary Market Area, that number increases substantially. The Study Area constitutes only one percent Douglas County's total employment. Also interesting to note is that the jobs to housing ratio for the Study Area is .52, which demonstrates it is overwhelmingly a residential area, not a center of employment.

[1] 20-county Metropolitan Statistical Area, made up of Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding, and Walton counties.

	Study Area	Primary Market Area	Secondary Market Area
Daytime Population	838	28,361	132,225
Change in Employment Since 2000	22.7%	31.6%	30.4%

Economies do not function locally, economics is a regional phenomenon. Trying to isolate detailed employment numbers and still retain meaning for them is a difficult endeavor. In terms of sector employment, the Study Area's largest industry sectors are Services, Retail Trade, and Construction. The Atlanta MSA's top three industry sectors, in terms of employment, are Services, Retail Trade, and Transportation/Communications/Utilities. The Study Area has a larger proportion of Services than the Atlanta MSA as a whole. Because the Services sector is so large in the Study Area, there are some other sectors that are unusually small, such as Manufacturing, Transportation/Communications/Utilities, and Wholesale Trade.

Industry Sector	Study Area	Atlanta MSA
Construction	7.5%	5.3%
Manufacturing	2.2%	9.0%
Transportation/Communications/Utilities	3.4%	6.4%
Wholesale Trade	2.6%	5.2%
Retail Trade	27.7%	21.7%
Finance/Insurance/Real Estate	7.4%	8.2%
Services	48.6%	37.0%
Public Administration	0.0%	6.1%

Workers in the Study Area are predominately employed in sales and office occupations, production, transportation, and material moving occupations, and professional and related occupations. These rankings are different than the Atlanta MSA, as its largest proportion of occupations is in the sales and office segment, then professional and related, then management, business, and financial. The biggest difference is that the Study Area is about nine percent greater in production, transportation, and material moving occupations and the Atlanta MSA is about four percent larger in professional and related occupations.

STUDY AND MARKET AREA DEMOGRAPHIC OVERVIEW

As mentioned earlier, across the Atlanta Region, there has been a continuing push to develop further out. As development happens in previously rural or exurban areas, many people continue to move outward in an effort to recapture some of those elements. According to long-time residents, the Study Area had some of these features that people found enticing, but is now facing issues of disinvestment. The Study Area does have good access to the metro area's assets as well. As such, the Corridor has become a commuting corridor for much of Douglas County and some residents of Fulton County.

On the next page is a table that illustrates the key demographic and economic elements of the markets being considered in this analysis. Those that deserve specific highlighting include the following.

- The Study Area is expected to grow 12% between 2007 and 2012. This is nearly three times the national average and slightly above the Atlanta MSA[2] average. However, the Study Area's growth rate is below Douglas County and both market areas.
- The Atlanta Regional Commission's and the Census-based projections are quite different for the Study Area. The Atlanta Regional Commission has a larger starting residential base, but projects it at a slower growth rate while the Census-based projections show a much higher projected growth rate.
- The growth projections for the both the market areas being considered are above the Atlanta MSA and national averages as well; they are better performing, in terms of growth rates, than the Study Area.
- The three largest age groups in the Study Area are 35 to 44, 5 to 14, and 25 to 34 years of age. These statistics demonstrate established families and people starting families in the area. The average age of the Study area is 33.2, about four years younger than the national average.
- There are few retirement age and elderly people in the Study Area. However, the largest growth in the next five years is expected in the age groups of over age 55; the three largest, in order, are 75 to 84, 65 to 74, and over 85 years of age. In terms of recent growth, in the last five years, the 55 to 64, 18 to 24, over 85 age groups were the ones that saw the largest increase.
- It is projected that there will be an approximately two percent loss in the 25 to 34 age group over the next five years. This projected loss is likely tied to the unprecedented mobility of this age group nationwide.
- Just under 20% of the population within the Study Area has not graduated from high school. The proportion of residents with a high school degree is above both the Atlanta MSA and national averages. The proportion of the Study Area's residents that have college degrees is less than the MSA and national averages.
- The per capita income (perhaps the most important statistic to review in terms of understanding how a community is *really* doing) in the Study Area ($21,054) is 83% of the national average, a difference of about $4,400 annually. While the Study Area being below both the national and Atlanta MSA per capita income averages is troubling, what is alarming is that the Study Area is expected decline in this income standard over the next five years.
- Both market areas' per capita incomes (PCI) are also less than the national and MSA averages. However, it is worth noting that both market areas perform better than the Study Area.

[2] 20-county Metropolitan Statistical Area, made up of Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding, and Walton counties.

- About 15% of the Study Area's households earn less than $25,000 annually. This is nine percent less than the national average and three percent below Atlanta MSA average.
- Nearly 50% of the households in the Study Area earn under $50,000 annually. A small percentage (12%) of the Study Area's households earns over $100,000 on a yearly basis. The household income in the greater market areas mirrors the per capita income trend; both market areas perform better than the Study Area.
- The average household income in the Study Area is $59,992, which is less than the MSA ($76,863) and national ($66,670) averages. However, the Study Area is projected to decline in this income standard over the next five years, which is quite disconcerting.
- The average household size of the Study Area is larger than the national, Atlanta MSA, and market area averages.
- The ratio of single-person households in the Study Area (16.9%) is well under the national (26.3%) and just over the Atlanta MSA (22.9%) averages.
- The Study Area has a smaller proportion of renters than both the national and Atlanta MSA averages.

	Study Area	Primary Market Area	Secondary Market Area
SIZE OF MARKET			
Residents	1,610	56,540	271,078
Households	556	20,176	97,534
Daytime Population	838	28,361	132,225
CHARACTERISTICS OF MARKET			
AGE			
Under 18	28.1%	27.8%	27.8%
Between 25 & 35	15.5%	15.9%	15.0%
Over 65	6.3%	6.9%	8.5%
INCOME			
Per Capita Income (PCI)	$21,054	$23,497	$22,312
PCI as % of National Average	82.6%	92.2%	87.5%
Change in PCI since 2000	12.8%	13.4%	14.3%
Household Incomes $25,000 - $49,999	33.8%	28.4%	27.7%
Household Incomes Above $100,000	12.2%	16.2%	14.9%
Average Household Income	$59,992	$65,092	$61,568
Change in Avg. HH Income Since 2000	10.8%	11.9%	14.2%
HOUSEHOLDS			
Average Household Size	2.89	2.77	2.76
Single-Person Households	16.9%	19.3%	20.9%
Owner-Occupied Households	84.4%	73.9%	70.3%

	Study Area	Primary Market Area	Secondary Market Area
PROJECTED GROWTH OF MARKET			
Census-Based, 2007-2012	12.3%	16.8%	15.0%
ARC, 2005-2010	12.9%	N/A	N/A

There is opportunity for these numbers, and the trends they represent, to change as continued development and redevelopment takes place in the Study Area. The potential types of uses that are supportable in this market lend themselves to more of a mixed use development scenario, which would increase potential market capture and help to make the area a destination.

Detailed demographic and economic information can be found in the Appendix.

Residential Market Analysis

Overview

Like the rest of the country, housing sales and values in metro Atlanta have begun to experience a flattening market, following a period of historic gains over the past 10 years. Across the metro area, a major housing slowdown has occurred. While the number of closings are down substantially, records are being set for expired and withdrawn sales listings, and the number of days on the market is the highest since 1998, some recent statistics are showing early, minor indications of the decline taking a turn. Without question, there has been a clear shift to a buyers market for residential properties in metro Atlanta.

Nationally, building permits issued through November 2007 were down 24% over the same period in 2006, while permits in the Atlanta MSA[3] were down 33%. Residential developers in the Atlanta MSA have begun to adjust to this slowing market, as evidenced by reports of decreasing building permit applications. Building permits for single family homes fell 41% through November 2007, as compared with the same period in 2006. Until recently, multi-family building permits had actually continued to increase in the Atlanta MSA. While they have begun to decline, it is at a much lower rate than single-family homes. Building permits for between two and four units have now fallen 14% and permits for five or more units have declined four percent through November 2007, as compared with the same period in 2006.

The median sales price for single-family homes in the Atlanta MSA was at $171,800 for 2006, according to the National Association of Realtors. The Atlanta MSA median sales price gained 9.5% since 2004. But, growth in median sales prices has begun to be affected by the overall downturn in the market, decreasing 0.5% through third quarter 2007 from the same time in 2006. However, the median sales price increased by three percent between first quarter 2007 to third quarter 2007. Yet, Atlanta is still considered affordable in comparison to prices in other regions, at 79% of the national median price. Condominium sales prices grew at a slower pace between 2004 and 2006, increasing 6.5% since 2004. The median sales price for the Atlanta MSA was at $153,000 for condos in 2006, according to the National Association of Realtors. However, condominium prices fell between the first and third quarters of 2007, decreasing by five percent.

The historically low interest rates and creative financing offers that have been seen in the last few years served to make renters into first-time homebuyers. As interest rates continue to increase, the mortgage industry reorganizes, and the economy rebounds, more potential renters are emerging, creating a higher demand for rental housing. The boom in the for-sale housing market over the past 10 years essentially served to suppress the rental market; thus, it is now experiencing strong gains and vitality in the market.

[3] 20-county Metropolitan Statistical Area, made up of Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding, and Walton counties.

STUDY AREA CHARACTERISTICS

In general, residential sales are stronger and median prices are higher in those zip codes south of Interstate 20 and in the eastern parts of Douglas County, where the Study Area is located. These are the areas in close proximity to existing commercial and employment centers, including Arbor Place Mall. With the amount of undeveloped land in the area, this trend is expected to continue.

BUILDING PERMITS

For Douglas County, residential building permit activity grew by just over 100% from 2000 to 2006. The sheer pace of building activity across the County is marked when comparing the last several years. The peak in building permits was seen in 2002. The number of residential building permits increased approximately three percent between 2004 to 2006. Over the last year there has been a marked drop in building permit activity, similar to the rest of the metro area and nation. Between 2006 and 2007, residential building permits declined by 51%. Single-family permits are all that can be judged during this timeframe, as Douglas County has not permitted any type of multi-family since 2004. In fact, less than 1,700 multi-family units have been permitted county-wide since 2000.

When looking a bit more closely at the building permit information, it is also important to consider the value created by the issuance of the permit. While this is an estimation at the time of application, it is still interesting to consider any trends obvious in this information. The total construction value of building permits in 2006 was over three times higher than the value in 2000. The average permit value has been somewhat inconsistent in the County since 2000; but has been relatively steadily increasing since 2003. Even while the number of residential building permits has declined in the last year, the value of the average permit actually appreciated by one-and-a-half percent between 2006 and 2007.

RESIDENTIAL SALES

The 2006 median sales price for Douglas County ($184,250) increased 11% over the previous year. The largest increase was in new home prices, which increased 13%. This growth is faster than the Atlanta MSA. Sales of homes also increased during this period, approximately 10% in 2006.[4] Existing home sales actually grew at a slightly higher pace than new home sales over the previous year. The average sales price for new homes in Douglas County in 2007 was $250,265.[5]

The Study Area is located in the 30135 zip code. The zip code is obviously larger than the Study Area. It stretches from Highway 92 westward to almost reach Highway 5, so it includes much of the new product that is located in the Chapel Hill area. The average sales price ($281,000) for the 30135 zip code is up significantly (33%) from 2004. The average sales price for 30135 zip code has been steadily increasing over the last few years. The average sales price in the Study Area's zip code is 12% higher than the county as a whole; most likely a reflection that more than half the sales in this zip code are new homes as opposed to resales. The

[4] Source: Atlanta Journal-Constitution Home Sales Report, Market Data Center.
[5] Source: Smart Numbers.

number of residential closings is down 45% since 2004; much of that loss occurring between 2006 and 2007, which reported a single-year decline of 55%. The proportion of house supply on the market is a bit lower than the metro average in the 30135 zip code.

In the 30135 zip code, the most stagnant supply of homes is priced over $500,000. The most sales activity, and the least amount of supply, is taking place in the market with homes priced between $150,000 and $175,000 and $250,000 and $275,000.[6]

EXISTING RESIDENTIAL

There is little residential actually on Highway 92, most is located off the corridor in subdivisions. Housing in the Study Area is primarily constituted by single family detached homes. To date, there has been a lack of market pressure to develop higher density housing. Lower land costs in Douglas County, compared with areas closer to downtown Atlanta, are a primary reason. In addition, real estate brokers active in the Study Area report that the young families in the area prefer single-family detached housing. Much of the housing stock adjacent to the Study Area is entry-level or first home-type product. There is no high-end residential in or near the Corridor. Much of the residential product was built in the 1980s and 1990s. Of the newer product that is being constructed near the Study Area, but not directly in, it is still entry-level product, with price points under $200,000.

There are two specifically active adult communities in and near the Corridor. Active adult communities are geared for those aged 55 and over, are usually one-level living with high-level amenities, and are oriented towards baby boomers looking to downsize. The one in the Study Area, Legacy Park, is located at Old Lee Road and Highway 92, in the southern/eastern portion of the Study Area. Only a few units have been built out and this development has not sold well. It seems to face significant locational disadvantages, with direct proximity to Highway 92 frontage and immediately adjacent to low-end housing. There is a relatively new active adult community this is being built just outside of the Study Area, The Haven at Slater Mill. This development seems to be selling better largely due to locational advantages; it is off the Highway 92 corridor and is near the western end, close to Interstate 20 access, but in a well-established residential area.

There is only one apartment community in the Study Area. Home Ridge Apartments is a 200-unit complex with one-, two-, and three-bedroom units. Units range from 700 to 1,150 square feet, and rents range from $675 to $940.

PLANNED RESIDENTIAL

There is no planned or approved residential development within the Study Area currently.

DEMAND ANALYSIS

It was determined that using new household growth produced from the Study Area itself was the best route for the residential market demand forecast. While some consideration was given to the capture of new residents from outside the Study Area, this analysis is not conducted at a

[6] Source: Smart Numbers.

level that accurately details the exact target market potential. Thus, there is a very real possibility that these estimates could ultimately underestimate what happens in this market, similar to the residential activity in other rapidly growing suburban areas that have outpaced expectations the last few years. The focus should realistically be on the next five years, and then the marketplace should be re-assessed since there could be opportunity to capture more growth, depending on the way development continues to occur in the Corridor.

ASSUMPTIONS

In order to determine the level of demand for residential product that the Study Area can support, some assumptions had to be made. The addition of 24 households annually was used, based on the combination of forecasts from the Atlanta Regional Commission and Census-based projections. Using only new household growth as a market determination can produce conservative estimates, as demand also comes from turnover within the market. This means there are residents in the Study Area that might move into another location within the Study Area, thus producing a new customer, but not a new household.

Key assumptions were also made about the tenure characteristics and housing preferences. An effort was made to bring them more inline with the consumer preferences shown in areas that are slightly further along in their development process. For instance, the national average and the Atlanta MSA have renter occupancy rates around 30%. The primary and secondary market areas report renter occupancies at about 26% and 30%, respectively.

Moving forward with assumptions on annual household growth; tenure characteristics (owner versus renter), housing preferences, and residential product trends were then reconciled to produce the final residential demand preferences.

	TENURE PROPORTION		ANNUAL DEMAND		FIVE-YEAR DEMAND		TEN-YEAR DEMAND	
	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH
Single-Family Detached	25%	5%	4	0	21	2	42	4
Single-Family Attached	75%	50%	13	4	63	18	126	36
Multi-Family (Condo/Apt)	0%	45%	0	3	0	16	0	32
Total Units			17	7	84	36	168	72
			24		**120**		**240**	

These projections are on the conservative side; as new projects start, particularly if they add product diversity, more interest and momentum will be developed. Thus, it is feasible that more demand will also be developed for residential product within the Study Area.

RECOMMENDED DEVELOPMENT

As was explained in the preceding section, assumptions about tenure characteristics and housing preferences were made to produce potential demand. These assumptions are critical to our recommendations. An increase in both multi-family units and single-family attached

units are crucial to ensure quality development in the Study Area in the future. More densification of the residential base in the Study will help to attract more amenities and services to the area.

The reality of the Study Area is that there is not an extensive market pressure to move towards mixed-use development and higher densities. This is really a key time for County leadership to make important decisions about the future of this area. The last multi-family permitted in the County was in 2004, but that still did not permit a significant amount of product. The impact of this is starting to show across the County. In interviews, concerns about workforce size and availability for service and retail jobs were cited.

Further, without the addition of multi-family development, this area would likely have a market to fill based solely on single-family home development. But, the long-term consequences of that, in a County that is predominated by single-family homes at present, is creating yet another bedroom community, with few amenities, longer drive times for residents, and a smaller tax base to fund County programs, improvements, and initiatives from.

Single-family residential is still a needed and viable component of recommended future development, but it should be as one part of an overall housing program. Housing product diversification is key for the future of this area, in order to attract commercial uses that will help fund its existence. Given its suburban location, and still notable proportion of undeveloped land compared to much of the metro area, it is a logical and sustainable approach to the residential market to create more choices for residents.

There is a clear consumer preference shift happening in the greater metro residential market, as more and more people want to buy a lifestyle in a neighborhood, not simply a house in a subdivision. Again, by increasing that customer base, it increases the commercial development that will want to make its way into that area based on target market characteristics.

Retail Market Analysis

OVERVIEW

The metro Atlanta retail market suffered from the recession of the 1990s, as did the rest of the nation. It has been making a slow recovery, due in large part to its sprawling boundaries. Given the nature of retail development across such a sizable metropolis, it is feasible for different submarkets to have completely different and isolated experiences within this recovery period. There are certainly many reasons that industry experts are expecting consumer spending and retail leasing activity to slow down, such as increasing gas prices and rising interest rates, among others. However, the metro economy seems to still be creating jobs at at least a moderate rate and wages are still reporting increases in many sectors. Thus, construction of shopping centers is concentrated in fast-growing suburbs, infill sites in mature trade areas, in downtown areas that have had considerable condo construction, and in areas with ethnic concentrations that have growing sales potential. Not surprisingly, upscale and discount retailers are reporting better performance results than middle-market retailers, according to Grubb & Ellis.

During these last few years, retail space in metro Atlanta has continued to grow. Specialty lifestyle centers are a hot and proven product in Atlanta, with examples like Camp Creek Marketplace and The Forum at Peachtree Parkway. More and more retail space is showing up as components of large mixed-use developments, such as Atlantic Station. Not surprisingly, grocery-anchored retail centers and neighborhood centers continue to be solid products in the metro area.

As a whole, the retail market in Atlanta has a total of 8,553 shopping centers, representing approximately 235.9 million square feet, with an 8.4% vacancy rate. The average rent per square foot is $15.66. The total space can be classified into two categories: shopping centers (69.7%) and general retail (30.3%).[7]

The Study Area is located within the Villa Rica/West Outlying retail submarket.

> The Villa Rica/West Outlying retail submarket has a total of 273 shopping centers, reflecting approximately 7.5 million square feet of retail space. The vacancy rate in this submarket is similar to the metro area, at 8.2%. The average rent per square foot is $15.06, which is on par with the metro average. The net absorption for this submarket was only 6,411 square feet as of December 2007. Approximately 165,025 square feet have been delivered in this submarket this year, with another 10,000 square feet under construction currently, according to CoStar.

[7] Source: *The Retail Report: Atlanta Retail Market*, CoStar Group, Year-End 2007.

STUDY AREA CHARACTERISTICS

The retail in this market area is anchored around Arbor Place Mall, particularly along the Chapel Hill Road and Highway 5 corridors. Approximately 1.1 million square feet of this space is in Arbor Place Mall, located just 2.5 miles from the Study Area. This area has been able to, and continues to, attract the majority of big box and regional tenants in the market. Due to this proximity, the Study Area has mostly secondary and tertiary retail tenants. Highway 92 is a significant corridor in Douglas County, but it is mostly used as a commuter corridor. Most of the basic resident and employees needs are not served in the Study Area. The large-scale retail uses located around Arbor Place Mall serve most customers in the greater market areas as well.

There are basically three types of retail functionalities at work in any given market.

1. **Convenience** – grocery and drug store purchases, as well as some apparel and home items. Usually purchased close to home, based on available selection. Can also include restaurants.
2. **Regional/Chain** – more likely to be shoppers goods, such as apparel, home items, hobby-related goods, etc., and restaurants. Consumers travel to specific stores based on the consistency of selection and types of goods. The same consistency and familiarity with product is the driving force behind dining out at chain restaurants as well.
3. **Regional/Unique** – most likely shoppers goods and restaurants. Consumers will drive long distances to go to stores and restaurants that provide goods and services unlike anywhere else. This uniqueness can be specific products, the environment/atmosphere, or the ability to go to a place that clusters similar goods and services in a hard-to-find fashion.

In short, having all three types of retail functions within the Primary Market Area helps to keep more money in the local economy by meeting all residents' and workers' consumer needs within one area.

EXISTING RETAIL

There is no true destination retail located within the Study Area. The large-scale retail concentration in the greater market area is located not far from the Study Area, around Arbor Place Mall. The Study Area does not have a significant proportion of retail space. The Study Area is characterized by secondary and tertiary retail uses; this simply means these are not premier businesses, marquee services, or national tenants. The area has both free-standing retail establishments and strip shopping centers.

The average age of retail development in the Study Area is 18.2 years, and very few renovations have been done. Most rents are between $8 and $20 per square foot; the overall average rent for the Study Area is $15 per square foot. There is approximately 367,000 square feet of retail space in the Study Area. Overall, the vacancy rates reported for the active retail sites are relatively low; with some properties full and some individual sites with high rates. There was actually negative absorption reported for the Study Area year-to-date for December 2007. This

means property has sat vacant and not become occupied; a negative absorption of -4,548 square feet.

PLANNED RETAIL

There are three projects that are planned, and have been approved, within the Study Area, as detailed below.

Douglasville Depot – Lee Road (Extension) at Highway 92

Site is cleared and graded, but no construction in progress. Originally approved on 30-acre site for approximately 175,000 square feet of retail space. Now larger parcel assembly in negotiation, up to potentially 46 acres, with an increase to approximately 400,000 square feet of retail space. Potentially to be anchored by discount big box tenant.

Shoppes at Sweetwater Creek – Highway 92 (across from Old Lee Road)

Under construction. 20,000 square feet of retail in pre-leasing. Mini-storage facility also part of development.

C.D. Truitt Business Park – Highway 92 between Lee Road and Old Lee Road

Site is cleared and graded, but no construction in progress. 30-acre site that has been subdivided into seven tracts. Office, church, retail, and restaurant uses are planned. 20,000 square feet of retail space reportedly in pre-leasing.

DEMAND ANALYSIS

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

ASSUMPTIONS

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

A total of approximately 14,470 square feet of new retail space is supportable in the Study Area currently, based on existing demographics. The bulk of retail demand in this case is driven by the Primary Market Area, not the Study Area. A breakdown of the components of this total is shown in the table below, as well as projections for five-year demand. Convenience Goods are primarily grocery store and drug store purchases. Shopper Goods are the balance of retail items, such as apparel, home furnishings, hobby-related goods, etc. Food and Beverage is primarily restaurants.

	Convenience Goods	Shoppers Goods	Food & Beverage	*New Retail Demand*	
	Existing	Existing	Existing	*Existing*	*Five-Year*
Neighborhood Serving	1,070	2,330	950	*4,350*	*27,560*
Community Serving	2,780	5,390	1,950	*10,120*	*65,370*
Totals	**2,900**	**6,160**	**2,340**	***14,470***	***92,930***

The table above shows isolated increments of retail demand for the time periods shown. Since the Study Area and the Chapel Hill area both pull from the same demand area, there is currently not enough demand for significant additional regional development along Highway 92. However, if there were significantly higher density residential developed along Highway 92, there may be opportunities to develop additional neighborhood shopping centers or to replace existing aging centers. Not all of the existing retail space in the Study Area is competitive stock based on its configuration, quality, and location.

The retail space under construction and planned and approved, as outlined in the prior section, is more than the projected five-year demand. However, the most substantial of these developments will be oriented to leverage commuter traffic from the greater market areas, as opposed to Study Area demand. Additionally, there is also a strong assumption of the Lee Road Extension going through to support this scale of retail and earning target market capture well outside of the existing demand today.

RECOMMENDED DEVELOPMENT

The Corridor should remain commercial, but the tenant mix needs to be upgraded and diversified. There is opportunity for two types of retail mentioned in the preceding section: Convenience and Regional/Unique. Convenience retail will most likely continue to develop, and in some cases redevelop, as the residential base increases. There is little opportunity in the Study Area for Regional/Chain, based on competitive locations of Regional/Chain uses in the Chapel Hill/Arbor Place Mall area.

As explained in the *Residential Market Analysis* section, the reality of the Study Area is that there is not an extensive market pressure to move towards mixed-use development. This is really a key time for County leadership to make important decisions about the future of this area. The area could run the traditional track of increased single-family residential development, which will eventually attract some additional Convenience retail. But, that will be long-term development that would, again, create longer drive times for residents and a sprawled development lay-out that does not efficiently use land or increase quality of life.

There seems to be potential opportunity for Regional/Unique retail. This is about creating destination retail that increases the choices that people have both inside the Study Area and outside. Mixed-use development that confirms the existing customer base and increases the Primary Market Area draw is what is needed. The idea of a village concept with multiple purposes for destination can help to leverage retail tenant attraction. Having a central location that allows residents, employees, and visitors at all different times of day and times of the week to have a purpose to be there can leverage other trips to adjacent uses. Because of the undeveloped land, the access to Interstate 20, and the improving transportation network, there is a distinct opportunity to create mixed-use development on this emerging corridor.

Office Market Analysis

OVERVIEW

The metro Atlanta office market is undergoing a recovery that is long due. The last two years have brought improvement in terms of net absorption, vacancy, and subleases. Over the course of 2007 that trend has continued, with lease rates increasing, vacancy rates stabilizing, and sublease space steadily going down. The fourth quarter of 2007 marks the fourteenth consecutive quarter of positive growth in the Atlanta office market. While Atlanta seems to be in an expansion mode for office, there is still a significant proportion of vacant space on the market.

The overall Atlanta office market has continued to absorb large amounts of space throughout 2006 and 2007, according to data from CoStar.[8] Net absorption for the overall Atlanta market was over four million square feet in 2006. However, the rate of absorption has begun to slow somewhat in 2007. Over of the course of 2007, the market absorbed slightly more than three million square feet. In addition, there is approximately six million square feet under construction.

The market recovery is certainly more gradual that many past cycles. Some question how accurately a comparison can be made with the record low vacancy rates that occurred seven years ago in metro Atlanta as a result of the technology boom. There is an expectation that supply will outweigh demand as more new construction continues. However, job growth is expected to continue, and as that happens, rents should remain stable as concessions decline. In fact, Forbes ranked Atlanta as the third best city in the nation for young professionals, which speaks to the area's young and well educated workforce. The office market is clearly tightening; the brokerage community's confidence levels are up and activity is not showing any signs of slowing down, according to Grubb & Ellis.

The Atlanta office market has 9,255 buildings, comprising about 254.5 million square feet. The average rental rate is $20.06 per square foot, and the vacancy rate is at 13.8%. The total space can be classified into three categories: Class A (40.4%), Class B (44.2%), and Class C (15.3%).[9]

The Study Area is located within the Douglasville/Lithia Springs office submarket.

> The Douglasville/Lithia Springs office submarket has 182 buildings, comprising about 1.7 million square feet. The average rental rate is 20% below the metro average, at $16.52 per square foot. The vacancy rate is 13.9%, which is on par with the metro average. The net absorption for this submarket was 23,517 square feet as of December 2007. Approximately 36,560 square feet have been delivered in this submarket this year, and 25,800 square feet is currently under construction, according to CoStar.

[8] Source: *The CoStar Office Report: Atlanta Office Market*, CoStar Group, Year-End 2007.
[9] Source: *The CoStar Office Report: Atlanta Office Market*, CoStar Group, Year-End 2007.

STUDY AREA CHARACTERISTICS

The majority of office space within this submarket is located in Douglasville and Lithia Springs. Tenants in this market are typically smaller, local firms and the market is dominated by relatively small spaces (average building size is less than 20,000 square feet). Large, multi-tenant office developments are not a major part of the Douglasville/Lithia Springs submarket. Brokers in the area report that although the overall office market is not strong, activity has improved in the medical segment over the past several years.

EXISTING OFFICE

There is not any significant office development within the Study Area. Of the office space that is in the Study Area, most is housed in free-standing buildings or in former single-family residential buildings. There are no multi-tenant, multi-story office buildings.

The small proportion of office space (five properties) that is located in the Study Area is located directly on Highway 92. The bulk of the office located in the Study Area is small-scale. The average age of office development in the Study Area is 30.8 years, and no renovations on record. The overall average rent for the Study Area is $10.50 per square foot. There is approximately 59,000 square feet of office space in the Study Area. Overall, the vacancy rates reported for the active office properties are relatively low; with some properties full and some individual sites with high rates. There was actually negative absorption reported for the Study Area year-to-date for December 2007. This means property has sat vacant and not become occupied; a negative absorption of -1,200 square feet.

PLANNED OFFICE

There is one development that is under construction within the Study Area currently.

C.D. Truitt Business Park – Highway 92 between Lee Road and Old Lee Road

Site is cleared and graded, but no construction in progress. 30-acre site that has been subdivided into seven tracts. Office, church, retail, and restaurant uses are planned.

DEMAND ANALYSIS

In order to determine the amount of small-scale, local-serving office uses that the Study Area can support, some assumptions had to be made.

ASSUMPTIONS

Demand analysis was actually conducted on the Primary Market Area and then the capture rate of the Study Area was determined. The addition of new households computed earlier using the combination of forecasts from the Atlanta Regional Commission and Census-based projections was also utilized here, with an assumption that office employment has a ratio of about 0.020 to total population, which is based on national averages. Further, office employment was then translated to square footage based on a ratio of 275 square feet to each

employee, again based on national averages. Finally, a capture rate of the Primary Market Area was determined to be 5%.

Existing Demand	Five-Year Demand	Ten-Year Demand
500 SF	8,130 SF	13,330 SF

The table above shows isolated increments of office demand for the time periods shown.

RECOMMENDED DEVELOPMENT

The Study Area has very little demand for new office space. Within the small amount that could be supported, small-scale, local-serving office uses are what is likely in the area. Small-scale, local-serving office uses are supported by those seeking office locations close to home, those that require clients to visit them and find their customer base within a residential community, and those that seek convenient regional access. Interestingly, office space is actually one of the most difficult land uses to recruit. There are stringent requirements for access, amenities, location, and agglomeration that are used as guidelines. This basically means that office begets office; office is a use that most often clusters together. As alluded to earlier, the trend sequence is usually that residential helps to lead to retail that in turn helps to beget office.

Industrial Market Analysis

Overview

Much like the office market, the industrial market in metro Atlanta has been making a slow recovery over the last few years, inching towards its peak seen during the 1990s. The fourth quarter of 2007 marks the fourteenth consecutive quarter of positive growth in the Atlanta industrial market. Net absorption continues to be positive and rental rates continue to increase. Vacancy rates have been relatively stable over the last two years. The pace of construction starts has also slowed, indicating that developers are cautious about the likelihood of over-supply.

As is well-known, Atlanta has many characteristics that have made it the southeastern hub for transportation, distribution and logistics, such as interstate highways, rail lines, and the airport. For all these reasons, metro Atlanta is still a strong location choice for industry. The industrial market is expected to continue to experience a strong recovery, but at a more subdued pace as over-supply is a risk as new development is completed. New construction is expected to be focused in outlying distribution corridors throughout the metro area; especially in the Northeast corridor. The trend of industrial firms consolidating into larger and more modern facilities is projected to continue, as companies find it more convenient to put all operations under one roof, according to Grubb & Ellis.

The Atlanta industrial market has 11,264 buildings and about 593.2 million square feet. The average rental rate is $4.24 per square foot. The vacancy rate averages to 11.2% for the metro market as a whole. The total space can be split into two dominant sub-types: Flex (10.8%) and Warehouse (90.2%).[10]

The Study Area is located within the Interstate 20 West/Douglasville industrial submarket.

> The Interstate 20 West/Douglasville industrial submarket has 565 buildings, comprising about 35.1 million square feet. The average rental rate is below the metro average, at $3.95 per square foot. The vacancy rate is 10.5%, which is slightly below the metro average. Approximately 1.9 million square feet has been delivered in this submarket this year, and about 937,000 square feet of space is currently under construction, according to CoStar.

Study Area Characteristics

There is not any significant industrial development within the Study Area. However, the greater market area for industrial is one of the fastest growing in the overall Atlanta market due to lower land costs, interstate access, and the availability of large contiguous sites. Within Douglas County, the majority of industrial development is located along Thornton Road near

[10] Source: *The CoStar Industrial Report: Atlanta Industrial Market*, CoStar Group, Year-End 2007.

the Interstate 20 interchange and along Riverside Parkway, near the border with Fulton and Cobb counties.

EXISTING INDUSTRIAL

The industrial businesses in the Study Area are not considered heavy industrial; they are more geared towards automotive and storage facilities. The average age of industrial development in the Study Area is 26.0 years. Rents average to $3 per square foot. There is approximately 165,600 square feet of industrial space in the Study Area. There are no vacancies reported for the six active industrial properties in the Study Area. There was no square feet absorbed for the Study Area year-to-date for December 2007. This is because there has been no new space to come onto the market through turnover or new construction.

PLANNED INDUSTRIAL

There is no planned or approved industrial space within the Study Area currently.

DEMAND ANALYSIS

There does not seem to be discernable demand for additional industrial space within the Study Area in the near-term. It would seem that a natural progression would be to develop large industrial sites farther west into Douglas County, as the Thornton Road and Riverside Drive areas mature. However, the Highway 92 area is constrained by the amount of residential development that is in the area, along with traffic concerns along Highway 92. There would have to be conscious policy decisions made for industrial development to make its way to Highway 92 from Riverside Parkway. There is strong demand for industrial product in this submarket; however, there is still enough land left in other already established industrial areas that it seems with the residential in the Highway 92 area, industrial will continue to easily find space elsewhere unless strategic decisions are made to attract and/or recruit industrial to Highway 92. If industrial were to make its way to Highway 92, it would likely be south/east of the Study Area, closer to the intersection with Riverside Parkway. Additionally, new demand in the Study Area does not seem likely currently as there has been a significant amount of product delivery in the last 18 months, and leasing up this space has been taking longer than some anticipated.

Catalyst Projects

There are many projects and initiatives that can be undertaken in efforts to improve upon the assets of the Douglas County-Highway 92 LCI Study Area and continue development and redevelopment efforts in their infancy. But, it is important to strategically use public resources to leverage private investments. There are some projects that, when begun, can send the message to private developers, future residents, brokers and realtors, future businesses and existing area residents and workers that something is *really happening* in the Study Area. The problem continually cited with developing plans and studies is that they sit on the shelf.

With that said, the projects suggested below should be viewed as the key projects that need to be priorities for Douglas County in relation to the Study Area. These projects have the ability to set the Study Area apart, define its character, help it to become a destination and continue positive economic trends. Some are new developments that will be long-term efforts and some are leveraging existing assets to their fullest potential. Regardless of the horizon or development timeline, action must be taken today to get these projects underway. Again, there are a multitude of projects and programs that can help to move the Study Area forward, the projects below were selected based on market conditions, stakeholder interviews, potential to spur continued development, and leveraging strategic public investments.

Overall Direction: Creating Choices

As mentioned throughout this document, the reality is that there is not an extensive market pressure to move towards mixed-use development and higher densities in the Study Area. What is a reality is that this is really a key time for County leadership to make important decisions about the future of this area.

A decision could be made to take the traditional route of development. The Study Area would certainly have a market to fill based solely on single-family home development, most likely at entry-level price points. But, the long-term consequences of that, in a County that is predominated by single-family homes, is creating another bedroom community, with few amenities, longer drive times for residents, and a smaller tax base to fund County programs, improvements and initiatives from. Further, retail would ultimately develop, but very slowly, and at a low level. Workforce issues would surface that could limit any kind of commercial development. Office development would continue to be slow in the area. The bottom line of this approach is that there would be missed opportunities to create a balanced approach and diversified tax base.

Another possibility is a decision to take a more balanced approach to development in the Study Area. In the LCI application, it was clearly stated that the idea for this area is to move towards more mixed-use development and increased residential diversity. Given its suburban location and its current position as an emerging corridor, along with a large proportion of undeveloped land, it is a logical and sustainable approach to the marketplace to create more choices for residents and businesses alike. This approach does not preclude single-family residential

development. It simply increases the number and types of choices that people can have in the area. As that happens, interest in the area increases and momentum is built.

These two paths are basically equal choices now; choosing to take one direction or another. However, these are not equal choices in terms of long-term development. The more traditional route mentioned usually means that when people want other choices, they move to another place. The more balanced direction mentioned provides enough choices to allow people to have other options and still remain part of the community they are in. What is seen as balanced now is, in truth, the more sustainable and viable option in the long-run. It is the one that offers a higher quality of life to residents and businesses alike, and will sustain its ability to be a destination for many years to come.

Market + Main advises a directional change for this area. The Study Area is basically a corridor that got "leap frogged" when Arbor Place Mall located at Chapel Hill Road. Most likely due to annexation and financial incentives, development essentially "skipped over" this area and kept going westward. If no changes in direction and policy happen in the Corridor, it is likely that some single-family home development will continue. Little to moderate retail change might occur based on the performance of the market area, with some potential "trickling down" to the Study Area. Little office development would occur. Industrial would potentially develop to the south/east of the Study Area. With no policy change at the County-level, the Study Area will likely remain the same, and decline is quite feasible, particularly in the western-most portion.

Since the Study Area is largely undeveloped, and most of its existing commercial uses have been declining, a spark is needed to bring people to the area. While improvements are being made, both transportation- and development-oriented, there has to be a key catalyst to help re-focus people on the area and its potential. The key here is to fight the natural inertia to keep doing the same thing, because it seems to work in the short-term. Instead, it is crucial to start to think through decisions based on long-term vision and desires to achieve economic sustainability over many years.

HOUSING PRODUCT DIVERSIFICATION

One of the primary catalysts for redevelopment and growth for the Study Area will be the diversification of housing. This is a critical factor in the area's future success and sustainability. In the LCI application, it was clearly stated that increasing housing choice was a key goal for conducting the LCI Study, "The land use changes envisioned for this emerging corridor include mixed-use and mixed-income developments that will provide additional residential choices for the community. This would need to include some medium density developments to assist in supporting transportation alternatives along the corridor. These types of developments would also help to provide a diversity of housing that is necessary for supporting individuals of various age groups."

In order to provide opportunities that will have an impact on the marketplace in terms of customer base, single-family residential alone will not achieve that. Instead, some level of what could be characterized as medium density is needed to allow for enough room for new

residents. There is a need for a housing product diversification in this area; this simply means allowing mixed products and a variety of price points. This diversity is what can make an area thrive. Single-family homes, townhomes, condos, and apartments should all be allowed to develop here. They should be co-located, and not separated into clusters. This will enable life cycle housing, meaning allowing recent college grads with their first job to couples starting families to retirees to live in the same community, and in close proximity to each other.

Another important component of housing product diversification in this area would include capitalizing on the trend towards active adult communities. This is ideal for baby boomers that are aging that might desire to be near their children and grandchildren, and still be part of their greater community. The key to this type of development being successful is ensuring desirable location, high level of amenities, and strong connections to community assets. Considering assisted living options within these settings would also be advisable for the Study Area as well. Townhomes are also an accepted and known product that can help bridge the gap between single-family and multi-family. They are a variable product type because they will provide a comparable scale that can help to transition to the existing surrounding single-family developments.

Not unique to the Study Area, there is a dearth of quality, leased product across Douglas County. It is important to keep in mind the value of rental or leased residential space. The lack of permitting for apartments that Douglas County has implemented for several years has actually artificially suppressed the rental market, and provided a disincentive for existing apartments to remain competitive in the type and quality of product they deliver to the market. The lack of quality rental, combined with the low interest rates of recent years, pushed would-be renters into starter homes. This market mismatch is what has pressed so much of the County's housing market towards for-sale starter homes. Increasing diversity in housing product means adding quality leased product, which could allow other parts of the housing market to diversify as well.

Create Mixed-Use Anchor

A mixed-use development with housing, commercial, and open space would be a substantial catalyst to ignite this area. Similar to housing product alone, diversifying the type of commercial product in the Study Area is key for competitive advantage. The seemingly best location for some village-type development would be in the eastern-most portion of the Corridor, near the Lee Road intersection. The potential of the Lee Road Extension is significant here. Development pressure in the Study Area is coming from the south/east, where residential development has been the strongest in County. Contrary to some assumptions, it is not coming from the west and the Interstate 20 interchange. That is why the development that is occurring around this intersection is of utmost importance to the future of the whole Study Area. Establishing a different type of development here could be a differentiating factor in the market, and thus, provide the Study Area with a competitive advantage it does not have currently.

The diversification of residential to include mid-density and rental options is a critical cornerstone. Convenience and destination retail should be considered, for both

neighborhood-serving and community-serving needs. The key will be that this area is not a direct competitor with the Arbor Place Mall area, but actually different from that area. Restaurants are a must in this area. Unique destinations, such as a children's museum, theatres or galleries, could be additional amenities.

Additionally, having housing within this village concept helps to provide more street life for longer hours, which helps to improve the attractiveness of the area to both residents and consumers, as well as developers and retailers. Further, there is a need for informal greenspace in the Study Area. Certainly the facilities at Deer Lick Park are impressive, but these are recreational facilities that are heavily programmed. Parks should be developed, both small and large scale. Small parks could be an asset for shoppers or diners that take a stroll through the village after their meal or shopping trip.

The village concept is particularly important for long-term sustainability and viability. It helps to provide a reason to stay and re-invest in the community in this time of transience and mobility; opening options to people of every walk of life. The village itself becomes the amenity and identity that holds value for the community, both financially and emotionally.

STRATEGIC PUBLIC INVESTMENT

As mentioned earlier, the market pressure in the Study Area is on the eastern portion of the Corridor. The western portion of the Corridor, near Interstate 20, is more of a challenge. This area began to develop at least a couple of decades ago. When Arbor Place Mall, and all its ancillary development, went in at Chapel Hill, the existing retail on Highway 92 suffered. What stands in the western portion now includes auto services that remain viable due to commuter traffic. The retail that in this area is secondary and tertiary and has suffered from disinvestment. Redevelopment is the issue in this portion of the Corridor, not new development.

Given that the market pressure is in the eastern portion, it is likely that some sort of public investment or public-private partnership will be needed to ignite redevelopment in the western portion of the Corridor, closer to the Interstate 20 interchange. The potential relocation of Douglas County police and/or Douglas County administrative offices could be a significant catalyst in this location within the Study Area. The vacancies in the Midway Village shopping center in particular and some surrounding vacant property could be a win-win for both the County's needs and the Corridor's need for a sign of reinvestment. This sort of public investment could also help to establish a much-needed gateway in the western portion of the Study Area.

Appendix

Below are definitions/references that are used throughout this document and in the subsequent detailed tables and charts found in this section.

Study Area – The Study Area is one-quarter mile deep on each side of Highway 92 from Interstate 20 to Lake Monroe Road.

Primary Market Area – defined by a 10-minute drive time from the intersection of Fairburn Road/Highway 92 and Mack Road.

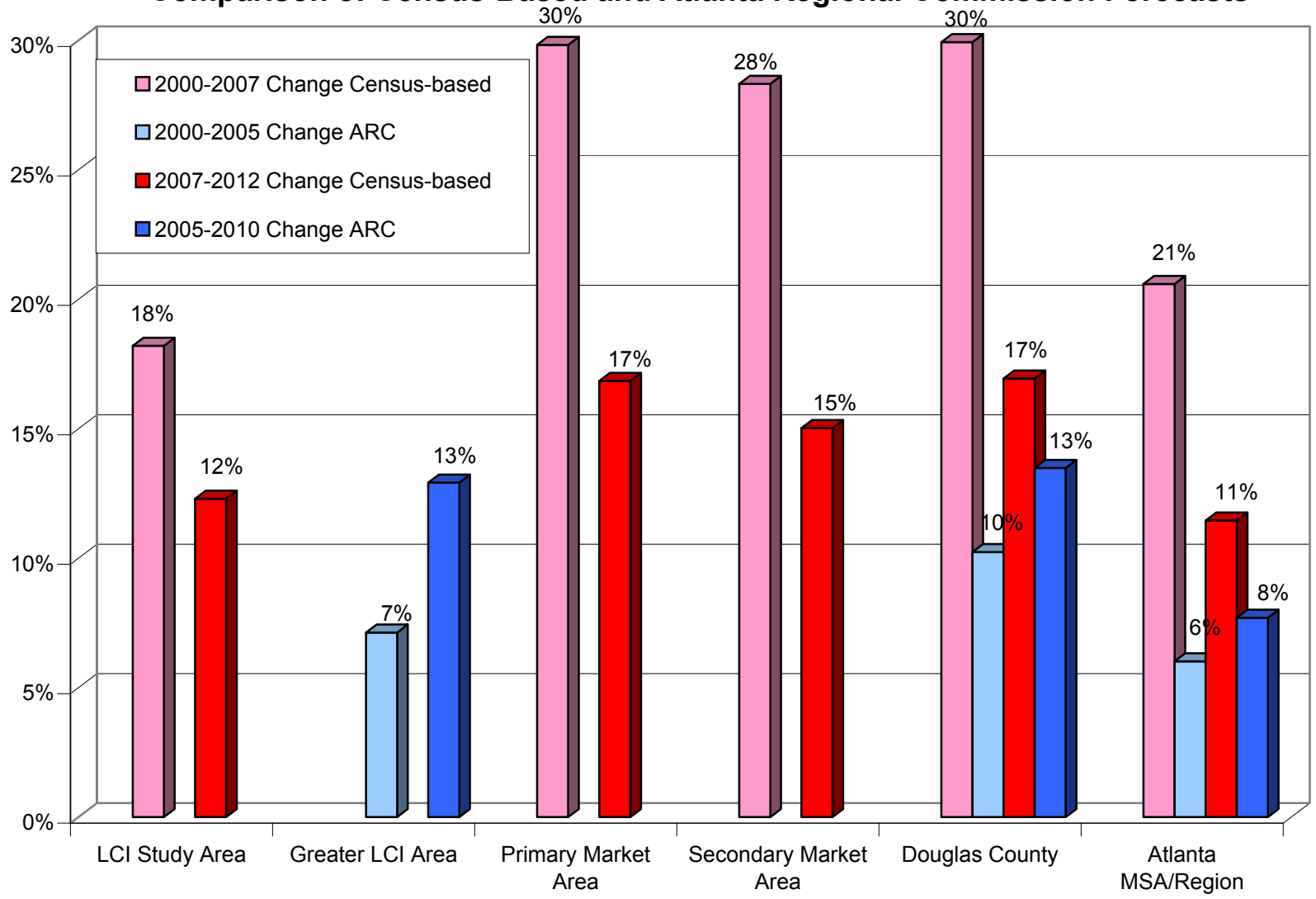
Secondary Market Area – defined by a 20-minute drive time from the intersection of Fairburn Road/Highway 92 and Mack Road.

Atlanta Region – Atlanta Regional Commission's 13-county jurisdiction, made up of Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Paulding, and Rockdale counties.

Atlanta MSA – 20-county metropolitan statistical area, made up of Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding, and Walton counties.

LISTING OF APPENDICES

Population Change, 1990-2012
Comparison of Census-Based and Atlanta Regional Commission Forecasts

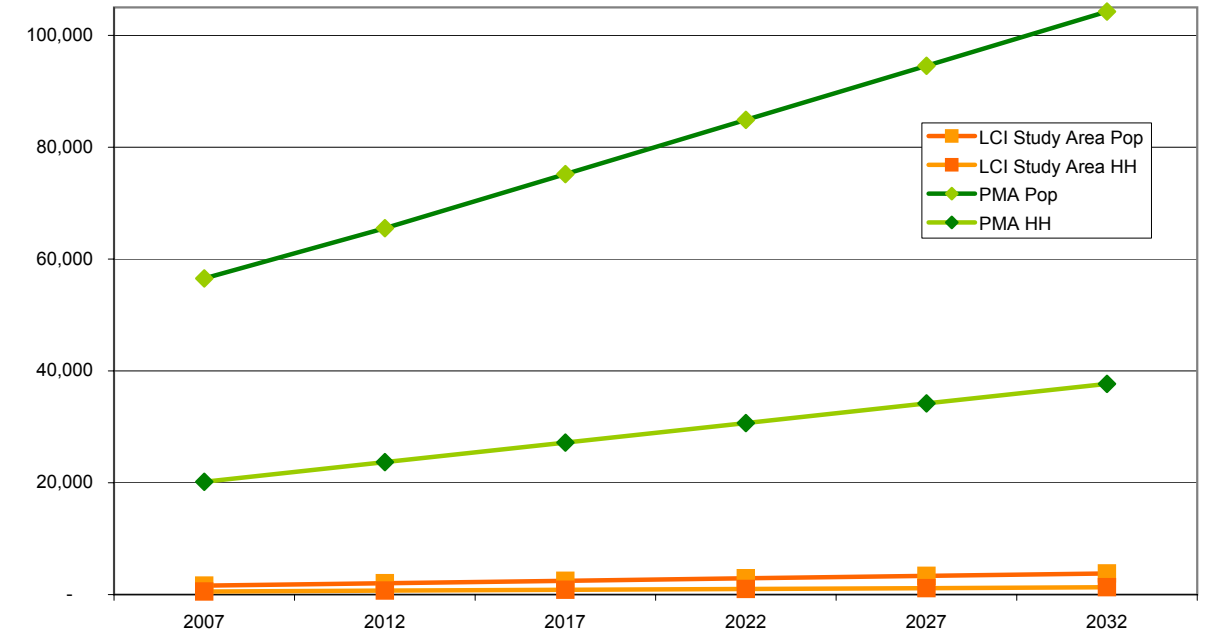


Source: US Census Bureau, Claritas, Atlanta Regional Commission

Population and Household Change Forecasts, LCI Study Area and Primary Market Area, 2007-2032

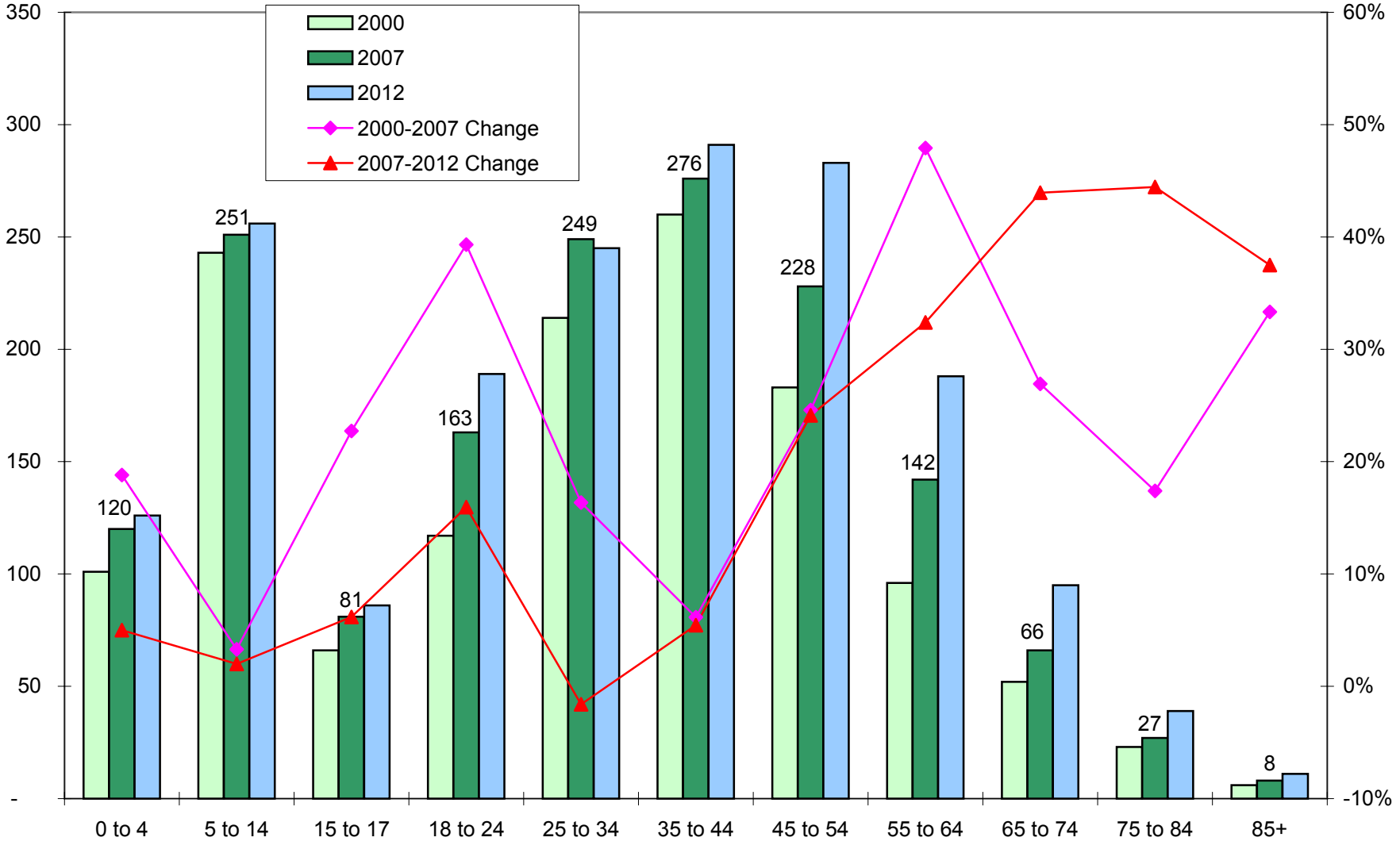
	Total Change						Average Annual Percent Change				
	2007	2012	2017	2022	2027	2032	2007-2012	2012-2017	2017-2022	2022-2027	2027-2032
LCI Study Area											
Population	1,610	2,040	2,474	2,907	3,341	3,774	5.3%	4.2%	3.5%	3.0%	2.6%
Households	556	706	856	1,006	1,156	1,306					
Primary Market Area											
Population	56,540	65,514	75,199	84,884	94,569	104,253	3.2%	3.0%	2.6%	2.3%	2.0%
Households	20,176	23,676	27,176	30,676	34,176	37,676					

Population and Household Growth Projections, 2007-2032



Source: US Census Bureau, Claritas, Market + Main, Inc.

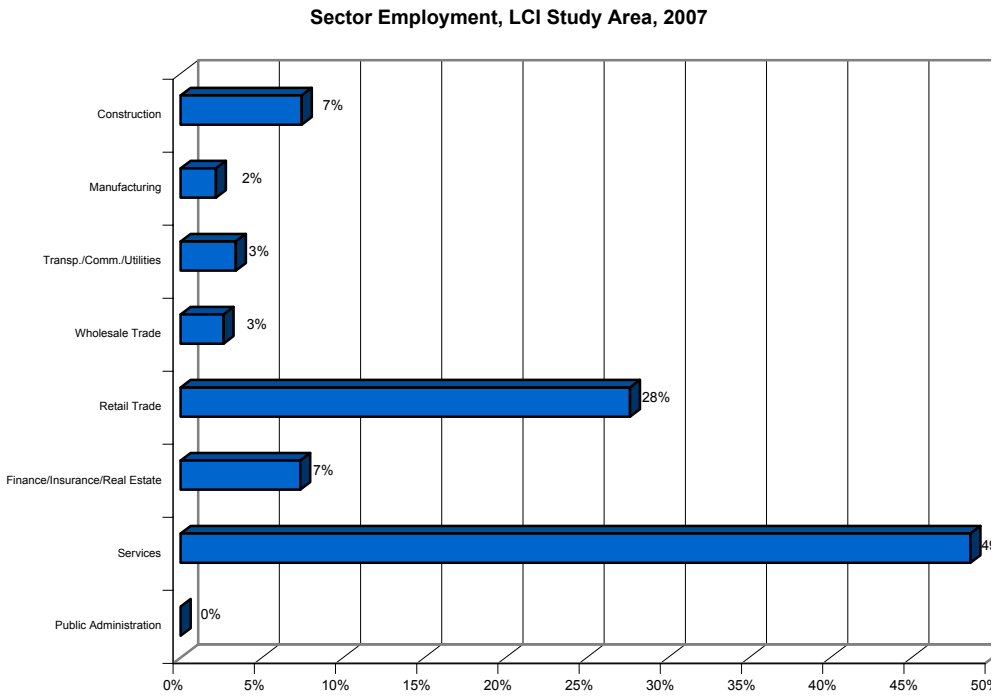
Age Distribution and Change Trends, LCI Study Area, 2000-2012



Source: US Census Bureau, Claritas, Market + Main, Inc.

Occupations and Sector Employment, LCI Study Area and Atlanta MSA, 2007

	LCI Study Area	Atlanta MSA
OCCUPATION		
Management, business, and financial occupations	14.1%	17.1%
Professional and related occupations	15.5%	19.8%
Service occupations	8.1%	11.9%
Sales and office occupations	28.3%	28.6%
Farming, fishing, and forestry occupations	0.1%	0.2%
Construction, extraction, and maintenance occupations	12.9%	10.3%
Production, transportation, and material moving occupations	21.0%	12.0%
INDUSTRY SECTOR		
Construction	7.5%	5.3%
Manufacturing	2.2%	9.0%
Transp./Comm./Utilities	3.4%	6.4%
Wholesale Trade	2.6%	5.2%
Retail Trade	27.7%	21.7%
Finance/Insurance/Real Estate	7.4%	8.2%
Services	48.6%	37.0%
Public Administration	0.0%	6.1%

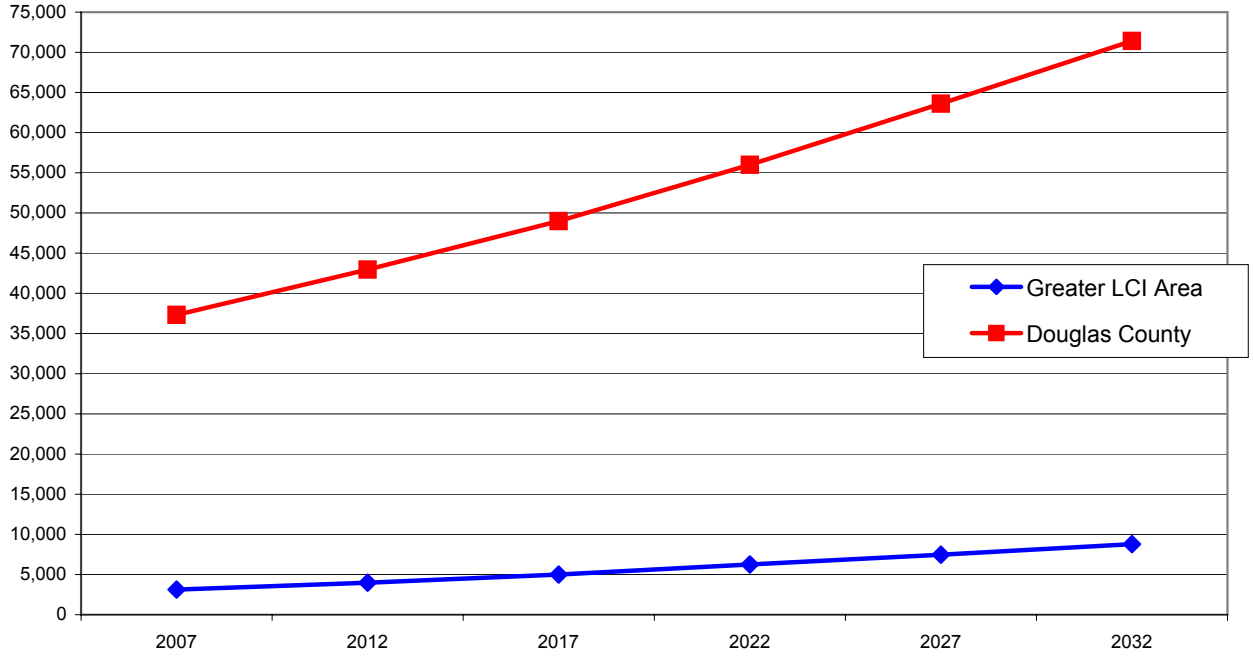


Source: Claritas

Employment Change Forecasts, Greater LCI Area, Douglas County and Atlanta Region, 2007-2032

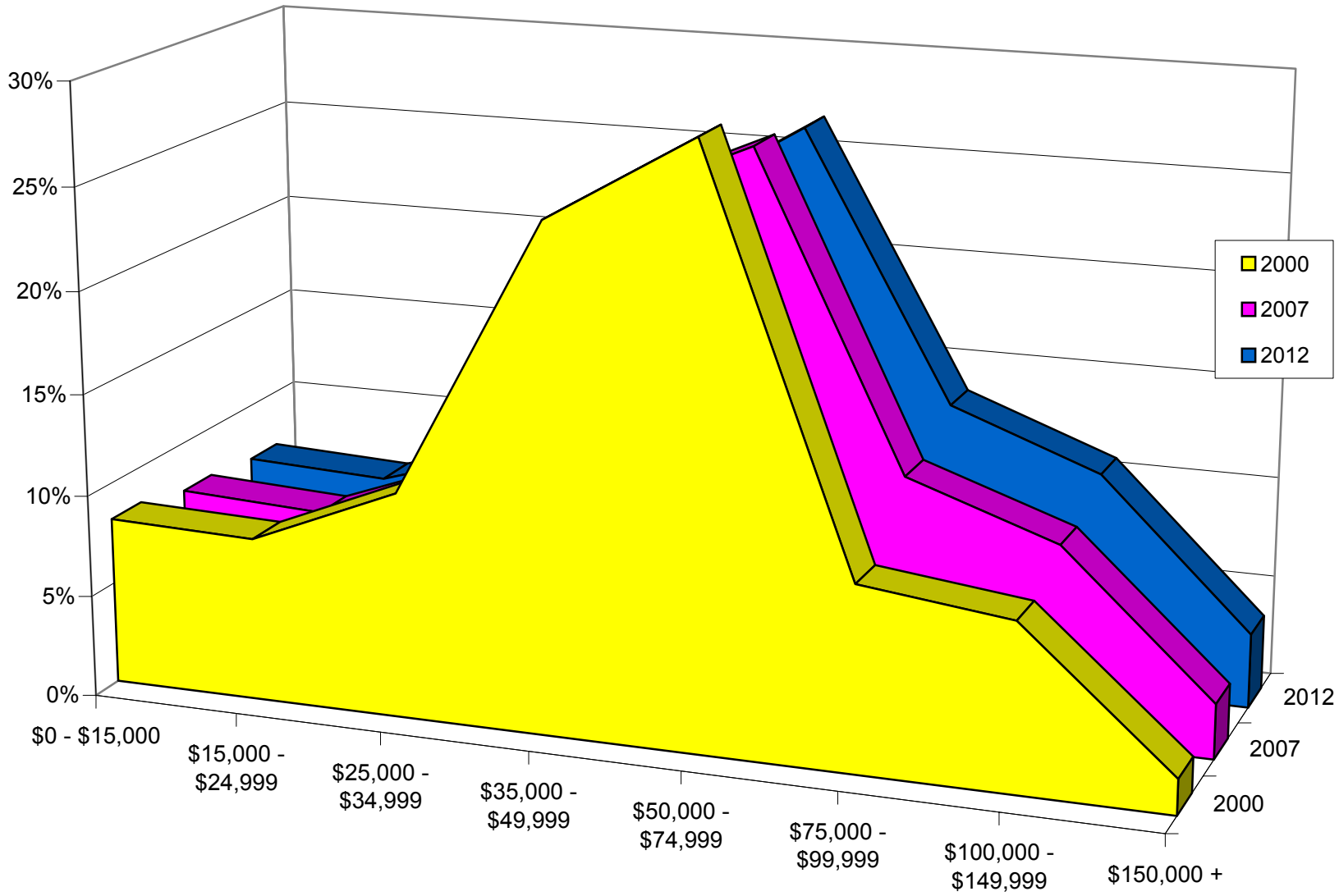
	Total Change						Average Annual Percent Change				
	2007	2012	2017	2022	2027	2032	2007-2012	2012-2017	2017-2022	2022-2027	2027-2032
Greater LCI Area	3,132	3,978	4,990	6,248	7,469	8,786	5.4%	5.1%	5.0%	3.9%	3.5%
Douglas County	37,315	42,947	49,000	56,005	63,617	71,408	3.0%	2.8%	2.9%	2.7%	2.4%
Atlanta Region	2,197,012	2,385,619	2,599,161	2,845,466	3,104,205	3,310,004	1.7%	1.8%	1.9%	1.8%	1.3%

Employment Growth Projections, 2007-2032



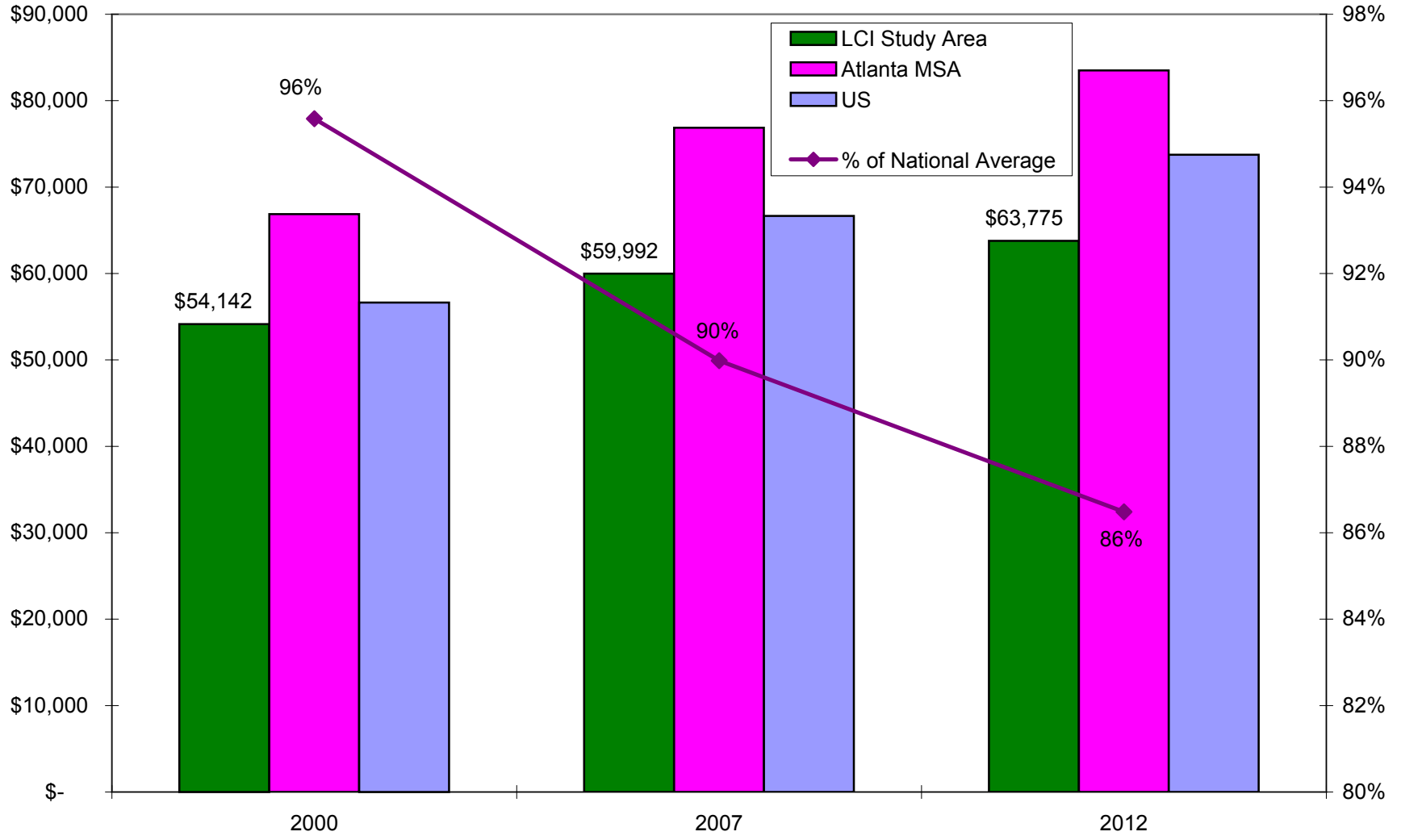
Source: Claritas, Atlanta Regional Commission, Market + Main, Inc.

Household Income Trends, LCI Study Area, 2000-2012



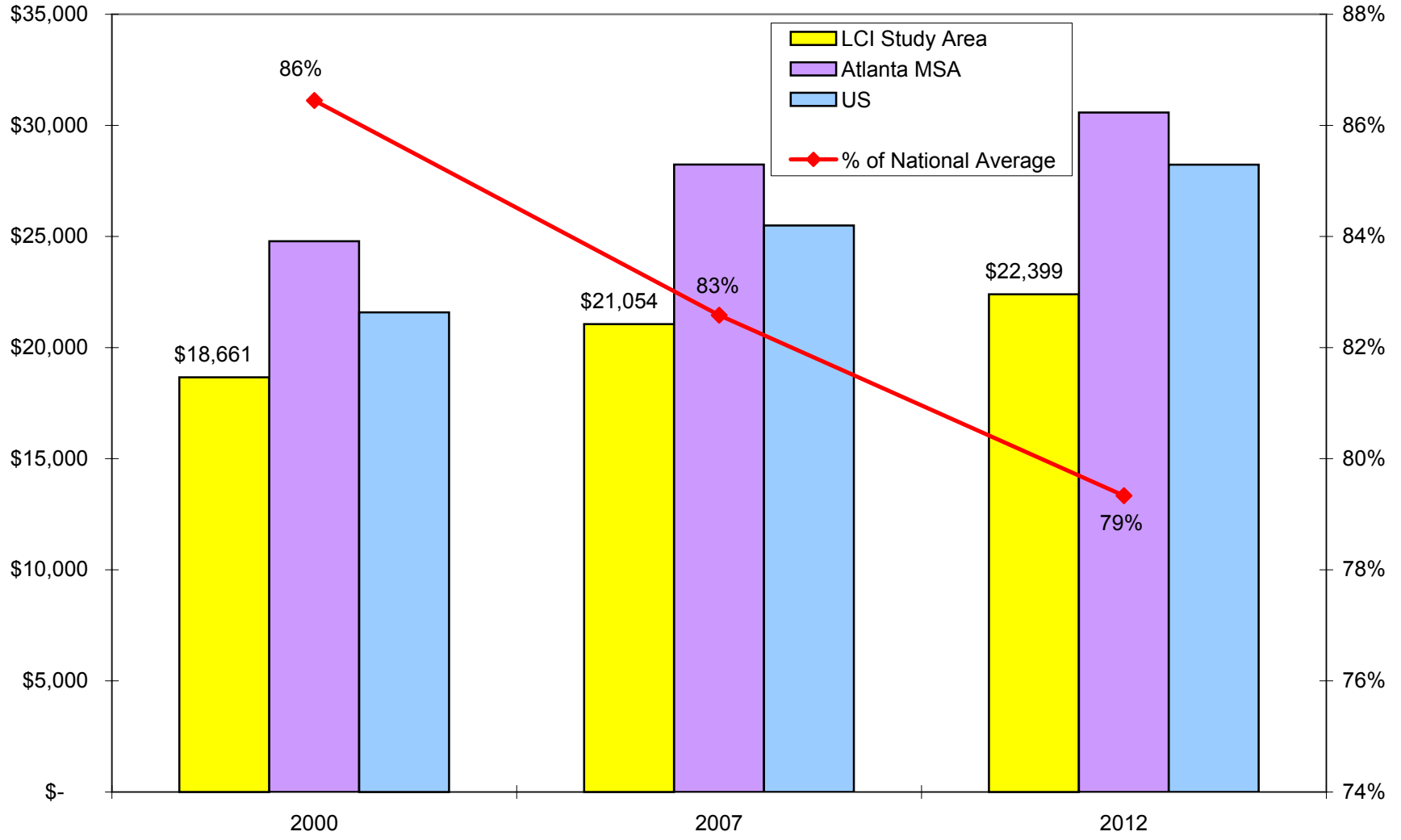
Source: US Census Bureau, Claritas

Average Household Income Trends, 2000-2012



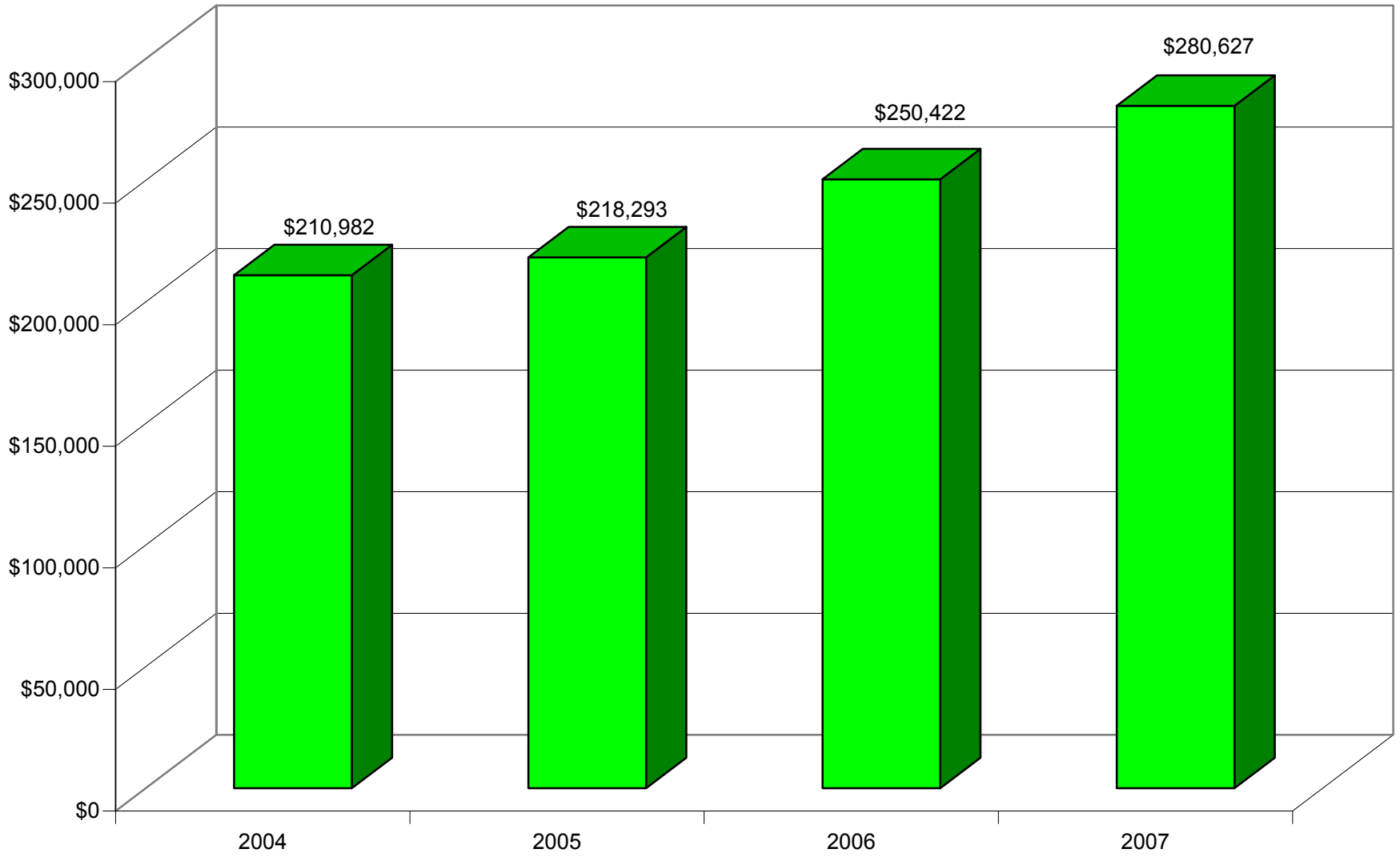
Source: US Census Bureau, Claritas, Market + Main, Inc.

Per Capita Income Trends, 2000-2012



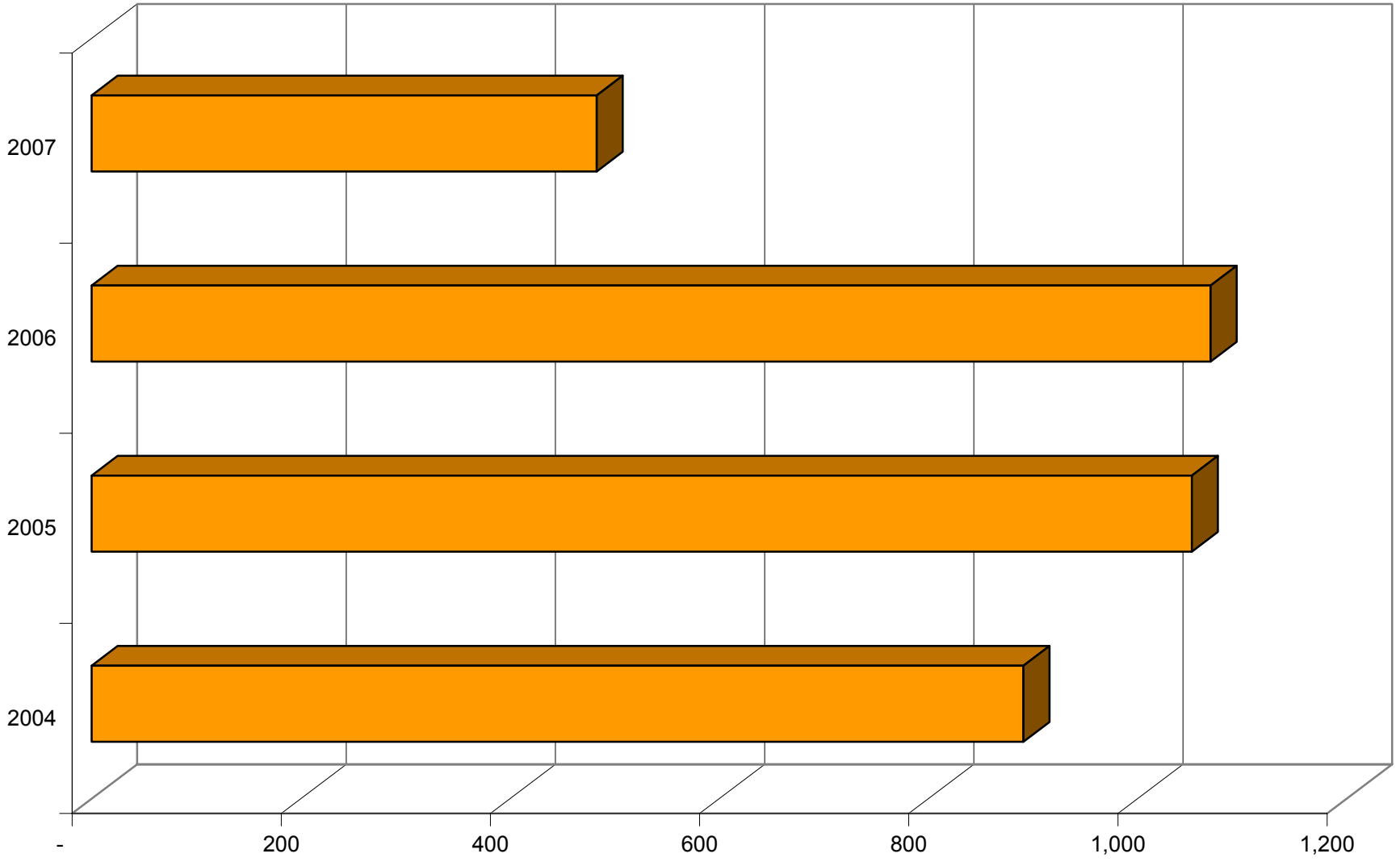
Source: US Census Bureau, Claritas, Market + Main, Inc.

Average Home Sales Prices, Zip Code 30135, 2004-2007



Source: Smart Numbers

Number of Residential Closings, Zip Code 30135, 2004-2007



Source: Smart Numbers

Housing Demand Forecast by Type, Study Area, 2007-2032

Avg. Annual New Households	24
Owner HH	16.8
Renter HH	7.2

Percentage Distribution by Type

	Owner HH	Renter HH
Single-Family Detached	25%	5%
Single-Family Attached	75%	50%
Apartments	0%	45%
	100%	100%

Total Units Annually by Type

	Owner HH	Renter HH
Single-Family Detached	4	0
Single-Family Attached	13	4
Apartments	-	3
	17	7

Housing Units Forecasts by Type

	2012		2017		2022		2027		2032	
	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH
Single-Family Detached	21	2	42	4	63	5	84	7	105	9
Single-Family Attached	63	18	126	36	189	54	252	72	315	90
Apartments	-	16	-	32	-	49	-	65	-	81
	84	36	168	72	252	108	336	144	420	180

Total Housing Units Forecasts	**120**	**240**	**360**	**480**	**600**

Potential Supportable Neighborhood Serving Retail Space, Study Area, 2007

	Retail Sales Potential	Avg. HH Expenditure	Target Sales $/SF	Total Potential Retail Space	Study Area Capture Rate	Study Area Potential Supportable Retail Space
Furniture and Home Furnishings Stores	$623,507	$1,121	$163	3,814	3%	114 SF
Electronics and Appliance Stores	$555,042	$998	$153	3,624	3%	109 SF
Building Material, Garden Equip Stores	$2,965,611	$5,334	$143	20,695	2%	414 SF
Food and Beverage Stores	$2,785,895	$5,011	$343	8,120	10%	812 SF
Health and Personal Care Stores	$1,166,489	$2,098	$322	3,625	7%	254 SF
Clothing and Clothing Accessories Stores	$1,144,507	$2,058	$168	6,797	3%	204 SF
Sporting Goods, Hobby, Book, Music Stores	$414,937	$746	$147	2,828	7%	198 SF
General Merchandise Stores	$2,860,497	$5,145	$128	22,346	5%	1,117 SF
Miscellaneous Store Retailers	$594,588	$1,069	$166	3,582	5%	179 SF
Foodservice and Drinking Places	$2,225,141	$4,002	$233	9,537	10%	954 SF
Total Retail	**$15,336,214**	**$27,583**		**84,968**		**4,355 SF**

Major Retail Categories:	
Convenience Goods	1,066 SF
Shoppers Goods	2,335 SF
Food & Beverage	954 SF

Potential Supportable Community Serving Retail Space, Study Area, 2007

	Retail Sales Potential	Avg. HH Expenditure	Target Sales $/SF	Total Potential Retail Space	Study Area Capture Rate	Study Area Potential Supportable Retail Space
Furniture and Home Furnishings Stores	$23,271,063	$1,153	$184	126,763	1%	634 SF
Electronics and Appliance Stores	$20,627,258	$1,022	$270	76,513	1%	383 SF
Building Material, Garden Equip Stores	$102,790,855	$5,095	$315	326,476	0%	653 SF
Food and Beverage Stores	$100,937,463	$5,003	$339	298,041	1%	2,086 SF
Health and Personal Care Stores	$42,717,310	$2,117	$309	138,094	1%	690 SF
Clothing and Clothing Accessories Stores	$42,372,893	$2,100	$222	190,964	1%	955 SF
Sporting Goods, Hobby, Book, Music Stores	$15,586,793	$773	$207	75,437	1%	377 SF
General Merchandise Stores	$104,707,521	$5,190	$163	641,590	0%	1,925 SF
Miscellaneous Store Retailers	$22,385,431	$1,110	$242	92,594	1%	463 SF
Foodservice and Drinking Places	$84,297,308	$4,178	$303	278,485	1%	1,949 SF
Total Retail	**$559,693,895**	**$27,741**		**2,244,955**		**10,115 SF**

Major Retail Categories:	
Convenience Goods	2,777 SF
Shoppers Goods	5,389 SF
Food & Beverage	1,949 SF

Neighborhood Serving Retail Space Forecasts, Study Area, 2012-2032

	2012		2017		2022		2027		2032	
	Retail Sales Potential	Study Area Potential Supportable Retail Space	Retail Sales Potential	Study Area Potential Supportable Retail Space	Retail Sales Potential	Study Area Potential Supportable Retail Space	Retail Sales Potential	Study Area Potential Supportable Retail Space	Retail Sales Potential	Study Area Potential Supportable Retail Space
Furniture and Home Furnishings Stores	$ 703,127	129	$ 837,697	154	$ 972,267	178	$ 1,106,837	203	$ 1,241,407	228
Electronics and Appliance Stores	$ 625,920	123	$ 745,713	146	$ 865,506	170	$ 985,299	193	$ 1,105,093	216
Building Material, Garden Equip Stores	$ 3,344,313	467	$ 3,984,373	556	$ 4,624,433	645	$ 5,264,493	735	$ 5,904,553	824
Food and Beverage Stores	$ 3,141,648	916	$ 3,742,920	1,091	$ 4,344,192	1,266	$ 4,945,465	1,441	$ 5,546,737	1,617
Health and Personal Care Stores	$ 1,315,447	286	$ 1,567,207	341	$ 1,818,968	396	$ 2,070,728	450	$ 2,322,488	505
Clothing and Clothing Accessories Stores	$ 1,290,658	230	$ 1,537,674	274	$ 1,784,690	318	$ 2,031,706	362	$ 2,278,722	406
Sporting Goods, Hobby, Book, Music Stores	$ 467,924	223	$ 557,478	266	$ 647,033	309	$ 736,588	351	$ 826,143	394
General Merchandise Stores	$ 3,225,776	1,260	$ 3,843,150	1,501	$ 4,460,523	1,742	$ 5,077,897	1,983	$ 5,695,270	2,225
Miscellaneous Store Retailers	$ 670,516	202	$ 798,844	241	$ 927,172	279	$ 1,055,501	318	$ 1,183,829	357
Foodservice and Drinking Places	$ 2,509,287	1,076	$ 2,989,533	1,281	$ 3,469,779	1,487	$ 3,950,025	1,693	$ 4,430,272	1,899
Total Retail	**$ 17,294,615**	**4,911**	**$ 20,604,590**	**5,851**	**$ 23,914,564**	**6,791**	**$ 27,224,538**	**7,731**	**$ 30,534,512**	**8,670**
Major Retail Categories:										
Convenience Goods		1,202		1,432		1,662		1,892		2,122
Shoppers Goods		2,634		3,138		3,642		4,146		4,650
Food & Beverage		1,076		1,281		1,487		1,693		1,899

Community Serving Retail Space Forecasts, Study Area, 2012-2032

	2012		2017		2022		2027		2032	
	Retail Sales Potential	Study Area Potential Supportable Retail Space	Retail Sales Potential	Study Area Potential Supportable Retail Space	Retail Sales Potential	Study Area Potential Supportable Retail Space	Retail Sales Potential	Study Area Potential Supportable Retail Space	Retail Sales Potential	Study Area Potential Supportable Retail Space
Furniture and Home Furnishings Stores	$ 27,410,627	747	$ 27,549,035	750	$ 27,687,444	754	$ 27,825,852	758	$ 27,964,261	762
Electronics and Appliance Stores	$ 24,296,530	451	$ 24,419,214	453	$ 24,541,898	455	$ 24,664,582	457	$ 24,787,266	460
Building Material, Garden Equip Stores	$ 121,075,767	769	$ 121,687,132	773	$ 122,298,497	777	$ 122,909,862	781	$ 123,521,227	785
Food and Beverage Stores	$ 118,892,685	2,457	$ 119,493,027	2,470	$ 120,093,368	2,482	$ 120,693,710	2,495	$ 121,294,052	2,507
Health and Personal Care Stores	$ 50,316,062	813	$ 50,570,130	817	$ 50,824,198	822	$ 51,078,266	826	$ 51,332,335	830
Clothing and Clothing Accessories Stores	$ 49,910,379	1,125	$ 50,162,398	1,130	$ 50,414,418	1,136	$ 50,666,438	1,142	$ 50,918,457	1,147
Sporting Goods, Hobby, Book, Music Stores	$ 18,359,444	444	$ 18,452,149	447	$ 18,544,854	449	$ 18,637,559	451	$ 18,730,263	453
General Merchandise Stores	$ 123,333,378	2,267	$ 123,956,143	2,279	$ 124,578,908	2,290	$ 125,201,672	2,302	$ 125,824,437	2,313
Miscellaneous Store Retailers	$ 26,367,455	545	$ 26,500,596	548	$ 26,633,737	551	$ 26,766,878	554	$ 26,900,019	556
Foodservice and Drinking Places	$ 99,292,502	2,296	$ 99,793,874	2,308	$ 100,295,246	2,319	$ 100,796,618	2,331	$ 101,297,989	2,343
Total Retail	**$ 659,254,828**	**11,915**	**$ 662,583,698**	**11,975**	**$ 665,912,567**	**12,035**	**$ 669,241,436**	**12,095**	**$ 672,570,306**	**12,155**
Major Retail Categories:										
Convenience Goods		3,271		3,287		3,304		3,320		3,337
Shoppers Goods		6,348		6,380		6,412		6,444		6,476
Food & Beverage		2,296		2,308		2,319		2,331		2,343

Total Retail Space Forecasts, Study Area, 2007-2032

	2007	2012	2017	2022	2027	2032
Furniture and Home Furnishings Stores	748	876	904	933	961	989
Electronics and Appliance Stores	491	573	599	625	650	676
Building Material, Garden Equip Stores	1,067	1,236	1,329	1,422	1,516	1,609
Food and Beverage Stores	2,898	3,373	3,561	3,748	3,936	4,124
Health and Personal Care Stores	944	1,099	1,158	1,217	1,276	1,335
Clothing and Clothing Accessories Stores	1,159	1,355	1,404	1,454	1,504	1,553
Sporting Goods, Hobby, Book, Music Stores	575	668	713	758	802	847
General Merchandise Stores	3,042	3,527	3,780	4,032	4,285	4,537
Miscellaneous Store Retailers	642	747	789	830	872	913
Foodservice and Drinking Places	2,903	3,372	3,589	3,807	4,024	4,241
Total Retail SF	**14,470**	**16,825**	**17,825**	**18,826**	**19,826**	**20,826**
Major Retail Categories:						
Convenience Goods	3,842	4,472	4,719	4,966	5,212	5,459
Shoppers Goods	7,724	8,981	9,517	10,053	10,590	11,126
Food & Beverage	2,903	3,372	3,589	3,807	4,024	4,241

Office Space Demand Forecast, Study Area, 2007-2032

	2007	2007-2012	2012-2017	2017-2022	2022-2027	2027-2032
Primary Market Households	627	10,225	16,770	21,024	14,725	12,516
Primary Market Population-Est.	1,812	29,551	48,466	60,760	42,556	36,172
Office Employees-Est.	36	591	969	1,215	851	723
Total Demand-Potential Office SF	9,966	162,528	266,563	334,181	234,057	198,944
Demand Increments	0	112,697	236,664	304,282	214,124	169,045
Study Area Capture-Total SF	**498**	**8,126**	**13,328**	**16,709**	**11,703**	**9,947**

Summary of Selected Retail Centers, Study Area
Fourth Quarter 2007

Address	Year Built	% Leased	Gross Leasable Area
2145-2175 W County Line Rd	1984	71.43	14,000
Fairburn Rd			15,000
2038 Fairburn Rd		100	2,542
2060-2068 Fairburn Rd	1986	100	11,410
2060 Fairburn Rd		100	2,600
2074 Fairburn Rd		100	1,100
2078 Fairburn Rd	1987	95	12,000
2080 Fairburn Rd	1973	100	11,000
2086 Fairburn Rd		100	1,100
2090 Fairburn Rd		100	2,065
2100 Fairburn Rd		100	1,496
2112 Fairburn Rd	1999	100	6,160
2115 Fairburn Rd	1985	96.29	64,728
2123 Fairburn Rd	1993	100	5,324
2134 Fairburn Rd		100	1,900
2140 Fairburn Rd	1990	100	1,679
2148 Fairburn Rd	1998	100	6,838
2156 Fairburn Rd	2001	100	2,598
2165-2187 Fairburn Rd	1989	95.21	62,626
2165 Fairburn Rd		95.29	57,290
2191 Fairburn Rd	2000	100	8,000
2198 Fairburn Rd	1982	100	2,400

Summary of Selected Retail Centers, Study Area
Fourth Quarter 2007

Address	Year Built	% Leased	Gross Leasable Area
2400 Fairburn Rd	1990	100	1,750
2475 Fairburn Rd		80	20,000
2710 Fairburn Rd	2003	100	13,813
2675 Lee Rd	2000	93.58	65,470
2805 Lee Rd		100	4,350
2285 Mack Rd	1962		2,298

Summary of Selected Office Buildings, Study Area
Fourth Quarter 2007

Address	Building Class	Year Built	% Leased	Total Space
2065 Fairburn Rd	C		100	1,700
2110 Fairburn Rd	C		73.33	9,000
2253 Fairburn Rd	C	1982	100	4,000
2096 Highway 92	C		100	1,100

Summary of Selected Industrial Buildings, Study Area
Fourth Quarter 2007

Address	Property Type	Year Built	% Leased	Total Space
2072 Fairburn Rd	Flex	1980	100	3,000
2108 Fairburn Rd	Flex		100	12,600
2170 Fairburn Rd	Industrial	1963	100	30,500
2376 Fairburn Rd	Industrial	2000	100	52,700
4170 Vansant Rd	Industrial	1986	100	34,000
4179 Vansant Rd	Industrial	1980	100	32,800

Appendix 2:
Cost Estimates Worksheets

Development of Conceptual Construction Costs

The conceptual construction cost templates were established utilizing the following items and/or information:

- Discussions with GDOT personnel
- Discussions with Local Government DOT and Public Works personnel in City of Roswell and Alpharetta, Cobb, Gwinnett, Paulding, Newton and DeKalb Counties
- Review of over 50 bid tabulations on similar type projects which were supplied by the local governments and GDOT online database from late 2005 through May 2006
- GDOT's latest Item Mean Summary
- Discussions with various transportation contractors, suppliers and design professionals

Methodology

PBS&J engineering staff familiar with major local government transportation improvement programs in Forsyth, Fulton, Cobb, Gwinnett and DeKalb Counties identified representative roadway and bridge construction projects from these counties to use as a basis for historical cost data. Actual bid tabulations for these projects, where available, were obtained and reviewed.

GDOT's online construction bid database was used to obtain representative recent project cost information. Bid tabulations were reviewed for a number of projects located in major urban areas of Georgia, including the metro Atlanta area.

The projects were sorted by type, i.e. roadway widenings – by number of lanes, urban/rural section, new location roadways, intersection improvements, and bridges. Transportation engineers experienced in roadway and bridge cost estimating compiled the bid tabulations and developed roadway costs on a per mile basis for various types of widenings and new construction. The costs for local government projects were compared with GDOT project costs to develop the recommended cost. Many of the type projects needed for estimation were not let in the desired time period. These projects were "built" from per mile quantity estimates in the estimating spreadsheet using recent unit cost data.

Roadway Widenings, New Roadways & Intersections

Construction costs were based on review of bid tabulations of projects similar in nature to the different classifications shown on the construction cost listing. The bid tabs were searched for "non-standard" line items which typically included bridge widenings or replacements, retaining walls, ITS and ATMS elements, and traffic signal installations. These items were subtracted from the low bid total price. The sub-total was subsequently divided by the length of the project to establish a baseline cost-per-mile figure for each contract.

Roadways on new location were not found to be let during the desired time period. In these cases, the per mile cost estimate is built from other projects using per mile cost of major elements such as erosion control, earthwork, base & paving, signing & marking, etc. Representative quantities were generated for the type roadway to be estimated and recent unit costs were applied.

The bid tabs represented projects from late 2005 through May 2006. All baseline contract costs are set to 2006 dollars.

HOV Lanes & C-D Frontage Roads

Costs were established by approximating quantities for a one mile segment of roadway and establishing the cost utilizing the recent unit cost data from bid tabulations. In addition, the conceptual cost estimates for the I-75 HOV Cobb County project were analyzed and broken down to baseline per-mile costs for barrier-separated, independent-alignment HOV facilities. The I-85 concurrent HOV project in Gwinnett County was used as a basis for costs also.

Interchanges & Grade Separations

Costs were based on previous bid tabulations of similar projects. Costs for the compressed diamond and single-point interchanges were based on discussions with PBS&J personnel throughout the firm who have extensive knowledge and experience in the planning and design of each type. The costs shown are generic in nature and are to be used for a concept estimate. A system-to-system interchange can not be easily estimated, even for planning purposes, because there is no generic or "baseline" system-to-system interchange. Each is concept-dependent.

Bridge

Costs were derived assuming a standard length and width for different roadway classifications, which allows the number of square feet necessary for widening or replacement to be calculated. Costs per square foot for varying type bridges were supplied by GDOT's Bridge Design office and an average square foot price was derived from those.

Retaining Walls

Costs were established from previous experience and bid tabulations.

Sound Barrier Walls

Costs were established utilizing the GDOT's recent bid tabulations.

Non-Vehicular

Costs were established from discussions with local DOT's in Cobb and Gwinnett Counties in conjunction with bid tabulations from similar type projects.

Using the Cost Templates

The project sponsor should evaluate the need and purpose of the project in order to determine the appropriate section and the logical termini of the project. Then, looking at the cost-per-mile template for the appropriate typical section, multiply the cost/mile figure by the proposed project length. This will provide an approximate baseline cost for this project for the standard and customary elements that are necessary in any road-building undertaking.

Then determine what "non-standard" items are to be included in the project, and they must also determine, as necessary, what type or form they will be. For example, if an interchange is to be added as part of an arterial widening, the type of interchange (single point, diamond, etc.) must be determined. All major non-standard items are listed above and are included on the cost template. As appropriate, non-standard items are estimated on either a per-mile or a per-each basis. The analyst should use the template to find the non-standard items' costs and add those to the baseline cost previously calculated. The resulting figure should give officials a planning level estimate (in 2006 dollars) of the project's overall construction cost.

Table A-1 | Roadway Construction Costs - Cost per Lane Mile (x000)

Project Type	Urban		Rural	
	With Median	Without Median	With Median	Without Median
Surface Street Widening	$2,640	$2,640	$2,000	$2,000
Surface Street Upgrade		$1,390		
Surface Street New Construction	$2,710	$2,440	$2,760	$2,490
Freeway Widening	$2,840	$2,840	$2,340	$2,340
Freeway New Construction			$2,100	

Source: NSAS/GA 400 Sub-Area Study Conceptual Construction Costs

Table A-2 | Additional Roadway Construction Costs

HOV & TOL Lanes	Cost per Lane Mile (x000)
Barrier Separated	$4,250
CD Frontage Roads	Cost per Lane Mile (x000)
Urban	$2,880
Interchanges and Grade Separations	Cost per Each (x000)
Compressed Diamond Interchange	$12,000
Single Point Urban Interchange	$20,500
Diamond Interchange	$10,400
Half Diamond	$ 6,200
Grade Separation – 4 lanes	$ 7,400
Grade Separation – 2 lanes	$ 4,800
Intersections	Cost per Each (x000)
Arterial to Arterial	$2,380
Arterial to Collector	$1,890
Collector to Local	$1,390
Traffic Signalization/Upgrade	$ 160
Bridges	Cost per Lane Mile (x000)
Bridge (Assume 450′ length)	$ 500
Railroad Bridge	$ 1,125
Non-Vehicular Elements	Cost per Lane Mile (x000)
Multi-Use Trail	$ 590
Sidewalk	$ 190
	Cost per Space (x000)
Park/Ride Lot	$ 1,000

Source: NSAS/GA 400 Sub-Area Study Conceptual Construction Costs

Table A-3 | Miscellaneous Roadway Costs

						Cost per Sq Foot		Cost per lane mile (x000)
Sound Barrier Walls								
Assume 15' high as default (allow user to over if necessary)								
15	x	5280	=	79,200	x	22	=	$ 1,740
Retaining Walls								
Assume 12' high as default (allow user to change if necessary)								
12	x	5280	=	63,360	x	60	=	$ 3,800

Source: NSAS/GA 400 Sub-Area Study Conceptual Construction Costs

PROJECT NAME: Highway 92 Streetscape

GJ PROJECT NO.: xxxxx

DATE: December 14, 2007

PROJECT PHASE: Concept Design/Vision Plan - 100' Section

STATEMENT OF PROBABLE COST

Item No.	Item	Quantity	Unit	Price	Subtotal	Description
	Hardscape					
1.	Concrete Sidewalk	2,000	SF	$4.50	$9,000.00	4' Thickness
2.	Benches	2	EA	$1,500.00	$3,000.00	
3.	Trash Receptacles	2	EA	$1,200.00	$2,400.00	
3.	Concrete Curb	200	LF	$25.00	$5,000.00	6" Height (median in center turn lane)
4.	Street Lights	4	EA	$3,600.00	$14,400.00	Does not include conduit, circuitry, etc.
	Subtotal				**$33,800.00**	
B.	**Landscape**					
1.	Canopy Trees	12	EA	$1,800.00	$21,600.00	200 Gallon
2.	Shrubs and Groundcover	1,000	SF	$2.50	$2,500.00	
3.	Sod	4,000	SF	$0.38	$1,520.00	
4.	Irrigation	2,200	SF	$0.75	$1,650.00	Full System
	Subtotal				**$27,270.00**	
	Total				**$61,070.00**	
	General Conditions and Mobilization at 15%				**$9,160.50**	
	Contingency at 20%				**$12,214.00**	
	Design and Permitting at 12%				**$7,328.40**	
	Grand Total				**$89,772.90**	

Highway 92 Corridor LCI Study

Funded through the
ARC's Livable Centers Initiative Program

Highway 92 Streetscape

This current view of Highway 92 illustrates the need for streetscape design standards. The highway lacks any sidewalks, landscaping or street trees.

With new development (and with public investment in key areas) the new streetscape standards will create a dramatic transformation. The new sidewalks, street trees, rural character fencing, and maximum building frontage will create a pedestrian friendly environment while strengthening and respecting the rural character of the area.

View of Highway 92 Today

P-5: Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

LU-12: Land Use Recommendation: Allow the development of office and commercial mixed use as a part of the existing mixed use corridor land use. May require zoning change from R-LD to C-C (Community Commercial)

S-3: Install Sidewalks: Vansant Road

S-4: Install Sidewalks: Midway Road

S-5: Install Sidewalks: Hillcrest Drive, Sunset Drive and Skyview Circle

S-6: Install Sidewalks: Sullivan Drive

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.

LU-11: Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial)

LU-10: Land Use Recommendation: Allow protection of existing open space by designating it under the recreation/open space / park land use category.

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 cobjunction with the redevelopment of the Cagle property

P-4: Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

S-19: Remaining Streetscape: Highway 92 streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands

S-7: Install Sidewalks: along W. County Line Road

S-8: Install Sidewalks: Terry Lane

O-6 Highway 92 Trail: Potential trail along Highway 92 from Hillcrest Dr. to Mt. Vernon Road developed in conjunction with Highway 92 streetscape.

N-8: New Street Network: Various network opportunities that are possible with the redevelopment of commercial and residential properties fronting Highway 92

S-17: Catalyst Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands

S-11: Install Sidewalks: Mack Road

LU-7: Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial)

O-1: Deerlick Park/Powerline Easement Trail: this potential trail connects communities along the powerline easement from E. County Line Road to Mt. Vernon Road. It connects to the future trail on Mt. Vernon Road leading to the Sweetwater Creek State Park

S-13: Install Sidewalks: Stenger Road and James Road

LU-8: Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92. May need zoning change to accommodate above uses.

LU-4: Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92. May need zoning change from R-LD to R-MD

S-19: Remaining Streetscape: Highway 92 streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands

Trail Continues across I-20 bridge to S. Sweetwater Rd.

Trail Continues to Mt. Vernon Rd. - connects to Sweetwater Park

S-1: Install Sidewalks: Slater Mill road up to Shawnee Trail and along Shawnee Trail

N-3: Network opportunities: - Redevelopment of Commercial Properties: Various network connections that are possible with redevelopment

I-1: New Traffic Signal: Install new traffic signal to allow full access to new parallel street network from Highway 92

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

S-2: Install Sidewalks: Pine Drive

I-4: New Traffic Signal: Instal new traffic signal to allow full access to new commercial development and street network from Highway 92

S-15: Catalyst Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands

N-1: Parallel Street to Highway 92: New 2-lane street parallel to Highway 92. on the south side from Lake Monroe road to Pine Street

LU-11: Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial)

N-9: New Street Network: Various network opportunities that are possible with the redevelopment of the Cagle Property

N-4: Network opportunities: Deerlick Park to Douglas County Soccer Assoc. - New 2-lane street connecting the Deerlick Park with the Douglas County Soccer Association across Highway 92

LU-12: Land Use Recommendation: Allow the development of office and commercial mixed use as a part of the existing mixed use corridor land use. May require zoning change from R-LD to C-C (Community Commercial)

N-14: New Street Network: Extension of South Hillcrest Drive to Slater Mill Road

S-9: Install Sidewalks: South Hillcrest Drive, Longview Road

P-2: Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, Install countdown PED signals

S-10: Install Sidewalks: Pope Road

O-5 Highway 92 to Transportation Center Trail: Potential trail connection from Hillcrest Dr. intersection on Highway 92 to Prestley Mill Road, going across I-20 and connecting to the Douglas County Transportation Center at 8800 Dorris Road.

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.

N-5: Chestnut Log School Road: New 2-lane connection between Pope Road and Mount Carmel Elementary School

LU-5: Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF) that transition from higher intensity closer to the corridor, interconnected streets and blocks with publicly accessible park and open spaces and neighborhood retail uses fronting Highway 92.

P-1: Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

N-10: New Street Network: Various network opportunities that are possible with the redevelopment of the Howell Property

N-11: New Street Network: Various network opportunities that are possible with the development of the Douglasville Depot Site

LU-9: Land Use Recommendation: Allow protection of existing open space by designating it under the recreation/open space / park land use category.

I-2: New Traffic Signal: Install new traffic signal to allow full access to new street network from Highway 92

S-12: Install Sidewalks: Bomar Road

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.

Trail Continues along Bomar Rd. to Chapel Hill Rd.

LU-1: Land Use Recommendation: Intensify residential use from low density single family residential to medium density residential at about 4 units/acre density developed around a pattern of street and blocks with a mix of housing types. May need appropriate zoning change to accommodate above uses.

N-6: Lee Road Extn: Extend Lee Road south and west towards Bomar Road - to coincide with the redevelopment of vacant properties

N-12: New Street Network: Various network opportunities that are possible with the development of the Richardson property

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.

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

N-6: Lee Road Extn: Extend Lee Road south and west towards Bomar Road - to coincide with the redevelopment of vacant properties

LU-3: Zoning Change Recommendation from Low Density Residential to General Commercial; Encourages the development of retail and commercial uses. Village overlay encourages a mix of uses including residential and urban design standards.

LU-2: Land Use Recommendation: Intensify residential use from low density single family residential to a higher density residential development with a gross density of 8 units/acre that includes a range of housing types (SF, TH & MF), interconnected streets and blocks with publicly accessible park and open spaces. May need appropriate zoning change to accommodate above uses.

S-14: Install Sidewalks: Old Lee Road

N-13: New Street Network: Various network opportunities that are possible with the development of Commercial property near Publix and the Senior Housing Site

I-3: New Traffic Signal: Install new traffic signal to allow full access to new commercial development and street network from Highway 92

S-18: Catalyst Highway 92 Streetscape with street trees, pedestrian lighting and concrete sidewalk with landscaped median islands

N-1: Parallel Street to Highway 92: New 2-lane street parallel to Highway 92 on the south side from Lake Monroe road to Pine Street

P-3: Pedestrian Crosswalk Enhancement: Upgrade pedestrian crosswalk markings and provide ADA access, install countdown PED signals

LU-6: Land Use Recommendation: Allow the development of Retail uses as a part of the existing transitional land use. May require zoning change from R-LD to C-C (Community Commercial)

N-12: New Street Network: Various network opportunities that are possible with the development of the Richardson property

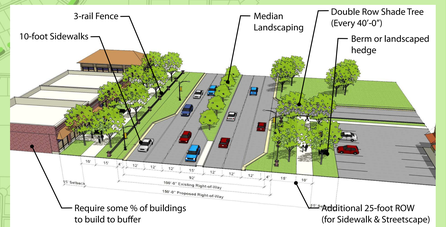
Design Standards for New Streets

Parallel Commercial Street Frontage

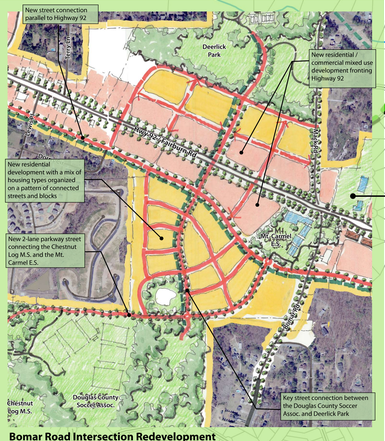
Residential Street Frontage

Highway 92: Proposed Streetscape Enhancements

Highway 92 Future Development with Current Overlay Standards Modified



Highway 92 Proposed Streetscape Enhancements



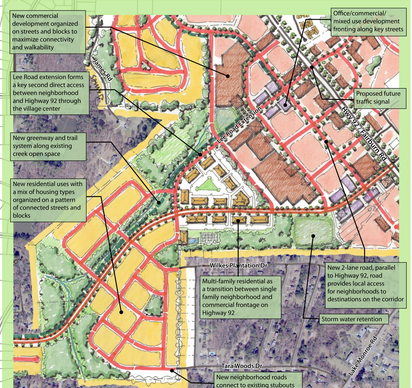
Bomar Road Intersection Redevelopment

Redevelopment Approach:
Some of the large development parcels in this area are big enough to support new mixed use and residential development. A key issue will be ensuring an appropriate mix of residential types, and establishing standards to guide future development in a pattern and form that is consistent with the idea of creating a vibrant, pedestrian –oriented mixed-use corridor.

Bomar Rd near Mt. Carmel School - Before

This current view of Bomar Road adjacent to the Mount Carmel Elementary School illustrates the need to redesign area roads to include sidewalks, street trees and street design adjustments to rebalance the area's historically rural, auto-oriented roads to include facilities for pedestrians, cyclists and traffic calming.

Bomar Road Near Mount Carmel School



Lee Road Intersection Redevelopment

Redevelopment Approach:
The large scale of development opportunities in this portion of the corridor demand a long-term approach to land use, transportation and connectivity, parks and open space, and urban design. These sites need to be planned and viewed together in a broad context to ensure that opportunities for new street connections, greenways and open spaces are identified and preserved.

Legend
- Intersection Improvements
- Pedestrian Improvements
- Sidewalks
- New Street Network
- Greenway / Multipurpose Trail
- Streetscape
- Parks and Open Space
- Proposed Land Use Changes

North

0 300 900 1200 Feet

Douglas County Department of Planning

March 2008