

# Cleveland Avenue Corridor Study: Masterplan

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*for:*  
South Fulton Medical Center

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## Executive Summary



Figure 1: Study Area

The planning study presented in the following sections focuses on short and long term revitalization of the Cleveland Avenue corridor and surrounding neighborhoods by providing a vision and framework for future development.

Unique to this study is its initiation by a large private stakeholder along the corridor, South Fulton Medical Center (SFMC). As an organization focused on improving the quality of life for the community, it has a central role in promoting positive changes along Cleveland Avenue. For SFMC, the goal of increasing the profitability of the hospital and number of private pay patients goes hand in hand with increasing the long-term vitality of the community. At the recommendation of the SFMC Community Advisory Board, the hospital initiated a two part study: 1) masterplan; 2) design guidelines; for a study area of approximately 2.1 miles along Cleveland Avenue from Main Street, East Point to Metropolitan Parkway, Atlanta (see Figure 1).

## Background

### History

Cleveland Avenue began as a primarily residential street comprised of working class households that served nearby industries (see photos below). It also served as a rail crossing and major junction with Main Street in downtown East Point. As the neighborhoods declined and the connection to downtown was severed by MARTA in the 1980's, this corridor was targeted for commercial redevelopment and roadway expansion. Like many road widening projects at the time, little was done in terms of planning to set a framework in place for just how that corridor would develop. The thought was, 'if we widen it and connect it to the

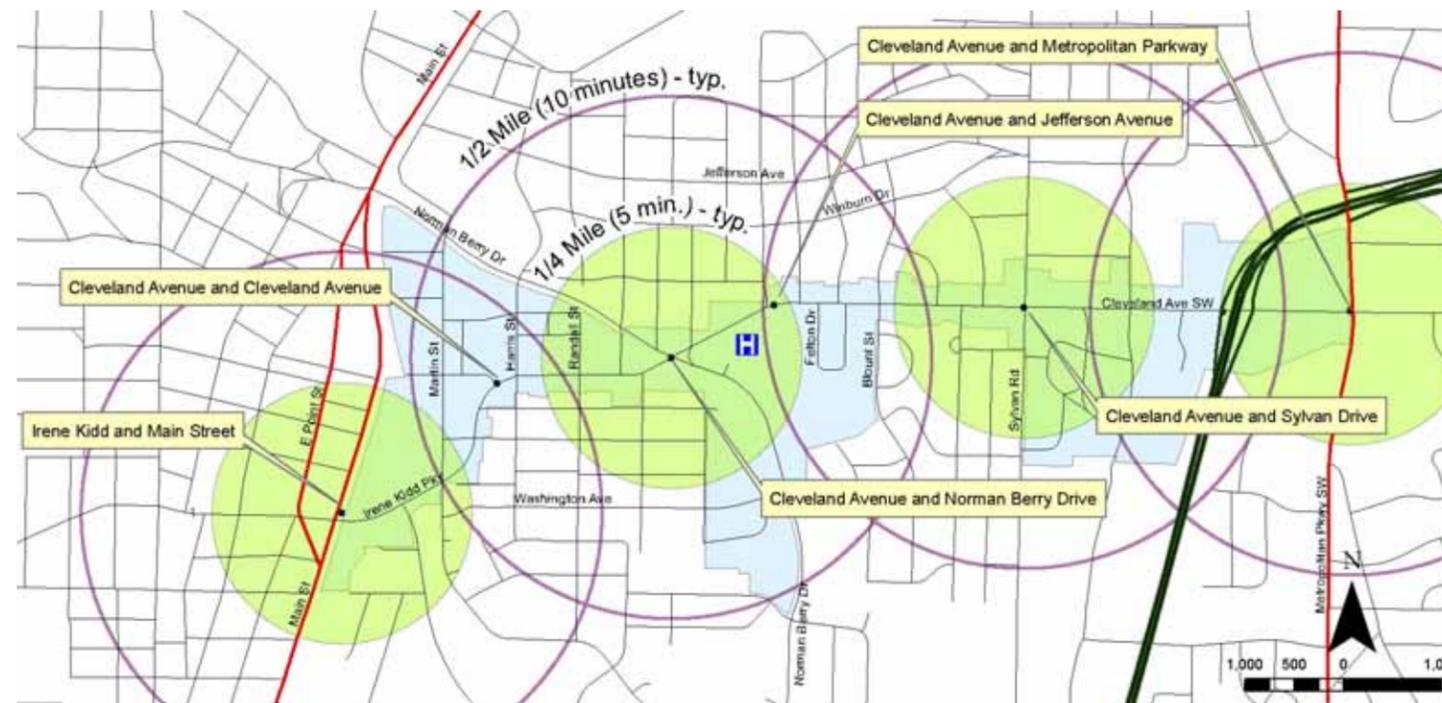


Figure 2: Walking Distances from Key Corridor Nodes



Cleveland Ave./Main St.  
circa 1940



Original Depot on Cleveland Ave.  
adjacent to the Buggyworks

interstate, they will come.’ The result is a mix of uses, building types, parcels, and zoning with no unifying plan.

As a starting point for the study, an analysis of the existing conditions provides insight into strengths and weaknesses of the corridor. Methods used for collecting this data include review of existing zoning ordinances and maps, GIS analysis, as well as field investigation. Field investigation included photographing existing properties along the corridor on foot and recording on plans. (See Appendix A for full Existing Conditions documentation.)

### Strengths & Weaknesses

Investigation of the corridor reveals strengths that provide building blocks for future planning:

- Proximity to Historic East Point, MARTA, I-85, downtown Atlanta, and the airport make Cleveland Avenue an ideal location.
- South Fulton Medical Center is the largest landowner and employer along the corridor. Besides being a significant stakeholder, SFMC, has a mission of being a leader in a healthy community.



SFMC



Established Neighborhoods



Vacant/Underutilized Sites



Lack of Experiential Quality

- Several established office buildings and professional practices have significant prominence.
- Adjacent neighborhoods provide a residential base within walking distance for commercial uses and pedestrian activity (See Figure 2).
- Existing sidewalk infrastructure connects neighborhoods with corridor services.
- Many opportunities for greenspace and gateway features.

Along with these strengths, our team identified several key deficiencies of the corridor that are important to address as goals for future planning and redevelopment efforts:

- Lack of architectural controls
- Code violations, dumping
- Lack of signage controls
- Visual blight of overhead utilities
- Vacant, dilapidated buildings
- High traffic speeds
- Lack of pedestrian facilities (benches, bus shelters, etc.)
- Lack of usable greenspace
- Lack of gateways, definition for city limits, districts, or neighborhoods
- Underutilized property
- Lack of curb-appeal
- Accessibility problems/ADA
- Lack of retail uses

- Lack of step-down uses between commercial and residential

### Zoning

The existing zoning is made up of a mixture that includes categories from Industrial to Single Family Residential. The commercial and medical categories are generally compatible in their adjacencies, however, there is a need for step-down categories or buffer controls between single-family and I1, MI or C1 uses (See Figure 3). The existing zoning categories do not support pedestrian activity or active uses along the street. Setback requirements and lack of architectural controls create a corridor that has a blighted experiential quality.

In addition, a lack of retail, usable greenspace, and mixed-use development is evident and is not well supported under the current zoning categories. With the exception of a small area of CR zoning in the

Buggyworks Area, there are no architectural controls in these zoning categories.

### Community Precedents

Adjacent to the corridor are several existing neighborhoods that date back to the early part of the 20<sup>th</sup> century. Although there is a range of housing ages and styles, it is not uncommon to see an original Craftsman or English Revival, typical of the Atlanta region’s older urban neighborhoods. More importantly, much of the neighborhood’s original street character and pedestrian scaled blocks are intact. The natural features of corridor and surrounding neighborhoods, such as the rolling topography, creek, and old growth trees provide inspiration for a plan that highlights these assets.

### Best Practices

A review of ‘Best Practices’, both regionally and nationally, yields fairly consistent guidelines for smart growth and urban redevelopment. Regionally, the

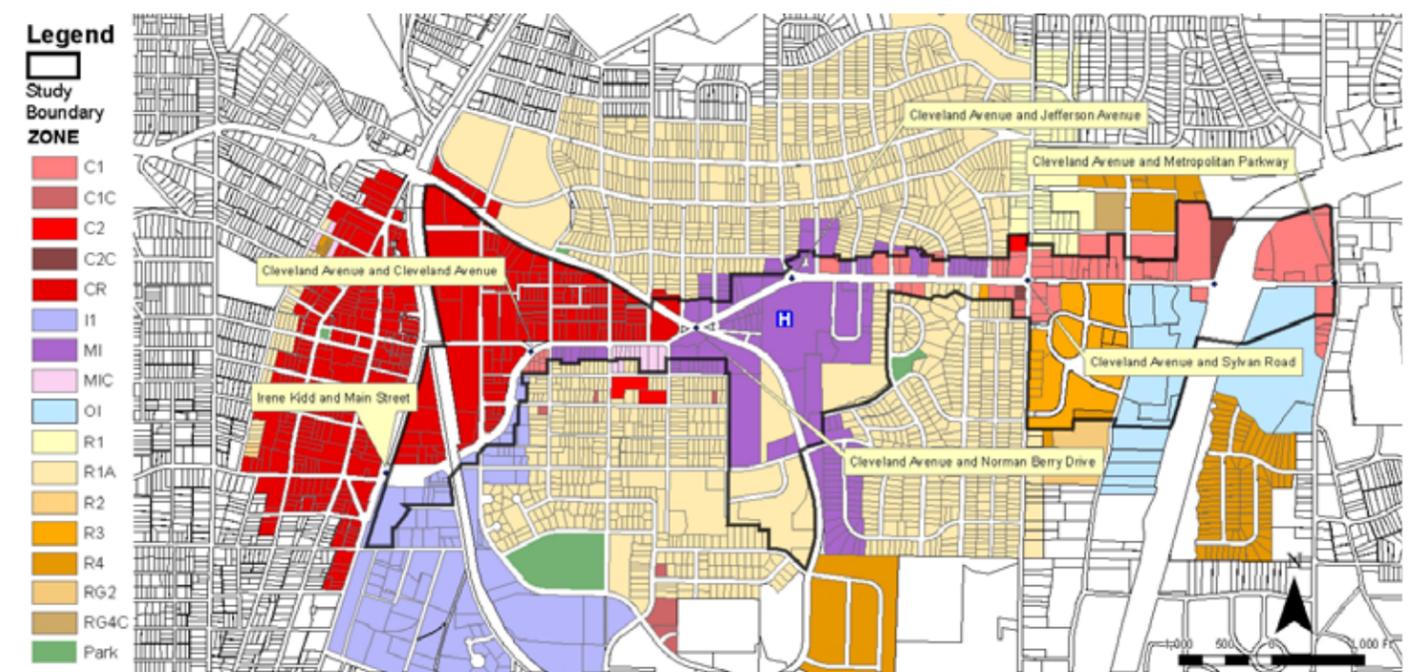


Figure 3: Existing Zoning

Atlanta Regional Commission (ARC) has developed a Community Choices Quality Growth Toolkit. At the national level, the Urban Land Institute uses case-study research from developments across the country to provide best practice examples for redevelopment. In addition to best practices, we also consider documented research that suggests that there is a link between the design of the environment and physical activity, such as walking or biking. The following ‘best practices’ and research findings are particularly relevant to this study:

- Traffic calming (medians, bulb-outs, roundabouts, crosswalks, on-street parking, reducing lane width)
- Landscaping, buffering, street trees
- Pedestrian amenities (benches, bus stops, fountains, etc.)
- Street and sidewalk lighting
- Trails, sidewalks, bike lanes
- 1/4 -1/2 mile maximum walking distances
- Connections to paths or sidewalks from buildings
- Mixed-use development
- Buildings with street and sidewalk orientation

- Activity nodes
- Public spaces/outdoor dining
- Less is more signage
- Crime Prevention through Environmental Design (CPTED)

### Community Participation

An important objective of the study was involvement from various stakeholder groups, including neighborhood representatives, government officials, government staff, developers, clergy, and business owners.

At the beginning of the study, a masterplanning workshop was held to encourage active participation. The attendees were grouped into teams, each looking at a different area of the corridor. A facilitator at each table also collected notes and administered a short questionnaire. After the workshop, a preliminary plan was prepared and presented back to the community for feedback. Figure 4 organizes the comments from the community workshops into Physical Planning Issues and Policy Issues.

Physical Planning Issues	Policy Issues
<ul style="list-style-type: none"> <li>•Bike trails/walking trails</li> <li>•Sidewalk connections</li> <li>•Curbs on neighborhood streets</li> <li>•Crosswalks</li> <li>•Decrease speeds on Cleveland Avenue</li> <li>•Shuttle service to downtown</li> <li>•Roundabouts</li> <li>•Medians</li> <li>•Brick Pavers</li> <li>•Nature park/greenspace</li> <li>•Restaurants/no fast food</li> <li>•Retail/mixed use</li> <li>•Redevelop trailer park</li> <li>•Daycare</li> <li>•Entertainment</li> <li>•Redevelop apartments</li> <li>•Redevelop MARTA station</li> <li>•Design standards – theme city</li> <li>•Streetscape</li> <li>•Bury utilities</li> <li>•Matching street furniture (benches, trashcans, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>•Keep churches involved</li> <li>•Collaboration between cities</li> <li>•Adopt -a- block</li> <li>•Trees Atlanta program</li> <li>•Design guidelines</li> <li>•Tax district incentive</li> <li>•Affordable homes in nice developments</li> <li>•Education</li> <li>•Get community buy-in</li> <li>•Promote living and working in the same community</li> <li>•Work with businesses</li> <li>•Promote development</li> <li>•Code enforcement</li> </ul>

Figure 4: List of Issues/Goals from Community Workshop

“Make good things bigger and the bad things smaller!” – workshop participant



Masterplanning Workshop

Key questionnaire results:

- 63% never walk to neighborhood services
- 70% never walk to downtown East Point
- 81% never walk to shopping
- 58% dissatisfied with pedestrian experience
- 53% dissatisfied with vehicular experience
- 70% dissatisfied with visual experience
- 80% dissatisfied with shopping
- **82% of participants would walk/bike to nearby services if there was a safe and comfortable pedestrian environment**

Figure 5: Key Questionnaire Results

## Goals

Based on our assessment of existing conditions and input from community workshops, we identified a series of high level goals that guided the development of the masterplan and design guidelines:

1. Improve aesthetics and experiential quality of corridor
2. Improve the pedestrian environment (amenities, access, usability, traffic calming, lighting, personal safety)
3. Create identity and boundary for sub-areas along corridor (neighborhoods, nodes, activity centers)
4. Promote redevelopment; encourage mix of uses, mix of incomes, and street activity
5. Increase usable greenspace/parks
6. Improve links from SFMC to corridor



1



2



3



4



5



6



7



8



Figure 6: Organizing Framework of Streets, Trails, Greenspace, Gateways : 1. Main St. District Gateway 2. Buggyworks District Gateway 3. SFMC Medical District Gateway, 4. East Washington Neighborhood Gateway 5. Jefferson Park Gateway 6. Park Lane Neighborhood Gateway 7. River Park Gateway 8. City Limits Gateway 9. Metropolitan Gateway

## The Plan

The plan transforms Cleveland Avenue into a 'green boulevard', providing pedestrian access from neighborhoods, as well as vehicular access from I-85. Several traffic calming measures, such as narrowing travel lanes, adding a median, introducing a traffic circle, and incorporating bulb-outs at pedestrian crossings are utilized to provide for safe and comfortable pedestrian traverse across Cleveland Avenue. The boulevard also features bike lanes and an off-street multi-use greenway trail. Although the primary focus of this study is the Cleveland Avenue corridor, several adjacent areas with strong redevelopment potential are also addressed.

Along Cleveland Avenue, the plan develops around several nodes or key areas of activity, which support walking within a .25-.5 mile radius (see Figure 2). In addition, several important gateways to districts and neighborhoods are identified along the corridor. These gateways provide opportunities for pedestrian



Figure 7: Focus Areas

amenities, such as bus shelters, as well as creating focal points for neighborhood and district entrances.

1. *Buggyworks Office/Entertainment District* – features redevelopment of the Marta Station as a hotel/conference center.

2. *Buggywoks Residential Area* – features a mix of housing types and densities that support Transit Oriented Development (TOD) within walking distance of the MARTA station.

3. *East Washington Heights* - connects to existing neighborhood and features a mix of single family and townhouses that overlook and connect to the greenspace below.

4. *SFMC Medical Campus* - features medical office and supporting services connected to a walking trail system. Additionally, this area features an educational campus with a new Park Lane elementary school building.

5. *Sylvan Road Mixed-Use Retail Center*- features mixed-use development, including ‘big-box’ retail and a mix of residential housing types within walking distance.

6. *Metropolitan Retail Center* - features infill development around the existing Kroger center and improved pedestrian facilities.

Focus Area	Proposed Land Uses	Proposed Density Increases (for select uses)
Buggyworks Office/Entertainment District	Office; Retail; Hotel/Entertainment	Additional 200,000+ SF office; 50,000+ retail
Buggyworks Residential District	Single Family; Townhomes; Multi-family; Mixed-Use, (small retail)	Average of 12-15 dwelling units per acre, 400+ dwelling units
East Washington Heights	Single Family; Townhomes	Average of 6-8 units per acre, 150+ dwelling units
SFMC Medical Campus	Medical Office; Mixed-Use (office/retail); Institutional; Senior Housing	Additional 300,000+ SF medical/professional office
Sylvan Road Mixed-Use Retail Center	Retail; Mixed-Use (retail/multi-family); Townhomes	Additional 300,000+ SF retail; 175+ dwelling units
Metropolitan Retail Center	Retail	Additional 80,000+ SF retail

Figure 8: Focus Areas

An important goal of the study is to plan for redevelopment of underutilized/vacant properties. Our initial land use inventory yielded a low number of retail uses (4) and high numbers of vacant buildings (10) and vacant lots (33). Figure 8 lists proposed land uses and density increases in the subregions of the corridor. In addition, Figures 9 and 10 compare the existing and proposed building densities.

Finally, the plan features a multi-use greenway trail and park system that winds through the entire corridor. This trail system takes advantage of existing natural features, such as the creek and wooded areas, and provides direct access to opportunities for recreation and physical activity from the neighborhoods. Figure 11 features the Masterplan vision, with proposed future land uses.

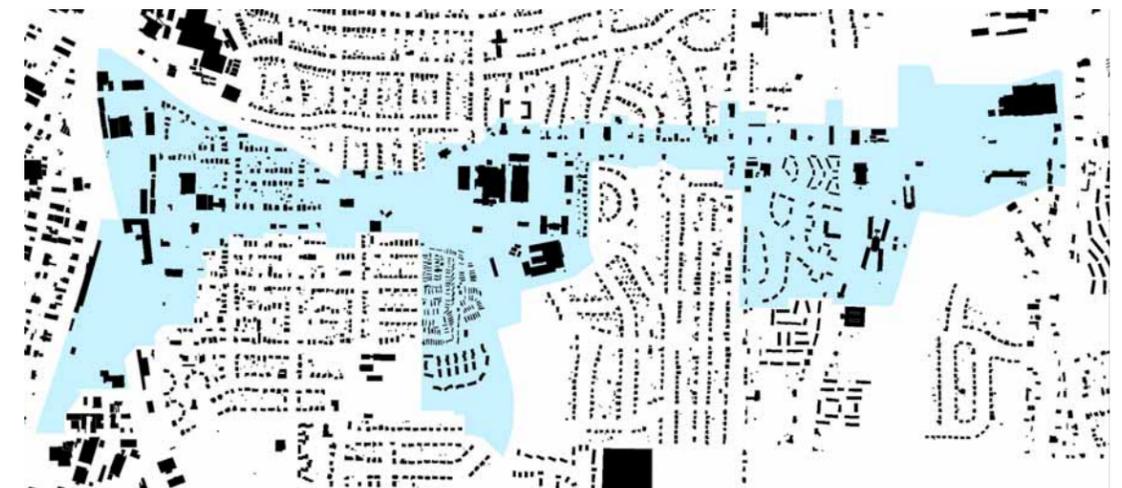


Figure 9: Existing Figure Ground



Figure 10: Proposed Figure Ground



Figure 11: Masterplan & Proposed Future Land Uses



Cleveland  
Avenue



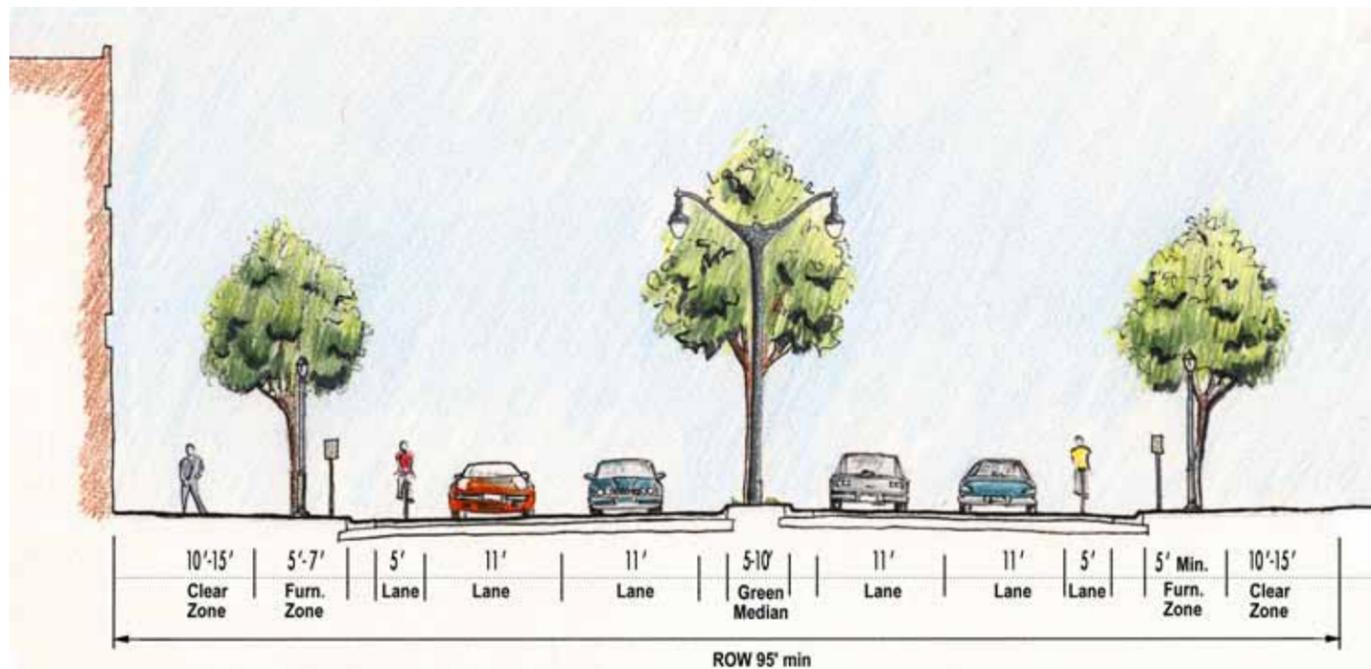
After: Main St./ Irene Kidd Gateway



Before: Main St./ Irene Kidd Gateway

### Street Features

The section of Cleveland Avenue / Irene Kidd Blvd from Main Street to Norman Berry serves as the primary vehicular connection from I-80 the Main Street historic district as well as to areas along the Cleveland Avenue corridor. The corner at Main Street is anchored by a new



Typical Section Main St. to Norman Berry Dr.



Planted Median



Office Area Street Scene



Greenway Median

## Cleveland Avenue: Main Street to Norman Berry Drive





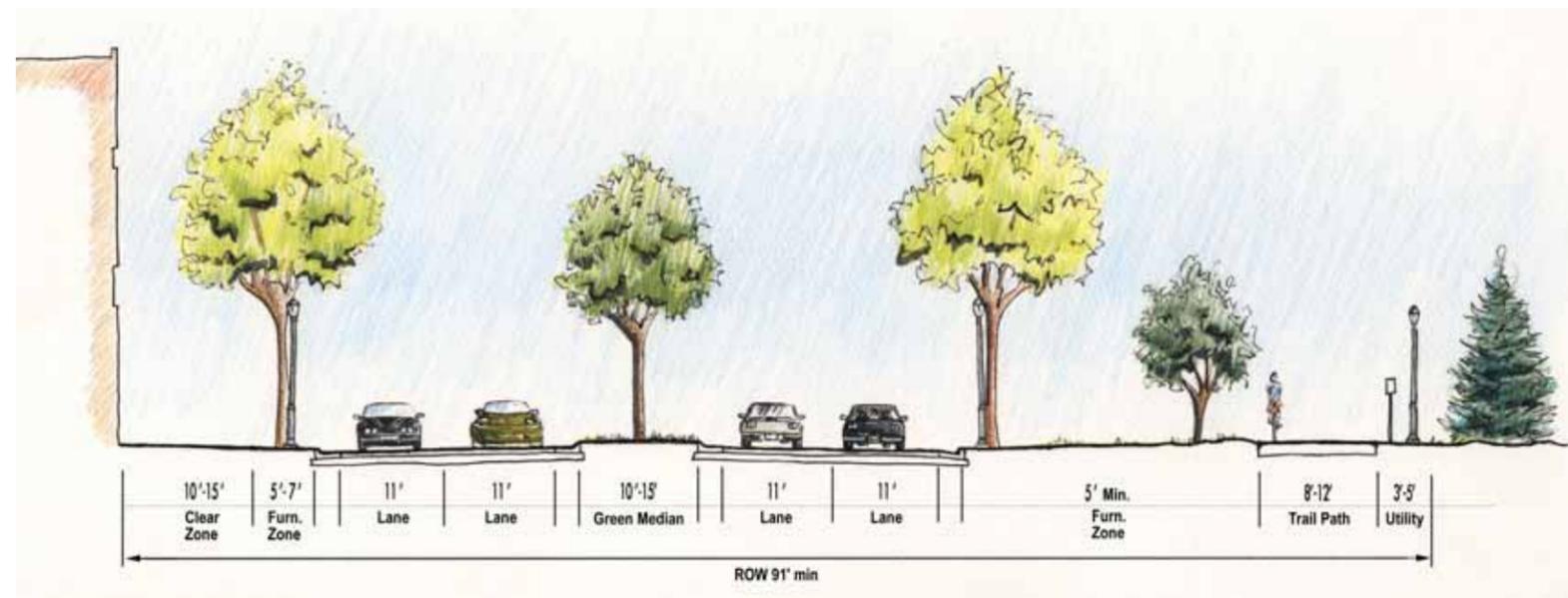
Cleveland Ave./ Old Cleveland Ave. Gateway

Conference Center plaza and Historic District gateway marker. A tree-lined median and crosswalks aid traffic calming and pedestrian access. A bike lane on Irene Kidd connects a bike path system on Main Street to a multi-use trail along the Cleveland Avenue Corridor. The greenway is incorporated into vacant land parcels left over from the original widening of Cleveland Avenue.

**Gateway features**

Besides the Main Street gateway,

this portion of the corridor includes two other gateways. The Old Cleveland Avenue gateway marks the entry to the Buggyworks business, residential and entertainment district. It also provides a route from Main Street via the railroad pedestrian bridge to the interconnected system of walking trails and greenspaces adjacent to the corridor. In addition, a new gateway will mark the entry into the East Washington neighborhood.



Typical Street Section : Martin St. to Harris St.



Neighborhood Gateway



Public Art District Gateway



**Cleveland Avenue: Main Street to Norman Berry Drive**



After: Cleveland Ave./ Norman Berry Dr. Gateway



Before: Cleveland Ave./ Norman Berry Dr. Gateway

### Street Features

Cleveland Avenue between Norman Berry Drive and Sylvan Road includes wide sidewalks with frequent crosswalks for a better pedestrian experience. The plan suggests much of this portion of Cleveland Avenue will be lined with medical office buildings. The off-street parking for these buildings will be discretely screened to enhance the aesthetics of the corridor.



Typical Section: Norman Berry Dr. to Sylvan Rd.

## Cleveland Avenue: Norman Berry Drive to Sylvan Road



Sidewalk

Urban Plaza

Greenway Sidewalk





Cleveland Ave./ Norman Berry Drive Gateway

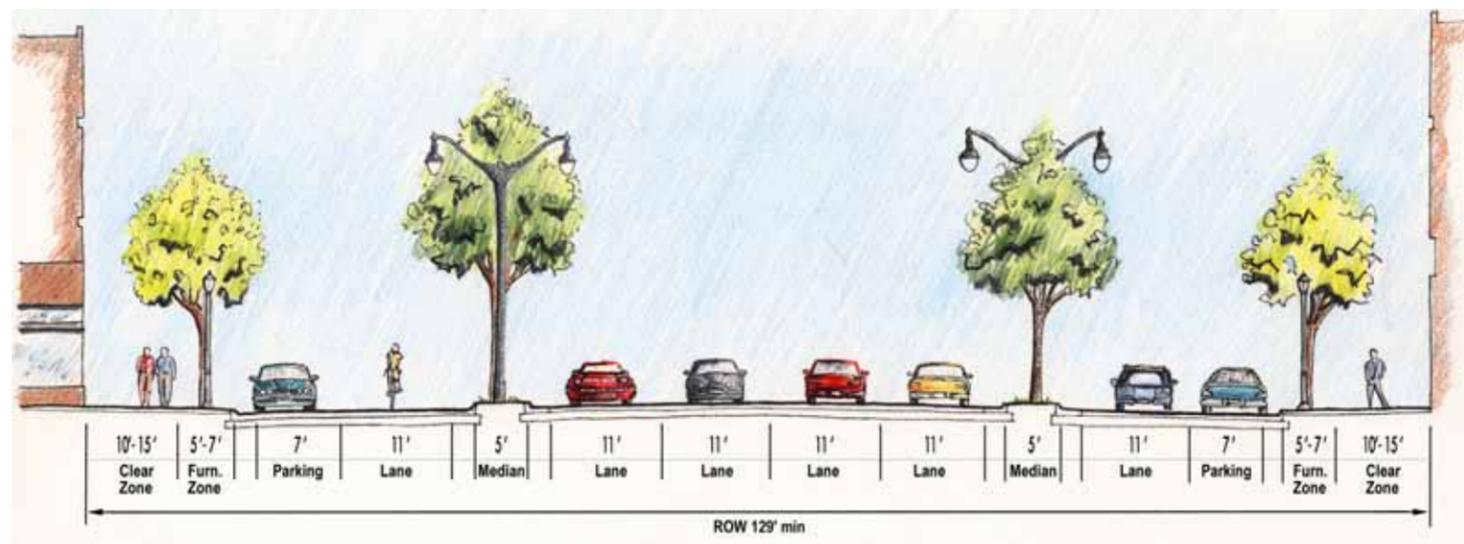
The entire Cleveland Avenue corridor incorporates typical streetscape amenities including: wide sidewalks with shade trees, street lighting, benches, bicycle racks, well marked bus stops and planted areas.

East of the SFMC campus the corridor is bordered by a linear park which ties into the greenway trail system. A bus drop off area and shelter is convenient to the park as well as nearby shopping areas. Local access parking lanes will ease congestion at the

shopping area east of the Sylvan Road intersection.

### Gateway Features

The intersection of Norman Berry and Cleveland Avenue is enhanced to form a major gateway along the corridor. It includes a four corner park and pedestrian crosswalks to improve ease of use as well as to calm traffic. In addition, gateways are included to mark the entrances of the Jefferson Park and Park Lane neighborhoods.



Section at Sylvan Retail Area featuring local access parking



Bench



Bike Rack



Covered Bus Stop

## Cleveland Avenue: Norman Berry Drive to Sylvan Road





After: Cleveland Ave./ Sylvan Rd. Retail Gateway



Before: Cleveland Ave./ Sylvan Rd. Retail Gateway

### Street Features

The section of Cleveland Avenue between Sylvan Road and Metropolitan Parkway incorporates several traffic calming strategies to accommodate links to the interstate highway as well as entrances to large scale retail venues. At the same time, on-street parking and outdoor dining within the clear zone maintains a pedestrian-friendly environment.



Typical Section: Traffic-circle



Outdoor Dining



On Street Parking



Typical Crosswalk

## Cleveland Avenue: Sylvan Road to Metropolitan Parkway





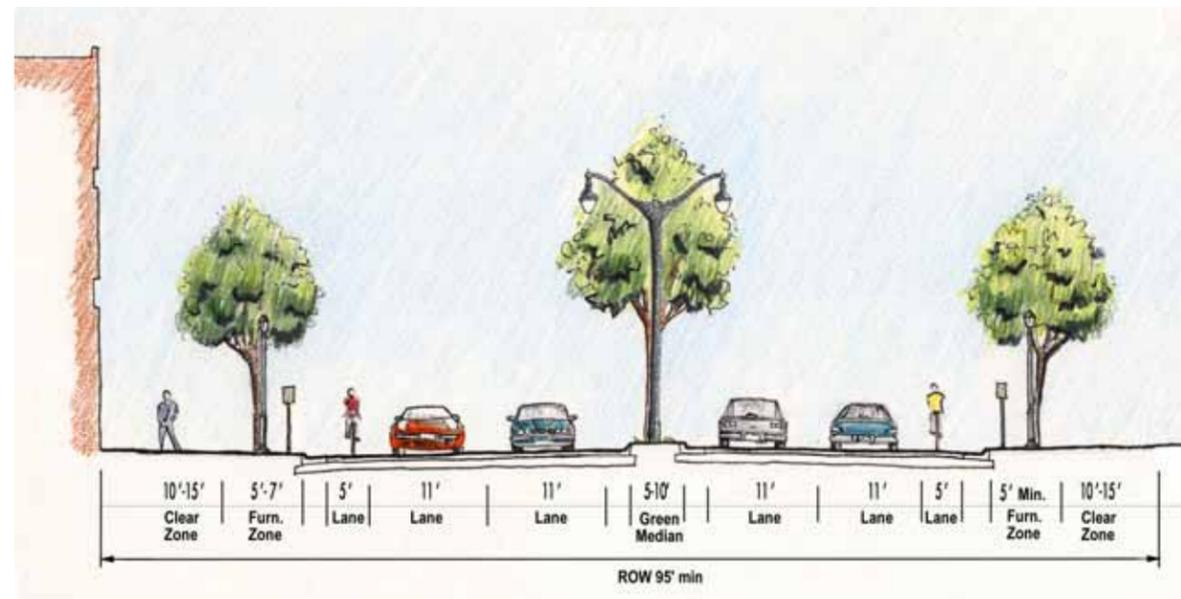
Cleveland Ave./ Sylvan Rd. Retail Gateway

A motorist heading west on Cleveland Avenue from the Interstate towards East Point will encounter a boulevard-like setting with tree-lined sidewalks and medians. A traffic circle at the Cheryl Drive intersection provides uninterrupted circulation into a new large scale mixed use retail/ residential district or alternately, access to the Cleveland Avenue corridor, SFMC, and Main Street East Point. Cleveland Avenue heading east towards Metropolitan Parkway will also be improved

with typical streetscape amenities. The development of small scale retail outparcels near the street will screen the parking lot of a “big box” retail building.

### Gateway Features

The traffic circle at the Cheryl Drive intersection serves double duty, marking the entrance to the new mixed use retail/ residential district as well as the Cleveland Avenue corridor itself. In addition, a neighborhood gateway at Sylvan Rd. marks the entrance to the River Park neighborhood.



Typical Section: Sylvan Rd. to Metropolitan Pkwy.



Urban Sidewalk



Traffic Circle



Overhead Steet Sign



## Cleveland Avenue: Sylvan Road to Metropolitan Parkway



Focus  
Areas



*Buggyworks Office/ Entertainment District*

### Features

Revitalization of the Buggyworks area includes the redevelopment of the MARTA station into a hotel and conference center. As a result, this piece serves as a gateway to Main Street East Point. Offices and shops are connected to the hotel and conference center by means of a ramping boardwalk that runs adjacent to the railroad tracks, enabling the area to come alive as a daytime office and evening entertainment district. Parking for these uses and activities are accommodated through underground parking and parking decks to achieve higher densities and pedestrian oriented places. An additional feature of the Buggyworks area is the reconstruction of the old train depot, to be utilized as a commuter rail station and museum.



*Boardwalk*



*Nightlife*



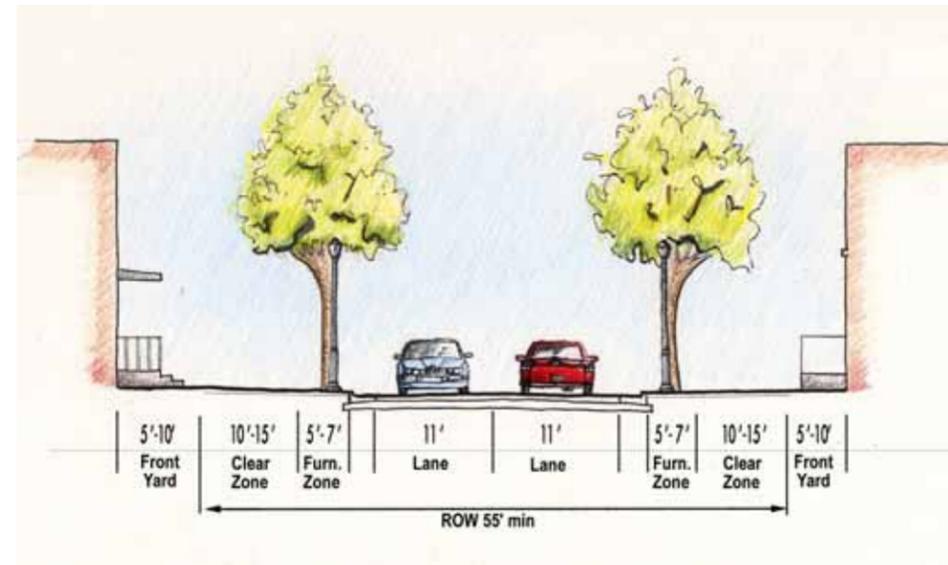
*Axonometric View*



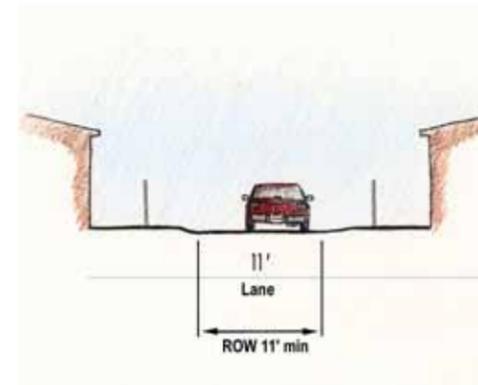
## Focus Area: Buggyworks Office/ Entertainment District



*Buggyworks Residential District*



*Typical Section: Residential Lane*



*Typical Section: Residential Alley*

### Features

Adjacent to the Buggyworks office and Entertainment district, this neighborhood is composed of corner townhomes, apartments and single family homes. Increased residential uses allow more activity in the Buggyworks district.

Land use steps down in density from Cleveland Avenue into the neighborhood. Street patterns have been redeveloped to improve the neighborhood connectivity.

Pocket parks and civic uses are incorporated to provide community focus. The streets include on-street parking for guests as residential structures are accessed through alleys.



*Street Trees*



*Multi-family Residential*



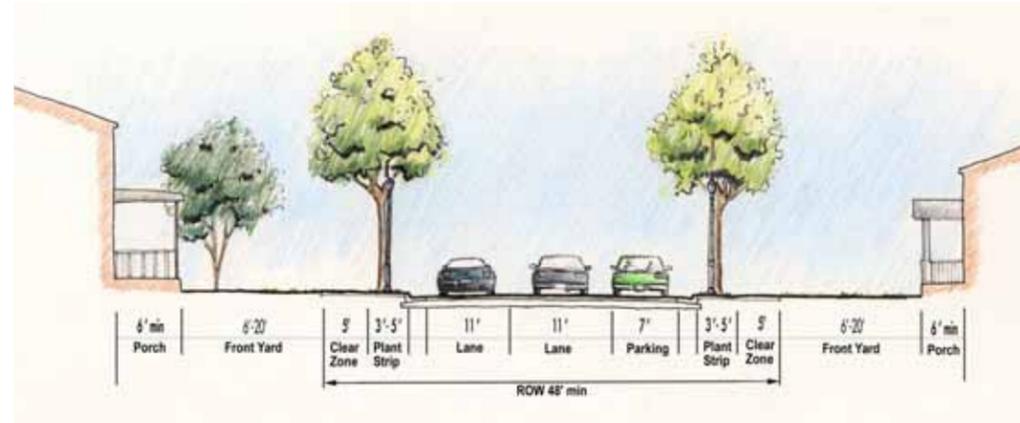
*Neighborhood Playground*

## Focus Area: Buggyworks Residential District

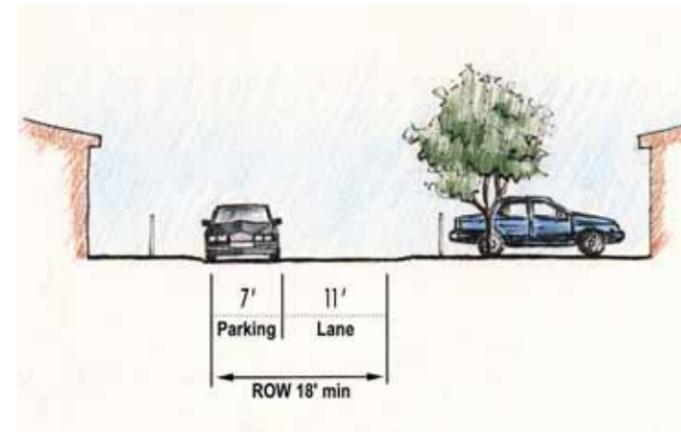




East Washington Heights



Typical Section: Residential Lane



Typical Section: Residential Alley

### Features

East Washington Heights replaces current land use with an extension of the historic neighborhood immediately west of the property.

The site is somewhat flat to gradually sloping toward Norman Berry Drive, and the townhomes are built into the slope to enhance the views. The streets are low-traffic lanes and alleys, with access to most residences from the rear and parking at the curb.

A series of stairs and observation decks links the East Washington neighborhood to the greenway trail system.



Single Family Homes



Street Scene



Townhomes

## Focus Area: East Washington Heights





SFMC Campus

### Features

South Fulton Medical Center campus extends from Felton Drive to Norman Berry Drive. Additional property lies beyond Norman Berry in the creek corridor. Plans for this area include increasing medical offices in the Felton Drive area, improving the Park Lane School campus to allow greater access to the greenway trail, and adding additional outdoor amenities to the hospital campus for visitors.

Passive green space is provided on the hill at the intersection of Norman Berry Drive and Cleveland Avenue, accentuated by moderately sloping walkways, an amphitheater, and access to the hospital's conference center across Norman Berry Drive. The greenway trail meanders through the paths and creek corridor, crosses the Drive to follow the stream bank, connecting back to Cleveland Avenue through neighborhood easements.

## Focus Area: South Fulton Medical Center Campus





*SFMC Cleveland Avenue Entrance*

### Features

The Cleveland Avenue Entrance to South Fulton Medical Center is the hospital's front door to the community. Most guests enter from Cleveland to use the dropoff area or parking deck, and use of the intersection of Cleveland Avenue and Jefferson Terrace is encouraged by the placement of a monumental entrance sign. Dropoff and emergency use is accessed via the west vehicular entrance.

Pedestrian use is encouraged by the addition of a plaza and covered bus shelter directly in front of the main entrance. A water feature is envisioned to add character to the entrance. Plantings should be low groundcover and shade and ornamental trees, with few medium shrubs to distract from visibility of the front door. An additional plaza is added to the area between the entrance and the emergency guest parking in order to provide additional outdoor space for visitors. Crosswalks encourage the exploration of neighboring retail shops and restaurants. As much as possible, the addition of pavers, accent plantings and water features will make entering the hospital a memorable experience.



*Gateway Monument*



*Street Paving*



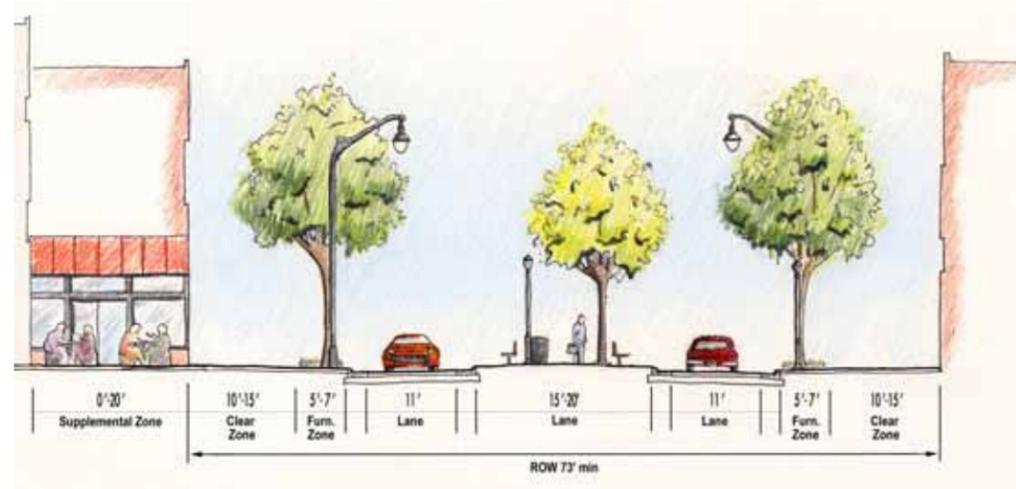
*Streetscape*



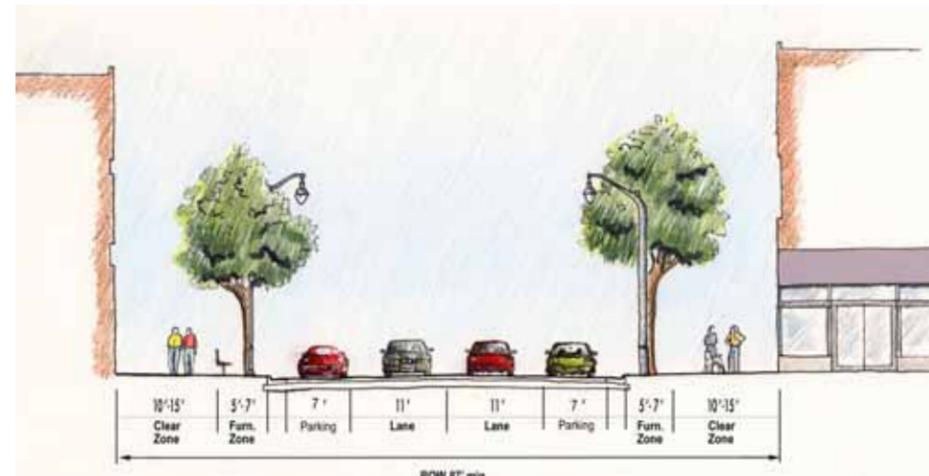
## Focus Area: South Fulton Medical Center Campus



Sylvan Rd. Mixed-Use Retail Center



Typical Section of Cheryl Dr. Median Park



Typical Section in Retail Center

The Sylvan Road Neighborhood Commercial Center features small shops and neighborhood services. This area also provides a convenient rest area for the greenway trail that winds through and crosses Cleveland in this area. With easy access for pedestrians from adjacent neighborhoods and connection to the trail system, this area focuses on pedestrian use. On-street parking is provided in front of shops.

The “Big Box” Center features large retail development compatible with adjacent neighborhoods and new residential development. The center is walkable and shared parking is hidden behind buildings and screened with landscaping. Short term on-street parking is also provided in front of stores for convenience trips. This area connects to the trail system through a park median.

This retail center is flanked with townhomes and includes mixed-use residential/ retail development. The residential component is an important aspect for the sustainability of the area.



Gateway



Retail Buildings



Residential Buildings

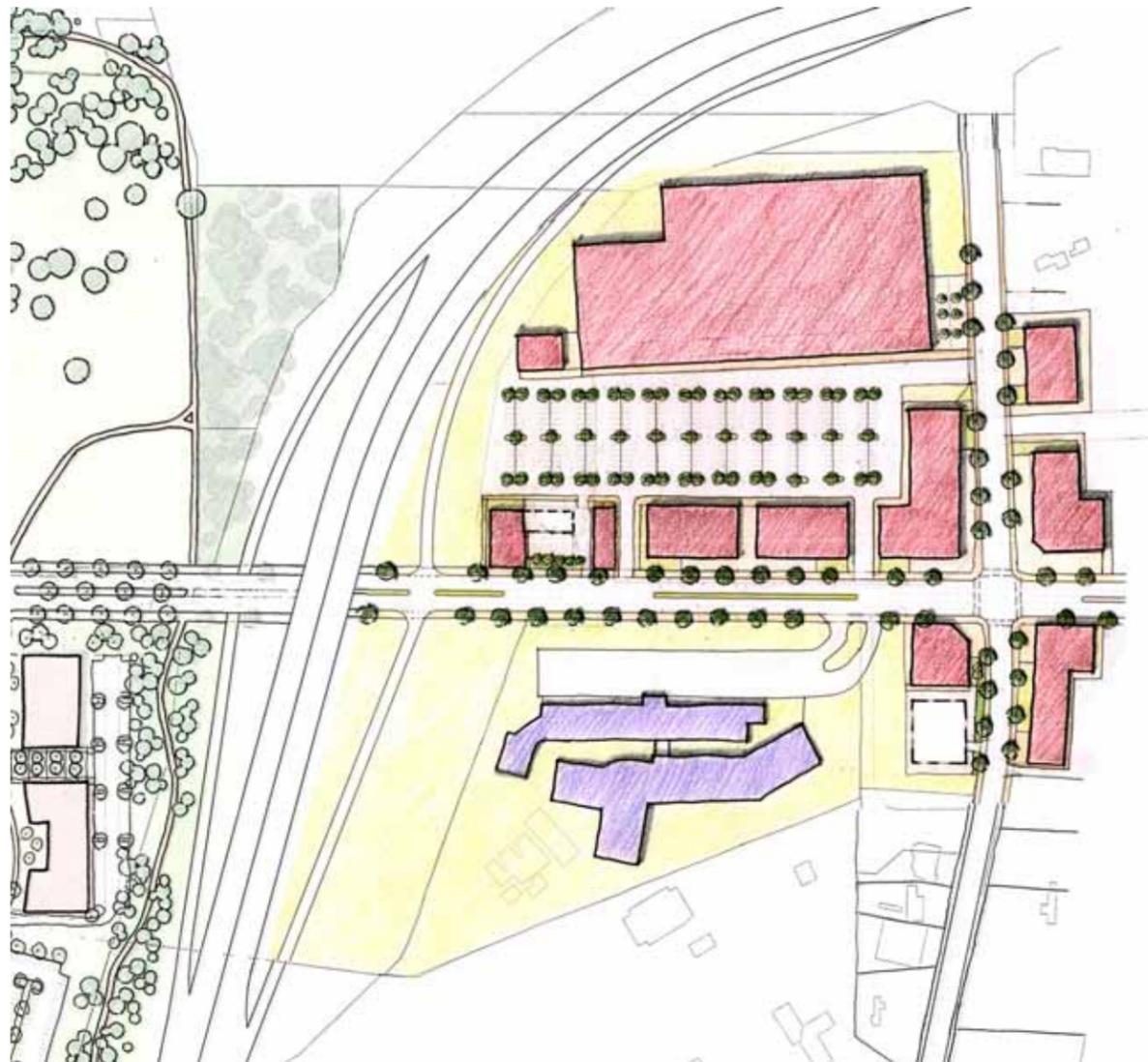
### Features

The Sylvan Road Mixed-Use Retail Area features three distinct components:

- 1 Sylvan Rd/ Cleveland Avenue Neighborhood Commercial Gateway
- 2 “Big Box” Retail Center
- 3 Multifamily/Mixed Use Residential and Townhouses



## Focus Area: Sylvan Road Mixed-Use Retail Center



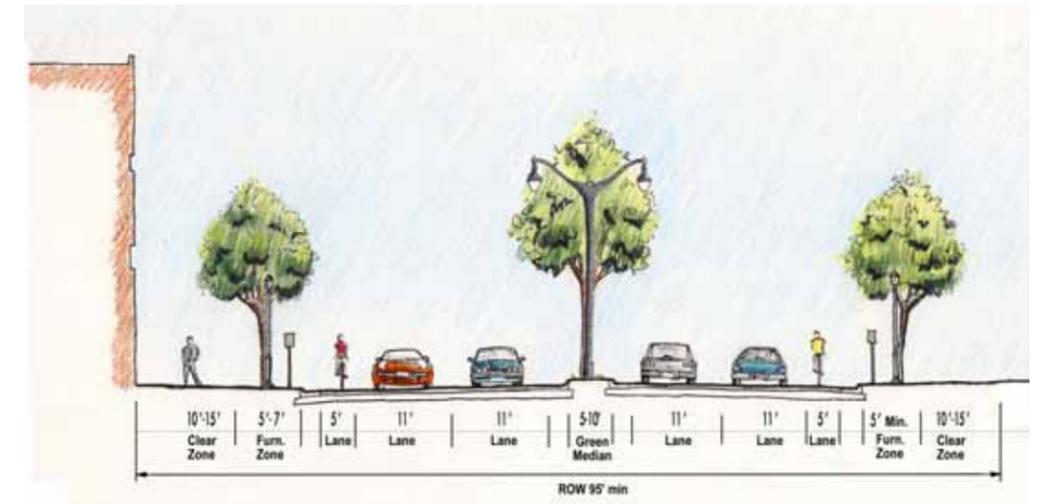
Metropolitan Pkwy. Mixed-Use Retail Center

### Features

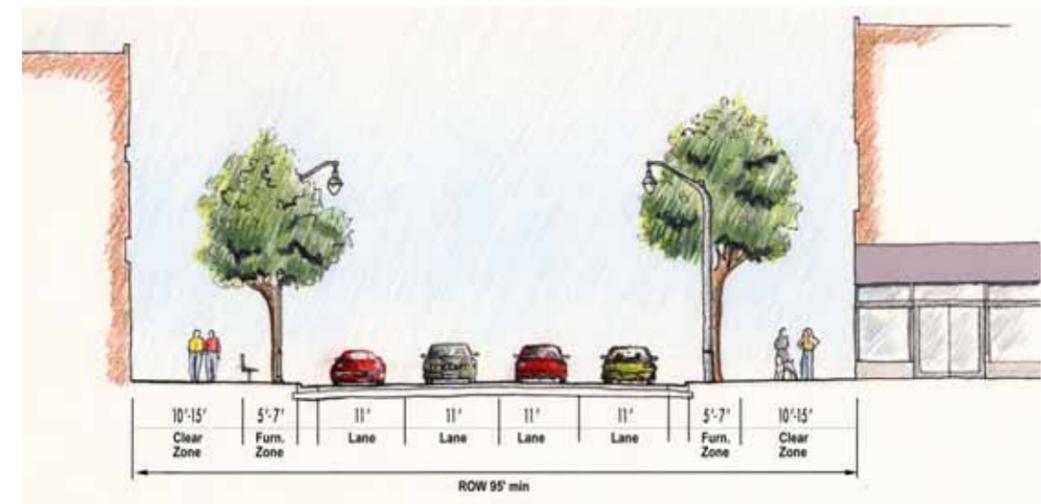
Supported by the Cleveland Avenue neighborhoods of East Point, Atlanta and Hapeville, the Metropolitan Parkway Retail Center includes a concentration of shops and restaurants. Across the street is an elementary school. Pedestrian scale retail fronts Cleveland Avenue with the redevelopment of the existing Kroger lot. Buffers are planted to screen parking areas.

Pedestrians are better able to access the shops with crosswalks. Bicyclists have improved mobility through an on street bike lane that connects to the off street portions of the Greenway Trail.

As throughout the corridor, lighting and other CEPTED (Crime Prevention through Environmental Design) design features will be used to deter crime.



Typical Section I-85 to Metropolitan Pkwy.



Typical Section at Metropolitan Pkwy.



Setback Retail Buildings



Parking Lot Walkway



Street Signage

## Focus Area: Metropolitan Parkway Retail Center





Feasibility  
&  
Implementation

## Development

The length of the study area along Cleveland Avenue is approximately 2.12 miles. The plan area encompasses approximately 266 acres. Thirty-nine percent of plan area is located in the City of Atlanta (COA) and sixty-one percent is located in the City of East Point (COEP). Proposed development densities represented in the corridor plan are indicated in the Executive Summary.

The corridor plan represents a snapshot of a possible buildout over a protracted future timeline. Though it portrays many buildings to be maintained, certain existing buildings would ultimately be replaced with new buildings in greater density.

Except for the assemblages of large properties of major redevelopment nodes (e.g., Buggyworks Office/Entertainment District), most parcel types represented in the plan are relatively small, owner-occupied, and individually developed. Major redevelopment areas would significantly impact infrastructure over a relatively short duration. Infill redevelopment of existing properties would occur randomly at smaller scales.

## Topography and Earthwork

Topographic elevations of the Corridor area range from a high of 1050 feet mean sea level (MSL) along a watershed ridge at Main Street to a low of 850 feet near a cemetery west of interstate 85. Topography is

typically characterized by rolling Piedmont terrain. Grades along Cleveland Avenue range up to 7%.

Except for excavation associated with proposed underground parking and other underground structures, future development could be undertaken without excessively unbalanced earthwork.

## Stormwater

The majority of corridor area is situated within a basin that drains to a tributary stream of South River. The stream ultimately discharges through the eastern portion of the corridor through a culvert under Cleveland Avenue near Sylvan Road. The downstream portion of the stream is located in COA. It is understood that, except for the culvert under Cleveland Avenue at Sylvan Road, no drainage trunk is located in Cleveland Avenue.

Approximately 23 acres of corridor area is located in a 100-year floodplain. A portion of the floodplain crosses Cleveland Avenue in the vicinity of the Sylvan Road intersection. Base flood elevation at that location is approximately 885 feet (MSL).

Though the existing overall COEP drainage system is deemed adequate, portions of the system experience flooding during heavy rainfall events. Areas particularly subject to flooding have been identified along Norman Berry Drive between Harris and Randall Streets and in the vicinity of the culvert at Sylvan Road and Cleveland Avenue near the limits of

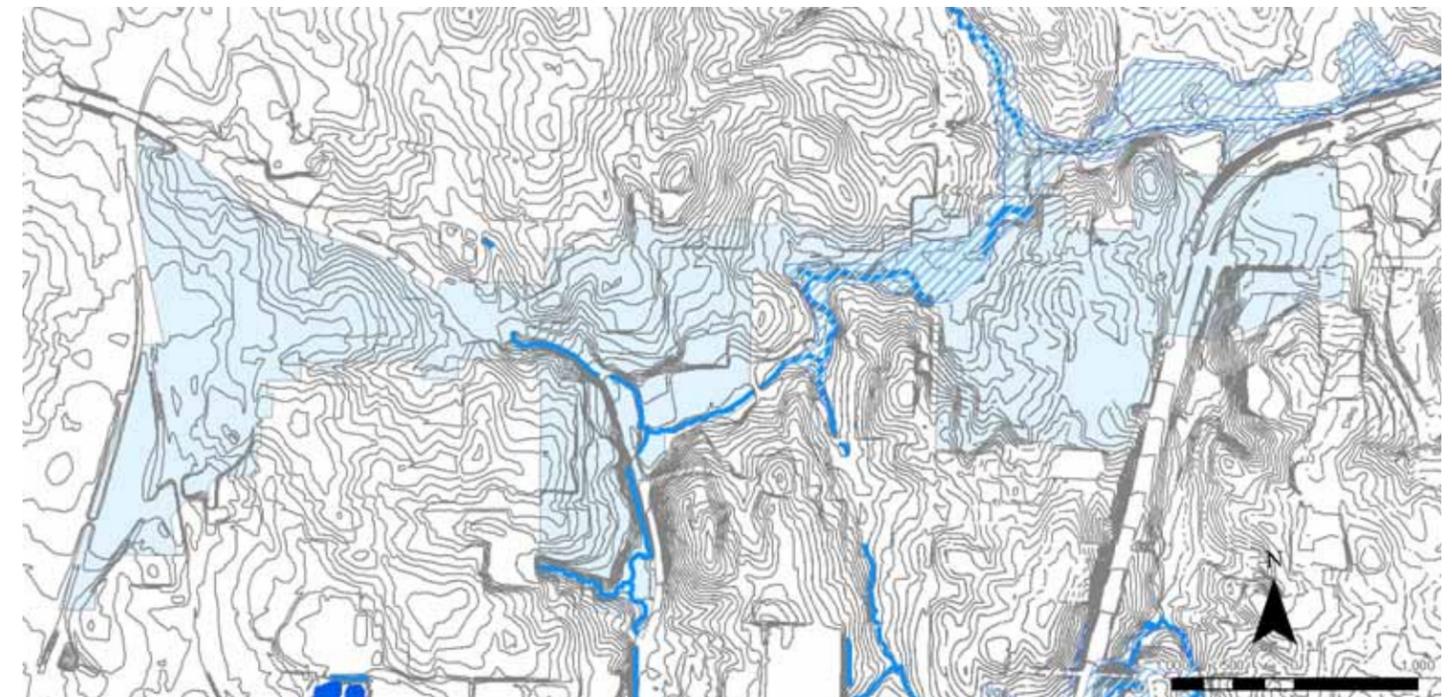
COEP and COA. It is understood that a detention facility has been installed near the intersection of Irene Kidd Parkway and Harris Street. Except for replacement of the Sylvan Road culvert, there are no current plans to upgrade the existing drainage system.

COEP has completed and published a citywide stormwater master plan and is in the process of completing an inventory of the citywide storm drainage system. The inventory presently indicates pipeline diameters greater than or equal to 36-inches.

Proposed development density represented in the corridor plan would likely increase impervious area over existing conditions. Current COEP stormwater regulations require that runoff rates of a given site's

post-developed state shall equal those of the site's natural, undeveloped state. This policy essentially reduces the level of existing citywide stormwater runoff quantities, with future development practices remediating adverse runoff effects of past development practices. Consequently, for future site developments represented in the corridor plan, significant detention measures would need to be incorporated.

By minimizing additional impervious area and enhancing existing greenspace, the corridor plan minimizes potential increases in stormwater runoff. The plan proposes a park system flanking the stream that meanders throughout the corridor area. Restoration of the stream bank would minimize bank scour, arrest runoff, and improve stream water quality. Increased vegetation in



*Corridor Topography & Hydrology*

remaining pervious areas would help reduce runoff and improve water quality.

COEP 2006 fiscal budget indicates a new entry for stormwater services and capital spending of \$1.124 million. Stormwater Control budget of \$0.113 million has been eliminated from the General Fund.

## Water

Potable water is furnished by the respective cities for consumption and fire suppression. Water treatment facilities are owned and operated by both cities. The East Point distribution system is owned by COEP and maintained by COEP Public Works Department. The water treatment plant is located in north central East Point at the corner of Headland Drive and Broad Avenue. Raw water is drawn from the Chattahoochee River and stored at the 100-million gallon Ben Hill reservoir. Thirty million gallons of raw water are also stored at the water treatment plant. COEP is considering a plan to add a raw water reservoir as backup between the Ben Hill facility and the treatment plant.

Existing average daily water consumption is approximately 9.5 million gallons per day (MGD). For a service population of approximately 60,000, this equates to 158 gallons per capita per day. Daily peak flows reach approximately 12 MGD. Treatment plant capacity is approximately 18 MGD. Except for consideration of the additional raw water reservoir, there are presently no plans for increasing treatment plant capacity.

Proposed development density represented in the corridor plan would likely increase potable water demand but could conceivably be served with existing treatment capacity. COEP 2006 fiscal budget for water and sewer services indicates an 11% increase of \$0.750 million over previous fiscal year.

## Sanitary Sewer

Sanitary sewage flows are routed to COA for treatment. The collection system is owned by COEP and maintained by COEP Public Works Department. Proposed development density represented in the corridor plan would likely increase loading.

COEP is in the process of completing a citywide sanitary sewer evaluation study. See WATER above for COEP fiscal budget relative to sanitary sewer services.

## Power

In Atlanta, the electric power distribution system is owned by Georgia Power. In East Point, the electric power distribution system is owned by COEP and is maintained by the COEP Public Utilities Department. Existing power distribution utilizes aboveground poles. Existing peak power demand is understood to equal approximately 72 megawatts. Existing power supply capacity is understood to equal approximately 105 megawatts. The forty-six percent excess capacity is presently sold to other power service providers. Proposed development density represented in the Corridor plan would likely increase power demand but could conceivably be served with existing system capacity.

The Corridor plan proposes to bury conduits, conductors, vaults, manholes, pullboxes and switching units along Cleveland Avenue and to locate transformers on grade in accessible but visually unobtrusive locations near service connections. A median cost to bury power distribution components has been estimated at approximately \$1.750 million per mile. Given the Corridor length, total cost to bury power components may reach up to

\$3.700 million. COEP 2006 fiscal budget for electric power services indicates a 5% increase of \$1.108 million over previous fiscal year.

## Telecommunication

Existing telephone and other signal communications systems are provided and maintained by respective telecommunication companies and transportation departments. Existing cable distribution utilizes aboveground power poles, as well as underground conduits and vaults. Proposed development density represented in the Corridor plan would likely increase demand. The Corridor plan proposes to bury conduits, conductors, vaults, manholes, pullboxes and switching units along Cleveland Avenue. See POWER above for COEP fiscal budget.

## Roadways

Streets included in this study are maintained by City of Atlanta and City of East Point. The Corridor plan represents significant horizontal and vertical reconfiguration of Cleveland Avenue. The reconfiguration program could be implemented in block sections.

COEP 2006 fiscal General Fund budget for roadways and walkways indicates a 2% decrease of \$0.018 million over the previous fiscal year; that for highways and streets administration indicates a 3% decrease of \$0.011 million.

## Zoning

As a part of this study, design guidelines were developed to support development that is consistent with the masterplan. The guidelines are designed to be implemented as an Overlay Ordinance, intended to enhance the existing zoning categories. Despite the large number of zoning categories along the corridor, they are generally supportive of the proposed land uses. One exception to this is the existing Cheryl Dr. R3 zoning. This zoning does not support the mixed-use retail concept proposed in the masterplan. The City of East Point's CL zoning category is a closer fit for the proposed concept, however, the 'big box' development will have specific requirements under the overlay particular to this type.

## Transportation

Cleveland Avenue provides access from Interstate 85 to East Point neighborhoods, Norman Berry Drive, downtown East Point and Main Street, and Washington Avenue. Currently, the corridor is served by a MARTA bus line that links to the MARTA rail station in downtown East Point. On-site observations, as well as 2000 census data, indicate that the corridor is heavily used for access to public transportation from low-moderate income neighborhoods adjacent to the corridor. Additionally, many visitors to South Fulton Medical Center use public transit. The masterplan calls for better connectivity from the neighborhoods and the hospital, as well as sheltered bus stops, improved lighting, and other pedestrian amenities to make public transit a safe and attractive alternative.

Several specific traffic calming measures are featured in the plan:

- Reduce lane width from 13+ to 11 feet
- Planted median
- Street trees and street furniture zone
- Wider sidewalks
- Bulb-outs
- Table crosswalks
- Traffic circles
- Curb radius reduction

The plan supports automobile demand reduction by encouraging

neighborhood residents and employees along the corridor to use public transportation or walk to nearby services. In addition to impacts on residents, employees are a large target population for this study. The daytime population of South Fulton Medical may exceed 2,000 people, including over 1,000 employees, 200 inpatients, 350 outpatients, and 800 visitors per day.

Specific automobile demand reduction measures include:

- Improving pedestrian facilities
- Providing bike lanes and trail system
- Improving public transit connections and bus shelters
- Providing opportunities for shopping and services within walking distance
- Increasing mixed-use development
- Providing opportunities for living and working within close proximity

## Environment

Because the plan promotes and enhances the existing natural features, specific measures to protect and preserve the environment are key to the plan's success:

- Stream buffer areas
- Enhancement of creek bank --addressing creek bank and buffer reduce adverse non-point pollution
- Converting areas of impervious surface to greenspace
- Promote alternative transportation (walking, biking) in an effort to reduce automobile emissions
- Noise Abatement through buffering -- cutting transmission of sound through increasing building mass along the corridor
- Erosion and Sediment Control through Construction Best Managements Practices as well as permanent control measures such as ground cover and retention techniques.

## Housing

Policies that promote mixed-income housing are important for the stabilization of the neighborhoods along the corridor. A mix of housing densities, along with incentives for developers, such as density increases

will help to promote a mix of incomes. Additionally, based on the high number of renter occupied units (over 50%, according to 2000 census data), there is need to promote owner-occupied housing. Employers may provide downpayment assistance to encourage homeownership in the community. In general, housing densities closer to the corridor should increase to provide step-down land uses between single-family and commercial uses. Additionally, higher densities of residential uses, in combination with retail, will promote more activity and public transit use along the corridor.

## Funding

There are many potential funding sources for the redevelopment of the Corridor. The following, at a minimum, will be considered:

- **CDBG** – Community Development Block Grant: A HUD grant program designed to target improvements in low to low-moderate income areas. Example projects: Bobby Brown Gateway, East Point Pedestrian Bridge
- **LCI** – Livable Centers Initiative: Regional source of funds for planning and implementation of plans around transportation and town centers.
- **Weed & Seed Program**- Both Atlanta and East Point have a program to “weed” out crime and “seed” the neighborhood for redevelopment.
- **Redevelopment Fund**- State level loan programs for redevelopment.
- **Local Development Fund (LDF)**- State level grants for redevelopment projects.
- **RTP (Regional Transportation Program)**- Provides funds for transportation projects, such as multi-use trail.
- **Tax Allocation District** -A portion of ad valorem taxes are utilized for area improvements. Example: Midtown Streetscape Project
- **Local Option Sales Tax**- Portion of sales tax is utilized for area improvements. Example: Athens Corridor Streetscapes
- **Transportation Enhancement**- Provides grant funds for alternative transportation projects, such as sidewalks, bike trails, rail depot renovations, and streetscape improvements. Example: Main Street East Point/College Park streetscape project
- **Active Living**- Provides grant funds for projects designed to promote physical activity and healthy lifestyles. Example: sidewalk improvements, bike trails

TIMELINE	POLICY STRATEGIES	FUNDING STRATEGIES	PHYSICAL IMPROVEMENT STRATEGIES	SUPPORT STRATEGIES <i>(ongoing)</i>	MARKETING STRATEGIES <i>(ongoing)</i>	
September - December 2005	<ol style="list-style-type: none"> <li>1. Adopt Masterplan (Cities of East Point and Atlanta)</li> <li>2. Adopt Overlay Zoning &amp; Design Guidelines (Cities of East Point and Atlanta)</li> <li>3. Engage in public-private partnerships</li> </ol>	<p>Research funding mechanisms</p> <p>Grants; Transportation Funds; Tax Allocation Distict; Special Local Option Sales Tax; Private Donations; Etc.</p>	<ol style="list-style-type: none"> <li>1. Develop Budget and Phasing Plan</li> <li>2. Secure funding for Phase I corridor enhancements and greenway trail construction through funding resources (Grants, private donations, etc.)</li> </ol>	<ol style="list-style-type: none"> <li>1. Create Cleveland Avenue Corridor Planning Task Force (SFMC)</li> <li>2. Work with existing organizations, such as the East Point Main Street Board and the East Point Business Association, for continuing support (Task Force)</li> </ol>	<ol style="list-style-type: none"> <li>1. Promote redevelopment of corridor to private developers; promote public private partnerships (Cities of East Point and Atlanta, SFMC)</li> </ol>	
January-December 2006	<ol style="list-style-type: none"> <li>4. Implement policies to encourage mixed-income development (Cities of East Point and Atlanta)</li> <li>5. Create Incentive Program for downpayment assistance to encourage employees to purchase homes in the community (SFMC, other employers)</li> </ol>	<p>Plan, and implement funding mechanisms</p> 	<ol style="list-style-type: none"> <li>3. Implement improvements to SFMC Entry and West Lawn area</li> <li>4. Planning and Design of Phase I corridor projects (TBD based on sources and amount of funding).</li> <li>5. Synchronize traffic lights</li> </ol>	<ol style="list-style-type: none"> <li>3. Utilize Development Authority for aquisition and public-private strategies (Cities of East Point and Atlanta)</li> </ol>	<ol style="list-style-type: none"> <li>2. Use economic development networks to attract businesses to key areas of the corridor (Cities of East Point and Atlanta)</li> <li>3. Market for business expansion and retention (Cities of East Point and Atlanta, SFMC)</li> </ol>	
January - December 2007	<ol style="list-style-type: none"> <li>6. Create Incentive Program to encourage employees, patients, and visitors to walk and bike for physical activity (SFMC, other employers)</li> <li>7. Create Incentive Program to encourage employees to take alternate transportation to work (SFMC, other employers)</li> </ol>		<ol style="list-style-type: none"> <li>6. Implement gateway park and pavillion west of Norman Berry (SFMC)</li> <li>7. Implement Phase I improvements</li> <li>8. Plan for Phase II corridor enhancements and greenway trail construction</li> </ol>	<ol style="list-style-type: none"> <li>4. Identify corporate sponsors for specific gateway projects (Task Force)</li> </ol>	<ol style="list-style-type: none"> <li>4. Encourage corporate sponsors (Cities of East Point and Atlanta, SFMC, Task Force)</li> </ol>	
January - December 2008			<ol style="list-style-type: none"> <li>9. Implement Phase II improvements</li> <li>10. Plan for Phase III corridor enhancements and greenway trail construction</li> </ol>	<ol style="list-style-type: none"> <li>5. Utilize volunteer programs such as Trees Atlanta and Rakes and Hoes (Task Force)</li> </ol>	<ol style="list-style-type: none"> <li>5. Utilize media for promotion of corridor revitalization (Cities of East Point and Atlanta, SFMC)</li> </ol>	
January - December 2009				<ol style="list-style-type: none"> <li>11. Implement Phase III improvements</li> </ol>	<ol style="list-style-type: none"> <li>6. Utilize neighborhood associations and other community networks to involve residents (Task Force)</li> </ol>	<ol style="list-style-type: none"> <li>6. Organize special events to promote active use of corridor and redevelopment efforts (Cities of East Point and Atlanta, SFMC, Task Force)</li> </ol>

## Implementation



Appendix A:  
Site Furnishings



**Trash Receptacle:**  
*Ashebrooke Receptacle in Raven with domed top  
 BRP Enterprises*



**Bollard:**  
*Elements Bike Bollard Post in Raven  
 BRP Enterprises*

	Furniture Zone	Clear Zone	Supplemental Zone/ Front Yard	Street Lighting	Street Trees
Cleveland Avenue (Boulevard)	5-7'	10-15'	Varies	Ped/Ov	Overstory
Secondary Streets	5-7'	10-15'	0-20'	Ped/Ov	Mixed Canopy
Residential Street	3-7'	5-15'	5-25'	Overhead	Mixed Canopy

\* Tree pits a minimum of 5' x 12', underplanted with liriopie groundcover  
 \* Low- to Mid- Canopy trees to be planted under existing power lines



**Approved Overstory Tree Species:**

- Allee Elm
- Lacebark Elm
- Ginkgo
- Hornbeam
- Zelkova
- Red Maple
- Legacy Maple
- Willow Oak
- Shumard Oak

12' height and

**Approved Low- to Mid-Canopy Tree Species:**

- Trident Maple
- Eastern Redbud
- Flowering Dogwood
- Crape Myrtle
- Yoshino Cherry
- Flowering Crabapple
- 'Little Gem' Magnolia

9' height and  
 3" caliper minimum



**Bike Rack:**  
*Manchester Bike Rack in Raven  
 by BRP Enterprises*



**Bench:**  
*Cityscape Cast-end Bench in Black by  
 SiteScapes*

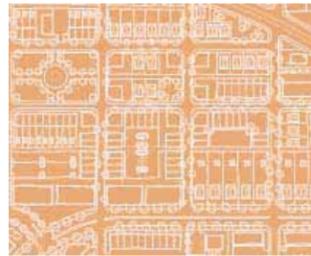


**Pedestrian Light:**  
*McGraw-Edison Luminiere  
 Generation Avenue Cutoff (GAT-C)  
 in black with Round Tapered Pole  
 Pedestrian Light - 12'*



**Overhead Light:**  
*King Luminiere  
 K829 Aurora Luminiere  
 Double or Single Arm  
 black - 25'*

**Site Furnishings**



Appendix  
B:  
Map Analysis

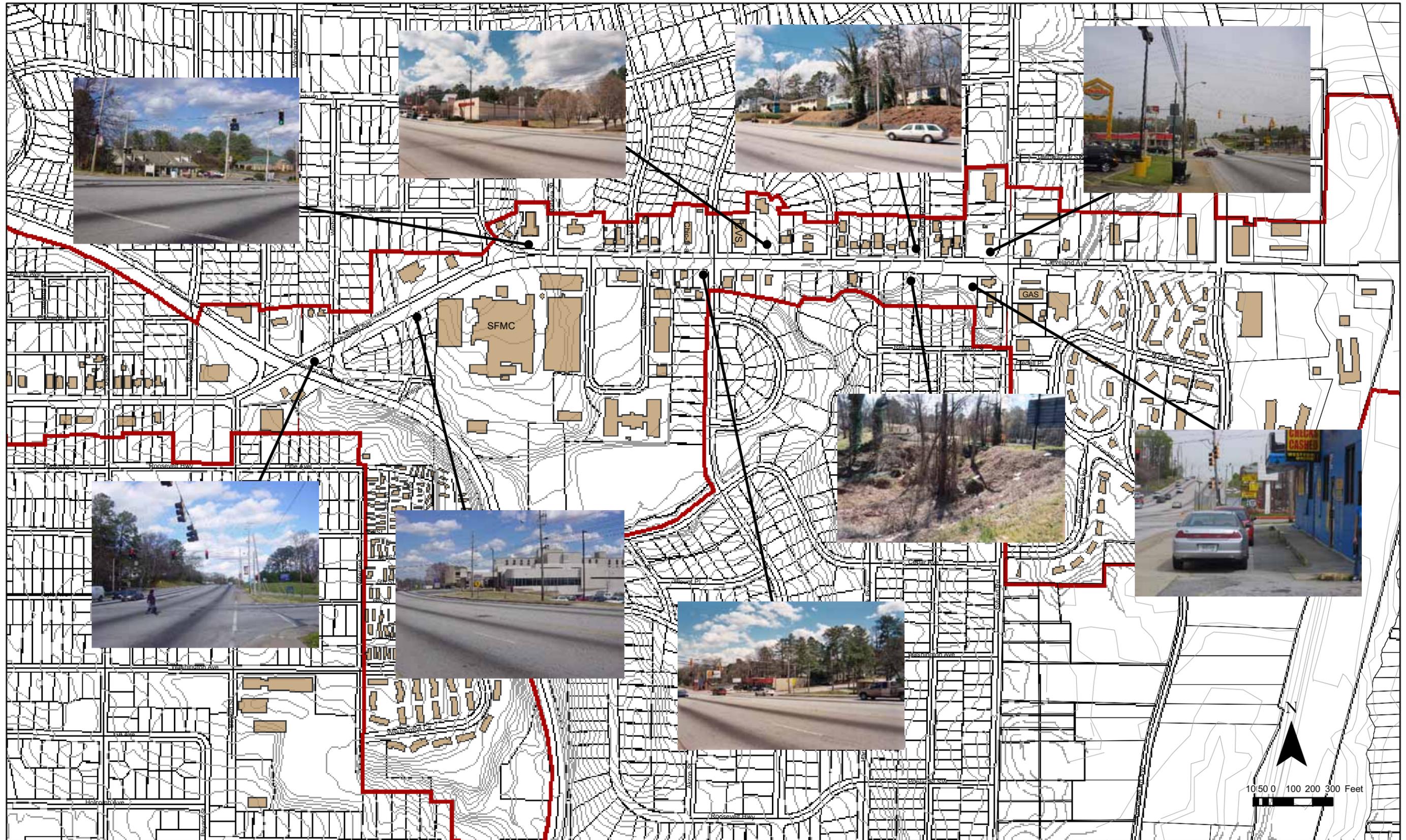


## Section One: Main Street to Norman Berry Drive



## Section One: Main Street to Norman Berry Drive

Example After Photos



## Section Two: Norman Berry Drive to Sylvan Drive



## Section Two: Norman Berry Drive to Sylvan Road

Example After Photos



### Section Three: Sylvan Drive to Metropolitan Pkwy



### Section Three: Sylvan Road to Metropolitan Pkwy

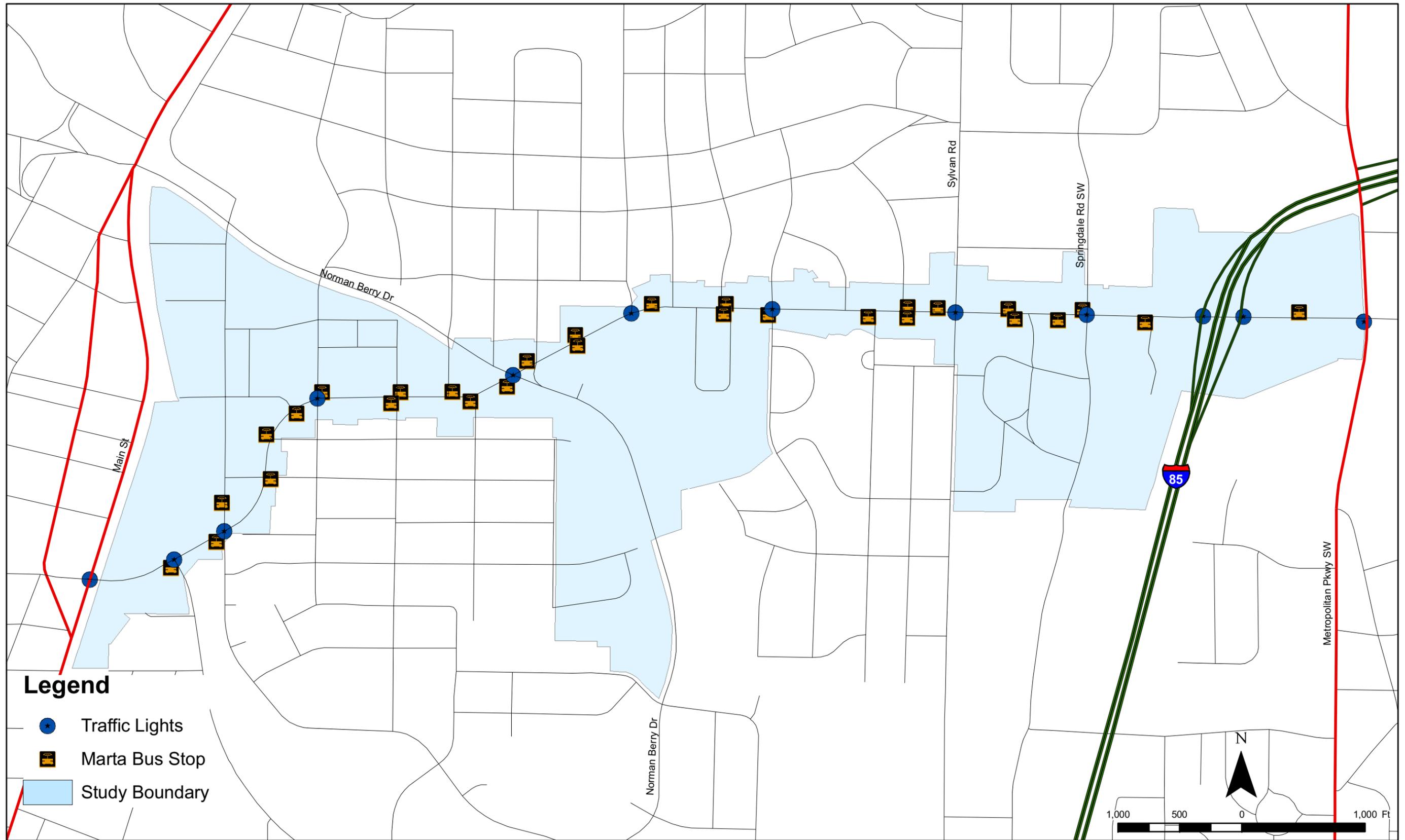
Example After Photos



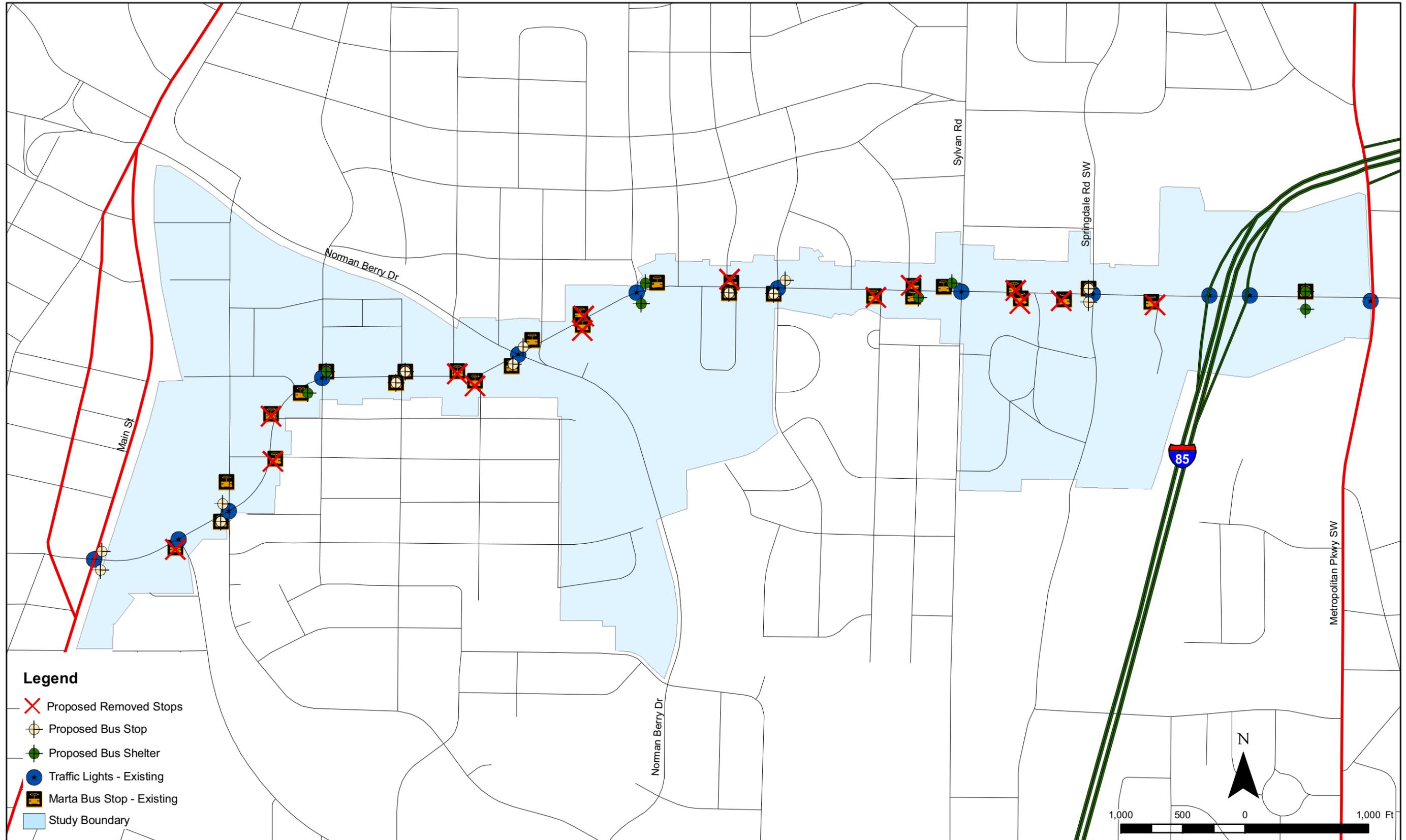
Figure Ground - Existing



Figure Ground - Future



## Transportation - Existing



## Transportation - Proposed



Appendix C:  
Survey Results

May 12, 2005

1. How are you affiliated with the Cleveland Avenue project?
  - a. I am a resident (47.83%)
  - b. I am a business owner (17.39%)
  - c. I am a government official (13.04%)
  - d. I am a government staff (8.7%)
  - e. I represent a church (4.35%)
  - f. Other \_\_\_\_\_ (8.7%) – hospital employee, school official
2. Where do you live?
  - a. Sylvan Hills neighborhood (Atlanta) (0%)
  - b. River Park neighborhood (East Point) (0%)
  - c. Jefferson Park neighborhood (East Point) (26.09%)
  - d. East Washington neighborhood (East Point) (8.7%)
  - e. Piney Wood neighborhood (4.35%)
  - f. Other East Point neighborhood (21.74%)
  - g. Other Atlanta neighborhood (13.04%)
  - h. Other \_\_\_\_\_ (26.09%) - Covington GA, College Park, Dallas GA
3. Where do you work?
  - a. South Fulton Medical Center area (8.7%)
  - b. Buggy Works area (4.35%)
  - c. Downtown East Point (8.7%)
  - d. Other area along Cleveland Avenue corridor (8.7%)
  - e. Other East Point location (13.04%)
  - f. Other Atlanta location (26.09%)
  - g. Other \_\_\_\_\_ (30.43%) regency hospital, retired Atlanta Public Schools, Funeral Home

4. How often do you do the following along the Cleveland Avenue corridor?

	Never	Once a month	Once a week	2-4 days a week	Daily
Walk to neighborhood services	70%	20%	0%	0%	10%
Walk to shopping	85%	10%	5%	0%	0%
Walk to eating places	57.14%	28.57%	4.76%	4.76%	54.76%
Walk to Marta/Downtown East Point	66.67%	28.57%	0%	0%	4.76%
Walk to a Marta Bus stop	95.24%	0%	0%	0%	4.76%
Walk to South Fulton Medical Center	90.48%	4.76%	4.76%	0%	0%
Walk/Bicycle to work	100%	0%	0%	0%	0%
Drive to neighborhood services	14.29%	4.76%	28.57%	14.29%	38.10%
Drive to shopping	30%	5%	10%	20%	35%
Drive to eating places	5.26%	26.32%	10.53%	21.05%	36.84%
Drive to Marta/Downtown East Point	38.10%	23.81%	4.76%	9.52%	23.81%
Drive to Marta Bus stop	90.48%	4.76%	0%	4.76%	0%

5. Please rate your satisfaction with the Cleveland Avenue corridor with reference to:

	Verydissatisfied	Dissatisfied	Neutral	Satisfied	Verysatisfied
Your pedestrian experience	33.33%	25%	33.33%	8.33%	0%
Your vehicular experience	13.33%	40%	33.33%	13.33%	0%
Neighborhood services	28.57%	57.14%	14.29%	0%	0%
Shopping	53.33%	26.67%	20%	0%	0%
Dining	57.14%	28.57%	14.29%	0%	0%
Recreation/Parks	66.67%	26.67%	6.67%	0%	0%
Neighborhoods	28.57%	14.29%	35.71%	21.43%	0%
Visual experience	42.86%	28.57%	21.43%	7.14%	0%
Perception of safety	7.14%	64.29%	14.29%	7.14%	7.14%

6. If there were a safe and comfortable pedestrian environment, would you walk/bike to nearby services or walk/bike for recreation?
  - a. Yes (82.35%)
  - b. No (11.76%)
  - c. Not sure (5.88%)

7. What do you like best about the Cleveland Avenue corridor?

- ChicFilet,
- Easy to drive, Access to I-85/75, Connection to other throughways
- Potential for quality growth
- The hospital
- Proximity to Downtown
- Location to Communities/ Neighborhoods, Family atmosphere
- CVS

8. What do you like least about the Cleveland Avenue corridor?

- Stereotype
- No visual identity
- Shoddy buildings - Pleasers, Rundown Apartments
- Too vehicle oriented
- Vagrants
- Poor Visual Experience, Eyesores
- Danger to Pedestrians
- Lighting
- Abandoned after business hours
- Lack of businesses (service, retail, etc)

9. If you had three suggestions to improve the Cleveland Avenue corridor what would they be?

- Reduce eyesores
- Street repair
- Educate people
- Landscape to I-85, Boulevard with trees
- Stronger code enforcement
- Stricter zoning, ordinances
- Increase retail/ amenities/ commercial
- Traffic Control- synchronize lights
- Parks, Walking trails
- Eliminate Vagrants
- Widen Sidewalks
- Replace closed businesses
- Enhance Sylvan area, Rehab intersections