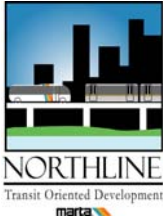


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# North Line Transit Oriented Development (TOD) Study

## APPENDICES

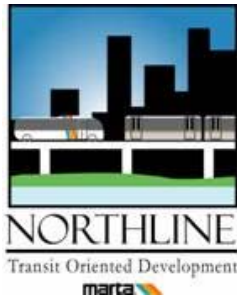


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# North Line Transit Oriented Development (TOD) Study

## APPENDIX A

### Corridor Advisory Committee Meeting Summaries and Public Meeting Summaries



**MARTA North Line TOD Study  
Corridor Advisory Committee Meeting  
August 30, 2006**  
Georgia State University-Alpharetta Center  
Room 114

Welcome from Inga Kennedy. Explanation of the fact sheets and handouts available for the group. Ms. Kennedy also asked that group members take some fact sheets to pass out at their offices and future events. She then introduced the MARTA staff and consultant teams.

Introductions from meeting attendees.

Welcome from Johnny Dunning and overview of his presentation. Mr. Dunning explained the planning process that led to a redirection of the North Line transit concept from purely a transit line to a mixed concept of land use and transit interactions.

Mr. Dunning began by explaining the need for a land use focus rather than strictly a transit corridor. He further outlined the study purpose and objectives, presented in the slide presentation and handouts. He continued to explain the expected outcomes of the study, including outlining growth patterns and supporting collaborative partnerships.

Next, Ms. Janide Sidifall presented the current status of the project. She began by outlining the study area clusters under examination. She explained that each area would be evaluated on demographics, current land use, and transportation options.

- **Question:** Why stop at McGinnis Ferry? Why not continue north? Why not consider station locations at SR 92 and SR9?
- **Answer:** Want to focus on the existing 400 corridor without going through additional analysis for alternative corridors. MARTA recognizes the existing east-west congestion, but that needs to be addressed at a different time. This study is focusing on a specific corridor area.

Ms. Sidifall continues to explain the evaluation process for demographics and land use.

- **Question:** Is MARTA park and ride lots included in the land use and density measures for these clusters?
- **Answer:** Yes.

Ms. Sidifall continued to explain evaluation of transportation characteristics. She then explained the study process and asked for comments on the priority areas that should be explored further.

- **Comment:** Greatest potential in area number three (North Point). This area has a regional mall as a destination with retail, land currently sat aside for MARTA expansions, land designated for university buildings, areas for senior living, amphitheater and arts facility. All this in one location and very ripe for transit oriented development (TOD).

- **Comment:** 75-76% of the land area in several clusters is already developed. North Point or Old Milton have much more open space for changing zoning and higher density projects. Employment nodes are North Point and Old Milton for more ridership than existing residential.
- **Comment:** Holcomb Bridge is on a big scale like Atlantic Station.
- **Comment:** But that project doesn't have much support from Roswell.
- **Comment:** No, but it does have support from local citizens.

Ms. Sidifall asked for more comments or information about future development plans around Holcomb Bridge.

- **Comment:** Not approved yet and still a long way off – shouldn't be counted on.
- **Comment:** This is a chicken and egg situation of attracting density in order to provide transit or providing transit to encourage density.
- **Comment:** Will require a turn over in the city's administration before this project is approved.

Ms. Kennedy then asked if there were any plans for expanding the Georgia State University campus in Alpharetta.

- **Answer:** There is more space over 400 and possibly plans for more buildings at the existing Alpharetta campus, but no immediate plans.

Ms. Sidifall then asked about any other development plans in the study areas.

- **Comment:** New construction at 400 and Old Milton.
- **Comment:** Many projects in the area are trying to incorporate transit into current projects as they come on line.

Ms. Sidifall then asked whether special weights should be applied to give favor to specific locations, current redevelopment plans, employment, density, etc?

- **Comment:** Obviously undeveloped land really relates to the study and should be given special consideration.
- **Comment:** Undeveloped land doesn't last very long in this area.
- **Comment:** Undeveloped land isn't significant unless the land is pre-zoned to higher densities to encourage density.
- **Comment:** We know that higher density development leads to traffic and most officials won't zone for higher density in order to prevent more traffic.

Mr. Dunning acknowledged that MARTA respects the fear of higher density but needs to think long range goals regardless of development that is currently on the ground – trying to control the growth that is coming.

- **Comment:** Public should see more than just a carrot of future transit, should be provided with

real incentives immediately.

- **Comment:** More than just carrots; developers should be incentivised to concentrate development and create higher densities.
- **Comment:** Mixed use should be included and necessary for higher density in order to reduce trips instead of just concentrating development.
- **Comment:** Provide additional transit options like more buses now instead of promising way off in the future for more rail.

Ms. Sidifall points out that providing alternative options now will help promote better options later.

Mr. Dunning explains that current options must also be reliable for people to make a choice for switching to transit.

- **Comment:** I take both a bus and train to work and if I miss the schedule then it would be faster for me to drive a car. New transit options must also be timely and reliable.

Ms. Kennedy relates several stories of MARTA and transit riders who use several transit mode changes to get across the metro area.

- **Comment:** One person on the train means one person off the highway. MARTA should do a better job advertising and promoting transit as congestion relief.

Ms. Kennedy relates that new cities in the area will have new comments for how transit moves through the area.

- **Question:** Do you have to focus on only one area or can you do smaller projects along the entire corridor?
- **Answer:** This study will serve as a basis for starting several LCI-style projects, but this process will get the ball rolling on the most likely area first.
- **Answer:** LCI will encourage the process for local jurisdictions to get themselves organized.
- **Comment:** GRTA has experience with getting land use in place before land use will support transit options.

Mr. Dunning points out that this will get the ball rolling in many locations and help support the ARC processes.

- **Comment:** From the ARC perspective, North Point is about the right size to match existing ARC LCI projects.
- **Question:** What determined the size of the study clusters?
- **Answer:** About a mile out from the intersection with 400, then absorbing any other related land uses.
- **Comment:** Once the three priorities are chosen, then a market study will be conducted to help determine the most valuable spot for further work.

Ms. Sidifall then explained the next steps for the study and elicited further written comments.

## Written Comments Submitted:

- Submitted by Diana Wheeler – City of Alpharetta: Thanks for the opportunity to comment on the seven option areas for MARTA along the north line. As I mentioned at Wednesday's meeting, my preference is area #3, North Point, because of the varied land uses that would significantly benefit from public transportation. Below are 10 reasons why I believe that area #3 is superior to the other locations:
  1. North Point Mall, a regional retail attraction, is a major destination and an employment center
  2. There are 6 hotels within the district
  3. There are over 600 existing apartment units within the district
  4. There is a 20 acre site set aside for a university use
  5. There is a senior living development currently under construction
  6. There is a senior apartment project currently under construction
  7. There is a planned 12,000 seat amphitheater expected to break ground in 2007
  8. There is a planned 2,000 seat performing arts center to be developed in the future.
  9. There are over 200 acres along Westside Pkwy. of undeveloped land that can be zoned for transit oriented development
  10. There is a 9 acre site along GA 400 identified for MARTA use.
- Submitted by Bob Dillon – Georgia State University (North Metro): I'm pleased the North Line project still has life. I agree with your priority ranking (North Point, Old Milton, Holcomb Bridge, Windward). Speaking for Georgia State, we could live with a transit station/complex at any of the four – but less enthused with Holcomb Bridge. I believe Alpharetta is the most favorable site and has planned for it.
- Please be sure you are discussing Holcomb Bridge Road with Paula Winiski, David Tolleson and Kent Igleheart – Roswell City Council. All live on east side of Holcomb Bridge Road.



**MARTA North Line  
Corridor Advisory Committee Meeting  
GSU Alpharetta Center  
October 24, 2006  
5:00- 7:00pm**

**Attendees:**

Adler Croft, Clean Air Campaign  
Imann Fahmy, Clean Air Campaign  
Jared Lombard, ARC  
Bob Dillon, Georgia State University – Alpharetta  
Cindy Jenkins, City of Roswell  
Roger Henze, GRTA  
Mason Hicks, Citizens for Progressive Transit  
Johnny Dunning, Jr., MARTA  
Don Williams, MARTA  
Jason Morgan, MARTA  
Connie Cannon, MARTA  
Jim P. Brown, URS  
Janide Sidifall, URS  
Ted Williams, DW & A  
Inga Kennedy, PEQ  
Deshawn Sells, PEQ  
Leah Vaughn, Sycamore Consulting  
Alex Trouteaud, Schapiro Group  
Ken Bleakly, Bleakly Group

Inga Kennedy of PEQ, Inc., welcomed participants and initiated introductions. Three members of the consultant team provided participants with an update of the study's activities and findings: Janide Sidifall of URS Corporation, Alex Trouteaud of the Schapiro Group, and Ken Bleakly of the Bleakly Advisory Group.

- Ms. Sidifall presented the committee with a brief overview of the study and updated participants on the progress of the MARTA North Line TOD Study. Ms. Sidifall informed participants that since the last CAC meeting in August, the study team had narrowed down the cluster areas from seven to four (Holcomb Bridge, North Point, Old Milton, Windward Parkway) based on technical analysis and public/stakeholder input; undertaken a market analysis of the four cluster areas; and completed a public opinion survey of residents and employees in these areas.
- Mr. Bleakly presented the findings of the market analysis for the four cluster areas under consideration. The cluster market evaluation considered four key factors:
  - Current daytime (employee) and nighttime (resident) population
  - Projected daytime (employee) and nighttime (resident) population

- Level of commercial and residential development in the pipeline
- Availability of large land tracts for transit oriented development

Mr. Bleakly stated that the recommended TOD cluster area will have the best balance of these four factors. When evaluated against these factors, the following clusters were dominant:

- Factor 1: Dominant due to importance of potential demand from the existing population and employment base – North Point and Windward Parkway
  - Factor 2: Significant population and employment growth at North Point and Windward
  - Factor 3: Significant development planned for:
    - ▲ Holcomb Bridge (Gateway 400 Project which has not yet been approved by Roswell City Council)
    - ▲ North Point – West (Cousins Westside Project)
    - ▲ Old Milton (Prospect Park Project)
    - ▲ Windward (Potential site SE of intersection)
  - Factor 4: Strong potential TOD sites at three locations, Holcomb Bridge, North Point, and Old Milton.
- Dr. Trouteaud provided an overview of his research and analysis of public opinion data. In summary, the public opinion survey indicated the following:
- Support for TOD - 90% of residents and 94% of employees in the North Fulton County area have used or are currently using MARTA. Both are highly supportive of TOD if the following conditions can be met:
    - Parks and green space can be preserved along the GA 400 Corridor.
    - Buffer zones established around high-rise commercial development.
    - Emphasis on pedestrian and bike friendly communities.
    - Development accommodates closer proximity to employment centers and reduction in commute times.
    - Use of mass transit is safe and convenient.
    - Can use MARTA trains to commute.
  - Cluster Support for TOD –
    - Residents and employees of each cluster support TOD.
    - North Point residents and employees are more supportive than residents of other clusters.
    - With the exception of the Old Milton residents, each cluster desires for the TOD site to be located in their cluster.
    - Old Milton residents support TOD at North Point.
  - Perspectives on MARTA -
    - 62% of residents in North Fulton County felt MARTA would be beneficial in terms of property values.
    - 76% of residents and 85% of employees in North Fulton County felt MARTA is necessary to accommodate future growth of their community.
    - 60% of residents and 81% of employees in North Fulton County specifically would like to use MARTA trains to commute.
    - Residents and employees with the longer commutes are more likely to use MARTA trains to commute.
    - With regards to MARTA usage, all four of the cluster areas have similar concerns.

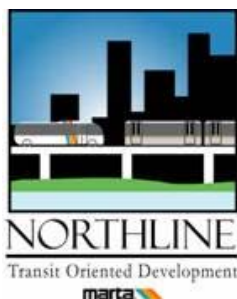
- Conclusions -
  - Each of the 4 sites would yield improved transportation opportunities for the area
  - Except for residents near Old Milton, local residents prefer the site closest to their location
  - Residents with the longest commutes (those from the northern part of the corridor) are more likely to express interest in commuting on MARTA, but they also hold the highest standards for MARTA.
  - Residents close to the North Point cluster are slightly more supportive of TOD than others
  - From a public opinion standpoint, all of the 4 cluster areas are feasible candidates

The presentation was followed by a group discussion about which of the cluster areas under consideration has the highest potential for transit oriented development. CAC members showed support for the North Point cluster and the Holcomb Bridge cluster, although all participants agreed that each of the four clusters were good candidates for TOD as indicated in the analysis. After much discussion, a clear choice was still undecided amongst the members of the CAC. It was suggested that the study team consult with the local governments to determine which jurisdiction was most prepared to put in place the kinds of zoning and development policies to actually implement the TOD concept. The cluster with the most local support should be the cluster that serves as the prototype.

Ms. Sidifall informed participants that the study team would consider this suggestion as they move forward with next steps, which include: developing a land use concept for the prototype cluster area; a final round of public meetings in November 2006; a CAC meeting in November 2006; and the development of the final report and recommendations in December 2006.

CAC member Mason Hicks, with Citizens for Progressive Transit, asked the CAC for more time to inform the public about public meetings and to consider holding meetings in January. He was informed that due to contractual requirements, the meetings would need to be held in November, but the study team would make a special effort to publicize these meetings aggressively.

The meeting was adjourned at 6:45 p.m.



**MARTA North Line Corridor Advisory Committee  
Georgia State University-Alpharetta Center  
November 28, 2006  
5:00-7:00pm**

Mr. de'Shawn Sells of PEQ opened the meeting, welcoming the attendees and thanking everyone for their participation. Mr. Sells then asked for meeting attendees to introduce themselves, beginning with MARTA staff. He then turned the meeting over to Mr. Don Williams of MARTA.

Mr. Williams again welcomed the attendees and explained that this was the last meeting of the project's Corridor Advisory Committee. He reviewed the agenda and began the Power Point presentation with an update of the study. A copy of the presentation is attached.

Ms. Janide Sidifall of URS Corporation continued the presentation discussing the characteristics and benefits of Transit Oriented Developments (TOD). She then presented the North Point cluster as the recommended area with the greatest potential for TOD. Ms. Sidifall then reviewed the concept plan and concept features. She then asked Mr. Ken Bleakly of Bleakly Advisory Group to review the market analysis for the North Point area.

Mr. Bleakly explained that his findings indicate that there is a significant market in the North Point area, as is true for the entire GA 400 corridor. He noted that the area is currently very developed and that not many opportunities exist for greenfield development, but rather second and third generation redevelopment instead. He outlined three phases of development from 2006 – 2027, with types and amounts of development such as townhomes, condominiums, apartments, retail, office, and a hotel/conference facility. Mr. Bleakly stated the current success of the area is a challenge in creating a future TOD. There is a need to move quickly on development, including staking out the location of the MARTA station. Once the site is selected, then the focus needs to be on the immediate core area in order to create a supportive pedestrian environment.

The group then participated in a discussion of the material presented. The following is a summary of the questions and comments, with responses from the project team.

Q. What is the demand area you used for the market analysis?

A. We used two locations, a one mile radius from the potential MARTA station site, and the larger North Fulton area as well.

Q. What is the next step for MARTA?

A. This is just a concept to help the local jurisdictions create more transit-friendly development. The density has to happen before transit service can be extended. The next step is for the local jurisdictions to create the environment to support the MARTA expansion.

Q. Isn't it a chicken and an egg scenario? In order for the plan for work, we need transit, and transit

won't go in without the development.

A. The Federal Transit Administration wants to see an increase in ridership numbers. The North Line TOD study was intended to explore ways to increase densities. If the local jurisdictions could identify in your land use and transportation plans where the MARTA station would be, it would make these areas more attractive to developers. That being said, zoning also needs to be in place to support the TOD development and rail investment.

Q. So, you can plan the location and that is enough to get the developers going? Is that the next step for MARTA?

A. The next step is for the local government to identify a location for the MARTA station and make the necessary zoning adjustments. After the development is in place, MARTA must go through the federal process to determine the locally preferred alignment.

C. The local government already picked the spot, but MARTA didn't like it.

A. The location needs to be in the best spot possible for regional connectivity and accessibility. From a real estate perspective, the closer to Center Bridge, the better, to influence any impact to the area.

Q. Has this plan been vetted with GDOT? It would be bad if they were to stymie it.

A. It has only been vetted with the CAC.

Q. When do you run the concept plan through the federal government?

A. We first have to do an Alternatives Analysis. This concept plan is just the first step. We won't have anything for the federal government for at least five to ten years. The project needs a local champion and transit supportive development patterns to make it happen.

Q. I heard a lot of public support for the project in the opinion survey results. Is there some way to get those numbers out to public? I think those numbers spoke of a real attitude shift towards transit.

A. You are right, we are seeing change, and it's important for the public to hear that.

Q. Will your recommendations specify the actions you are looking for from local governments?

A. Yes. One of the handouts provides a list of implementation strategies and general guidelines. It is essential to look at existing development and zoning codes to see what changes can be made. Aesthetics are also important too.

Ms. Sidifall reiterated that the meeting was the last for the CAC. She stated that the project team would be taking the CAC's comments and revising the material for the public meeting next week. She stated that the project team was also trying to secure a location at the North Point Mall for an informational kiosk. Finally, she added that the project would be wrapping up before Christmas. The meeting was then adjourned.



**MARTA North Line Public Information Meeting**  
**GSU Alpharetta Center**  
**April 27, 2006**  
**7:00- 9:00pm**

The meeting was attended by 5 participants. Attendees were greeted by project staff, asked to sign-in, and presented with meeting handouts. Attendees were invited to review project information boards and speak with staff. A presentation and question and answer session followed.

Ms. Inga Kennedy, PEQ, called the meeting to order and welcomed the attendees. Ms. Kennedy reviewed the handouts and explained that the purpose of the evening's meeting was to discuss the background of the study and other details including the project's location, purpose and process. She then introduced MARTA staff and the project consultant team.

Ms. Kennedy turned the meeting over to Mr. Johnny Dunning, Jr., MARTA project manager. Through a Power Point presentation (see attached) Mr. Dunning reviewed the evolution of the project from its beginnings as a feasibility study in 1998 to its current status as a project modeled after the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI) program. He defined the geographic scope of the study area with an explanation of how the seven cluster areas were identified. Mr. Dunning discussed the study purpose as well as the study considerations, including anticipated trends in employment, population and land use. A review of the study objectives was followed by a phase-by-phase discussion of the study and stakeholder involvement process, expected outcomes, study partners, and next steps. Following the presentation, Mr. Dunning invited attendees to ask questions and make comments.

**Summary of Oral Questions and Comments**

**Question:** Will the plan not only consider the transportation perspective, but also where MARTA should focus development activities?

**Answer:** This project will look at development from a regional level. MARTA wishes to encourage jurisdictions to understand how land should be developed so that transit is supported here in the future.

**Question:** Is it the purpose of the plan to narrow down the potential station locations from seven to one?

**Answer:** Yes. Overall, this plan will focus on developing nodes that are completely transit-supported one at a time, and to eventually connect these nodes with transit as development occurs to support it. The study is a prioritization exercise; it will identify the most suitable node for this type of development, fully develop the node and then move on the next most suitable node. It is the hope that the area jurisdictions will also start to develop zoning that will encourage smart development.

**Question:** Is there an anticipated timeline for expanding transit north?

**Answer:** Since priorities can change based on the Regional Transportation Plan, there is no defined timeline for when this project will begin. Other issues that may affect the implementation of this project include the lack of a project “champion” and local political considerations. However, if the project is eventually adopted as an ARC LCI project, some funding and revived momentum may be realized.

**Question:** How did MARTA arrive at the seven transportation clusters? Did you consider areas outside the SR 400 corridor for the alignment?

**Answer:** The clusters are located at major interchanges within one-half and one mile of the GA 400 corridor. Nodes were selected based on land use and population and employment densities. Since development is projected to continue to grow along the corridor, this is a logical alignment. Also, transit implementation is not as difficult along an existing transportation corridor as it is through a new alignment.

**Question:** How will the public opinion survey be distributed?

**Answer:** The survey will be conducted in later phases of the project (Phases II or III) and will target both those who live and work in the cluster areas under analysis. The study team will work with the local jurisdictions to ensure that we get a representative sample of participants and to build awareness of the study effort. The public involvement process will employ a number of strategies, including the use of local chambers of commerce, stakeholder interviews, public meetings, and advisory committees. The project team recognizes that this effort will require a comprehensive education process.

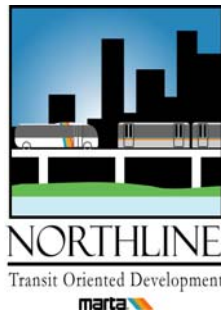
**Question:** Will the project examine potential solutions to the traffic bottleneck caused by the Chattahoochee River?

**Answer:** Yes, the project will examine potential solutions to alleviate this congestion issue.

Ms. Janide Sidifall, URS, encouraged meeting participants to think about the most likely clusters for transit oriented development, given that the North Point area is an obvious option.

Ms. Kennedy invited attendees to voice additional comments by speaking directly with project staff or submission of a comment form, and to take additional information home to neighbors, coworkers, and other community members.

The meeting was adjourned at 8:05 p.m.



**MARTA North Line Public Information Meeting**  
**Roswell City Hall**  
**May 4, 2006**  
**7:00- 9:00pm**

The meeting was attended by 15 participants. Attendees were greeted by project staff, asked to sign-in, and presented with meeting handouts. Attendees were invited to review project information boards and speak with staff. A presentation and question and answer session followed.

Ms. Inga Kennedy, PEQ, called the meeting to order and welcomed the attendees. Ms. Kennedy reviewed the handouts and explained that the purpose of the evening's meeting was to discuss the background of the study and other details including the project's location, purpose and process. She gave a brief overview of additional opportunities for public involvement, including future meetings and the comment form provided to capture input and ideas. She then introduced MARTA staff and the project consultant team.

Ms. Kennedy turned the meeting over to Mr. Johnny Dunning, Jr., MARTA project manager. Through a Power Point presentation (see attached) Mr. Dunning reviewed the evolution of the project from its beginnings as a feasibility study in 1998 to its current status as a project modeled after the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI) program. He defined the geographic scope of the study area with an explanation of how the seven cluster areas were identified. Mr. Dunning discussed the study purpose as well as the study considerations, including anticipated trends in employment, population and land use. A review of the study objectives was followed by a phase-by-phase discussion of the study and stakeholder involvement process, expected outcomes, study partners, and next steps. Following the presentation, Mr. Dunning invited attendees to ask questions and make comments.

**Summary of Oral Questions and Comments**

**Question:** Assuming that North Point will be the central station along the line, how many people going to the North Point station travel there from the north or south as opposed to from the east or west?

**Answer:** This system will consider a feeder system to provide east/west connectivity. This is an issue at other transit oriented stations within the system, and it is understood that improved east/west connectivity is important. The Northern Sub Area Study, recently completed by the Georgia Regional Transportation Authority, describes some potential east/west improvements.

**Question:** How will MARTA make rail a mode of transportation people will want to use? How will MARTA attract riders?

**Answer:** This will require a behavior shift and a change in attitude towards transit, and it is understood that this change will not happen overnight. However, the traffic congestion issues along GA 400 will only get worse in the future and increased congestion will be in both the north

and south directions. It is highly likely that the increased congestion will encourage people to use transit more often. The new development must also be pedestrian-oriented so that it is inviting.

**Question:** Does MARTA own any property in the study area?

**Answer:** No. The only piece of property owned by MARTA is parking facility at Windward Parkway. The City of Alpharetta has reserved land for MARTA to use in the future, however the Authority has not exercised this right.

**Question:** Why was the North Springs station designed so that entrance from the north is easily accessible, but difficult if approaching the station from the south?

**Answer:** North Springs was designed as a terminal station for an indefinite time period, thus making access from the north a priority. Rail access from the south is available at the nearby Sandy Springs and Dunwoody stations.

**Question:** Is it possible to encourage more business/office development near downtown Atlanta stations and encourage lower business/office density in North Fulton while still maintaining the need for transit?

**Answer:** It will be more advantageous to work together with jurisdictions, MARTA, and residents so that sufficient ridership will be available in North Fulton to support an extension of transit service. These transit nodes must improve the quality of life and this process will need to show potential funders that this project is well thought out and complete. It will have to make the case for a transit need in North Fulton.

**Question:** What is the maximum distance to the nearest MARTA station people are expected to walk?

**Answer:** Up to ½ mile to a rail station, and up to ¼ mile to a bus station are typical distances.

**Question:** Regarding the financial viability of this project, light rail seems to be a more inexpensive option to heavy rail. How much is this potential cost savings considered?

**Answer:** MARTA realizes that there are more technologically advanced modes of mass transit. These options will be considered during the technical analysis phase of the project. The analysis will also consider the architecture of the stations, including station design and size.

**Question:** What is the cost per mile for heavy rail versus light rail?

**Answer:** Prices vary, but as an estimate, heavy rail is over \$150 million/mile; light rail is between \$40 – 100 million/mile; bus rapid transit (BRT) is between \$10 – 40 million/mile.

**Question:** How do BRT vehicles coordinate exiting the highway system with the HOV lanes and other traffic?

**Answer:** Exclusive lanes are developed for BRT vehicles. Incorporating the appropriate infrastructure would require coordination with GDOT.

**Question:** What is light rail?

**Answer:** A good example of light rail is a street car, where the transportation vehicles share the street with other vehicular traffic and pedestrians.

**Question:** Could the City of Roswell support street cars?

**Answer:** Yes, if the city can afford the costs (approximately \$10 – 40 million/mile) and could operate the system.

**Question:** BRT would expand existing service along GA 400 by how many people per route?

**Answer:** The answer to this could be varied and is not known.

**Question:** Are the current buses operating along the GA 400 corridor at capacity?

**Answer:** Yes, during rush hour travel.

**Question:** Is the outcome of the plan aggressive enough? This plan should be well integrated with municipalities; the business community can not wait until the study is done.

**Answer:** Another purpose of this study is to make the case for transit expansion along GA 400 in hopes that the 2008 RTP will incorporate the North Line project.

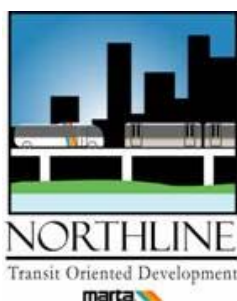
**Question:** Is the game plan to narrow the seven clusters down to one cluster as the best location for the first station?

**Answer:** Yes. The process will look at all seven nodes and determine the best candidate for the first station. Nodes will be narrowed from seven to three alternatives, and then finally to the one best alternative. Stations that can not be justified will not make it through the prioritization process.

General comments made by meeting participants were varied with some consistency among comments as summarized below:

- The importance of coordination of this effort with other planning efforts occurring in the study area (e.g., current greenway plan, planned developments near Holcomb Bridge Road, etc.)
- NIMBY-ism will be a challenge throughout this project
- MARTA will need to improve marketing the service to residents of North Fulton

The meeting was adjourned at 8:50 p.m.



**MARTA North Line Study Public Information Meeting  
December 12, 2006  
GSU Alpharetta Campus**

Janide Sidifall, Consultant Team Project Manager, gave the introduction. She stated that since the meeting was such a small group, the first part would be an open-house style meeting (boards displayed in the rear of the meeting room for viewing), followed by a question and answer session.

Attendees were asked to browse the maps and illustration boards and ask questions of project staff. The maps detailed the recommended development concept for TOD at the Center Bridge Road and GA 400 location, outlining a mix of uses, development intensities, and means of access for pedestrians and cyclists.

One of the maps provided an example of a pedestrian bridge that could link the east and west sides of GA 400 at the Center Bridge Road potential station location. Several attendees commented that the illustration should feature the recently opened bridge on 5<sup>th</sup> Street in Midtown Atlanta. They felt that using a recent local project would better illustrate issues in the Atlanta region.

**Summary of Questions and Answers**

**Question:** Will you be looking at specific redevelopment of particular parcels?

**Answer:** Yes, trying to draw development to particular parcels around a central location – particularly focused on the potential site of the future transit station.

**Question:** Will all of this area be pedestrian friendly? I walk all the time – 2-5 miles each day – and this area is already much better than Sandy Springs.

**Answer:** Yes, side walks and pedestrian bridges will be a focus throughout the project. Specific locations and designs will come later.

At this point, the meeting moved to a presentation.

Welcome from de'Shawn Sells, Project Consultant Team. He stated that the purpose of the meeting was to conclude the North Line Study. Over the past eight months seven clusters have been identified and studied for future transit oriented development sites.

Don Williams of the MARTA staff then gave a brief overview of the project, the importance of the planning process, and the future of the study as it concludes and becomes part of the regional planning process.

Ms. Sidifall then introduced the study presentation and gave a brief overview of the clusters. Each of the seven areas adjacent to state route GA 400 was studied for market, zoning, and political challenges and opportunities. The cluster area selected as the most suitable area for future TOD development planning was Center Bridge Road at GA 400.

The slide show presentation – available on the MARTA planning website [www.itsmarta.com](http://www.itsmarta.com)– first explained transit-oriented development (TOD) characteristics and the benefits of TOD areas.

The study concluded that the North Point Mall area was the most suitable cluster for future TOD planning. The area has a high concentration of current attractions and destinations, high day time population, and support from local jurisdictions.

The slide show then detailed the recommended cluster area with a focus on connectivity within the development and general recommendations for TOD planning. This was followed by a detailed market analysis of the area by Ken Bleakly, Project Consultant Team, stressing the build-out phases, infill guidelines, and average prices in the area.

## **Summary of Questions and Answers**

**Question:** What is the larger market area?

**Answer:** The immediate area is a one-half mile buffer around the SR400 interchange. The larger area is all of northern Fulton County above the Chattahoochee River.

Mr. Bleakly then continued his market analysis presentation. He stressed that the location of the station needs to be in place to let high demand for development continue in an open market.

**Question:** Will there be public involvement in the technical placement of the station?

**Answer:** Of course.

**Question:** Is that involvement scheduled?

**Answer:** No, that will be part of future alternatives analysis as the technical work moves forward.

**Question:** Has North Point Mall been consulted?

**Answer:** Yes, the general manager of the mall has attended several of the public meetings.

**Question:** How will funding be secured for such a large public investment?

**Answer:** That is a subject that needs to be discussed further by local jurisdictions.

**Answer:** There is also an opportunity to use GDOT funds as the interchange is redeveloped.

**Question:** Is there room for the train right-of-way on SR400?

**Answer:** It is being encroached upon as we speak. Either the east or west side or the median are all options and MARTA is working with GDOT in order not to preclude any future transit options within the right-of-way.

**Answer:** There is a specific route following the 400 corridor and several options within that right-of-way for track placement.

**Question:** How have you been publicizing these meetings?

**Answer:** Notices were mailed to over 500 individuals and groups on the study's mailing list, in addition to press releases and newspaper ads.

**Question:** How did you hear about the meeting?

**Answer:** I have an internet search set up to notify me of news in my zip code. The link took me to a flier on the MARTA website.

**Question:** How much publicity will you generate at the end of the study?

**Answer:** MARTA has always been interested in a potential North Line expansion. We're hoping that the local jurisdictions pick up the momentum and try to carry forward the planning and funding

challenges facing transit. Any future project development would require a strong technical foundation and a champion to continue making the case for transit. The City of Atlanta is a good example of a local jurisdiction promoting its own project and showing a willingness to fund their own initiatives [referring to the Beltline project]. Any extension of the North Line will need that same type of support from the local jurisdictions.

The meeting was adjourned.



## **MARTA North Line TOD Study Community Workshop October 17, 2006**

On October 17, 2006 MARTA hosted a community workshop for the North Line TOD Study. The workshop was conducted to update the community on the study process and findings and engage them in developing ideas and strategies for future transit oriented development at the four clusters under consideration (Holcomb Bridge, North Point, Old Milton and Windward) to support potential future extension of the MARTA rail line north. The workshop also provided an opportunity to inform participants about the Atlanta Regional Commission (ARC)'s Livable Centers Initiative (LCI) and the importance of TOD as it relates a MARTA extension in North Fulton County. Prior to the workshop, flyers were distributed (over 500) in English and Spanish to inform the community about the workshop.

A total of **34 stakeholders** (including the mayor of Roswell and two members of the Corridor Advisory Committee) attended the workshop. The attendees were assigned to one of six groups. Each group was provided with land use and zoning maps of the clusters (two tables dedicated to Holcomb Bridge and North Point and one table dedicated to Old Milton and Windward), scissors, tape, pictures, various colored markers, colored dots and note cards. The attendees participated in series of exercises, in which they helped to define areas for potential change, desired land uses and development, a preferred location for a potential MARTA station and connections to improve access to MARTA and activity centers. The attendees were assisted by various members of the consultant team and representatives from MARTA to guide them through the exercises. At the conclusion of the workshop, participants were asked to provide input on their preferred location for a "prototype" TOD cluster that could serve as a model for future TOD at all the clusters under consideration along the GA 400 Corridor. Most participants favored the North Point and Holcomb Bridge clusters. The following provides a summary account of the feedback received from each of the six groups.

### **Holcomb Bridge Cluster**

#### *Group 1*

- Areas identified for redevelopment
  - Village Shopping Center
  - Shopping Plaza at Kings Market
  - High density residential and multi-family development area next to the Village Shopping Center
- Undeveloped areas should be high density and multi-family development, office and high density commercial, including proposed CRB development
- High rise residential and office/commercial development close to the freeway
- MARTA station should be located over GA 400 and ramps should be reconfigured to relieve congestion (left hand turns slow down traffic)

- Streetscape Holcomb Bridge Road
- Add trails/paths along Old Alabama Road
- Develop a park/greenspace near Kimberly Clark Campus near the lake with a trail/path
- connecting Old Alabama Road to commercial development along the GA 400
- Preserve:
  - Marriott Courtyard
  - Kimberly Clark Campus (because of the employees)
  - Low/medium density residential area in the southeast quadrant behind proposed CRB development

*Group 2*

- Areas identified for redevelopment
  - Riverwood
  - Baymount
  - Village Shopping Center
  - Shopping Plaza at Kings Market
  - High density residential and multi-family development area next to the Village Shopping Center
- Fill in undeveloped areas in southwest quadrant with low to medium density residential with mixed use in undeveloped areas close to GA 400
- Locate MARTA station in northwest quadrant of GA 400 interchange and ramps should be reconfigured to relieve congestion and allow access to the MARTA station
- Streetscape Holcomb Bridge Road
- Medium density residential (low-rise) along Old Alabama Rd. and Belcourt Pkwy
- Develop a trail from the Chattahoochee River through the proposed CRB development, along Market Blvd, through the Kimberly Clark Campus to the suggested greenspace area adjacent to Kimberly Clark Campus
- Preserve:
  - Double Tree Hotel
  - Kimberly Clark Campus (because of the employees)
  - Location for proposed CRB development
  - Preserve greenspace along GA 400 adjacent to Kimberly Clark Campus

**North Point Cluster**

*Group 1*

- Undeveloped areas should be medium density residential, commercial, and parks/greenspace
- Opportunities for streetscaping along Old Alabama Connector
- Continue North Point Parkway to Holcomb Bridge Road with streetscaping
- Add bridges at strategic locations across GA 400 to allow access from commercial areas to residential/commercial areas and the proposed Cousins Westside development on the other side of GA 400
- Locate the MARTA station under North Point Mall
- Maintain and expand the Alpharetta Greenway

## *Group 2*

- Heavy emphasis on preserving greenspace
- Undeveloped areas should be greenspace with some mixed use north of the mall
- Opportunities for streetscaping and bike/ped trail along Old Alabama Connector
- Opportunity for bike/ped trail along Old Alabama Road
- Add a bridge over GA 400 just before the Mansell Road exit to connect greenspace

### **Old Milton Cluster Area**

- Undeveloped areas along GA 400 should be developed as mixed use with pockets of greenspace
- Areas around the MARTA station should be mixed use with connections from Old Milton to a new roadway between Kimball Bridge Road and North Point Pkwy.
- Locate MARTA station south of Old Milton Parkway (on either side) with ramp access and parking

### **Windward Parkway Cluster Area**

- Undeveloped areas should be high density and multi-family development, office and high density commercial connected by trails/greenspace
- High rise residential and office/commercial development close to the freeway
- MARTA station should be located at Windward Parkway and GA 400 in the southwest quadrant
- Streetscaping opportunities along Webb Bridge Road and Windward Parkway
- New roadways will be required to access mixed use development:
- From Old Morris Road to Windward Parkway
- From Westside Parkway to North Point Parkway