



6.0 Related Plans and Efforts

Several previous planning studies are relevant to this GA 400 Corridor AA and the development of the GA 400 corridor because of either geographic proximity or their position in the regional planning process. A summary of local transportation plans are included in Section 4.4, as well as the North Fulton Comprehensive Transportation Plan.

6.1 Draft ATL Northside Strategy: A Northern Metro Atlanta Suburbs Comprehensive Transit Feasibility Study

Perimeter Center CID, North Fulton CID, Cumberland CID, and Town Center CID, Ongoing

The purpose of the ongoing ATL Northside Strategy is to identify actions that will lead to the implementation of candidate transit projects linking the CIDs of North Fulton, Perimeter, Cumberland and Town Center to each other and to the existing MARTA rail system. It also will consider connectivity to other regional transit improvements included in Concept 3. The study area for the ATL Northside Strategy includes the US 41/I-75 corridor in Cobb County, the GA-400 corridor into northern Fulton County with connections to Gwinnett County, and the segment of the I-285 corridor that connects them.

While previous studies have focused on technical and engineering requirements for transit improvements, this study analyzes market potential, operating plans, infrastructure

improvements, and cost effectiveness. The findings will be used to prepare an implementation roadmap.

The study is being conducted in the following five stages:

- Review Previous Studies and Existing Conditions
- System Analysis
- Segment and Station Analysis
- Financial/Institutional Planning
- Project Implementation Planning

A draft of the Review of Previous Studies and Existing Conditions has been completed and is a resource available to supplement this AA.

6.2 Strategic Regional Thoroughfare Plan

ARC, Adopted July 2011

The Strategic Regional Thoroughfare Plan (SRTP) was a planning process intended to address the following problem statement quoted here from the ARC project website:

“Plan Mission Statement: To develop an innovative and sustainable thoroughfare network and management plan that will enhance the region’s accountability in providing acceptable levels of service for all thoroughfare users, prioritize future

investment and strengthen the link between transportation planning and traffic management and operations. The Regional Thoroughfare Network (RTN) was integrated into the Regional Strategic Transportation System (RSTS), which the ARC Board adopted in July 2011.”

The SRTP evaluated roadway segments within the region to determine whether they would be included on the RTN. The “RTN Criteria” used to in the decision making process included, “Mobility of People and Freight”, “Land Use Connectivity”, “Network Connectivity”, and “Multimodal Functionality”.

Building on these classification criteria, the SRTP assigned to each RTN segment an ordinal level (I, II or III) indicating its overall degree of contribution in these different dimensions of thoroughfare service, in order from high (I) to low (III). The ratings resulting from each criterion served to determine a “composite” rating for each roadway. The SRTP identifies segments of the following roadways within the study area to be included on the Regional Thoroughfare Network:

Regional Thoroughfare – Level 1

- Roswell Road
- Hammond Drive
- Glenridge Drive
- Johnson Ferry Road
- Holcomb Bridge Road
- Old Milton Parkway

Regional Thoroughfare – Level 2

- Johnson Ferry Road
- Marietta Highway
- Holcomb Bridge Road
- Alpharetta Highway
- Windward Parkway

Regional Thoroughfare – Level 3

- Old Alabama Road

6.3 Plan 2040 Regional Transportation Plan (RTP)

ARC, Adopted July 2011

In recent years, a regional policy debate has centered around the adverse impact of congestion and limited water resources on regional growth. However, trends have indicated that the region’s growth has remained resilient despite these concerns. Against this background, PLAN 2040 includes a detailed examination of alternative regional growth and development

options. This discussion provides an enhanced understanding of the impacts of alternative growth patterns.

The option determined to be the most desirable was the Local Policy scenario that provides a balance between land use decisions and transportation investments. It maximizes household and employment growth in LCI areas, while employing the minimum densities recommended in the Unified Growth Policy Map (UGPM) for the rest of the region. The result is a reallocation of 50 percent of the growth previously expected in rural areas to areas near employment centers, LCI areas, and other activity centers in the region. In short, the Local Policy scenario concentrates growth in areas that already have infrastructure. Coupled with aggressive investment in transportation infrastructure, this improves upon many measures of congestion.

Inherent in this policy is the designation of the constituent parts of the region through the definition of the varying levels of density and existing transportation infrastructure. Important to the GA 400 corridor is its designation as a Regional Employment Corridor. These corridors represent the densest development outside of the Region Core. The Regional Employment Corridors connect the various Regional Centers and the Region Core via existing or planned high capacity transportation facilities. These are the areas in which there is a need to increase in housing and employment density, and focus primarily on improving connectivity between Centers and the Region Core.

Regional Employment Corridors often face greater peak hour congestion. Therefore, transit station areas and transit ROW should be preserved in these corridors.

6.4 Georgia Statewide Strategic Transportation Plan (SSTP)

GDOT, Adopted June 2010

The SSTP put in place a new investment strategy supported by new resources to transform Georgia’s transportation network, improve performance, and improve GDP and job growth over the next 30 years. The priorities and recommendations from the SSTP provided additional guidance in the development of the PLAN 2040 RTP. As the ARC worked closely with State policymakers in developing statewide planning visions, including an emphasis on developing a managed lane network to improve access to employment centers the documents are consistent.

The SSTP focuses the new resources across three broad categories:

- Statewide freight and logistics,
- Individual mobility in the Atlanta region, and
- Individual mobility in the rest of the state.

6.5 Concept 3 Transit Vision

Atlanta Region Transit Planning Board, Adopted August 2008

Concept 3 is the Atlanta region's long-range vision for transit, which includes a high capacity regional rail system, potentially LRT, along the GA 400 corridor from Perimeter Center to Windward Parkway via North Point. It also includes two Arterial Rapid Bus routes, one running north-south along SR 9 from SR 120 south to Lindberg MARTA station, and the other running east-west along SR 120 from SR 9 to Lawrenceville in Gwinnett County. Concept 3 includes two Expressway Bus routes in the study area, one along GA 400 from Cumming in Forsyth County to the terminus of the high capacity regional rail project along GA 400, the other along SR 140 from Canton in Cherokee County, along Holcomb Bridge Road in the study area to Norcross in Gwinnett County.

The plan was developed through a collaborative, multi-year effort led by the Transit Planning Board, a predecessor to today's Regional Transit Committee (RTC). The vision now serves as the transit element of the Aspirations Plan of the RTP. The Aspirations Plan represents all transportation needs identified in the region.

6.6 MARTA North Line Transit Oriented Development (TOD) Study

MARTA, Adopted June 2006

In February 2003, MARTA initiated the North Line Alternatives Analysis to evaluate potential expansion alternatives and select a LPA for a North Line extension. During the course of this analysis, ridership projections suggested that the study area was not sufficiently transit supportive because of relatively high incomes and low household and employment densities.

As a result, the planning activities were redirected to undertake the North Line Transit Oriented Development Study. This was a land use and market analysis to assess the potential for TOD and to encourage new development patterns along the GA 400 corridor in support of future MARTA expansion in northern Fulton County.

The study examined transit supportive development patterns in seven potential TOD cluster areas along the corridor. There was a focus on density, diversity, and design of future land uses. The study provided an opportunity to examine transit expansion feasibility in the corridor through the implementation of new development patterns. The study was coordinated with and modeled after the ARC LCI program, under MARTA sponsorship, to enhance the potential for acceptance as a future LCI community.

The study was guided by a comprehensive development strategy that supported the following ARC regional program goals for the development of an emerging regional center:

- Encourage diversity of residential neighborhoods, employment, shopping, and recreation choices at the activity/town center level;
- Provide a strong focus to create mixed-income

neighborhoods and support the concept of aging in place;

- Encourage development that offers access to a range of travel modes and land uses;
- Provide connectivity to major activity and employment centers and to institutional facilities; and
- Implement an outreach process that promotes involvement of all stakeholders.

The southernmost cluster was centered at Northridge Road and the northernmost cluster was just south of McGinnis Ferry Road. The TOD cluster areas, from south to north, were as follows.

- Northridge at the interchange of GA 400 and Northridge Road;
- Holcomb Bridge at the interchange of GA 400 and Holcomb Bridge Road;
- North Point, the largest of the clusters, extends from the interchange of GA 400 and Mansell Road to Haynes Bridge Road;
- Old Milton at the interchange of GA 400 and Old Milton Parkway;
- Windward South to the south and east of the interchange of GA 400 and Windward Parkway;
- Windward North the west and north of the interchange of GA 400 and Windward Parkway; and
- McGinnis Ferry at the Fulton County/Forsyth County line, where McGinnis Ferry Road crosses GA 400.

Based on the preliminary analysis of existing demographic, land use and transportation conditions, Northridge, Holcomb Bridge, North Point, and Old Milton demonstrated the highest potential for TOD.

- The Northridge cluster area ranked highest in terms of the travel pattern evaluation factor and was associated with the highest number of daily transit trips.
- The Holcomb Bridge cluster area exhibited the greatest trip activity in 2005 and resulted in the second highest number of daily commute trip productions.
- The Old Milton cluster area had a moderate amount of daily commute and other trips within the corridor, but the street network connectivity measure for Old Milton was low.
- The Northridge, Holcomb Bridge, and North Point cluster areas were associated with the highest street network connectivity values.

These findings were reviewed with stakeholders and the public to narrow down the number of cluster areas for more detailed analysis and development of a preliminary concept. Stakeholders felt strongly that the cluster areas with higher percentages of undeveloped land and strong redevelopment potential should be given higher standing. They also recommended that the Windward South and Windward North

clusters be combined. The Northridge cluster did not advance because of the limited amount of developable land, and the McGinnis Ferry cluster exhibited poor performance in a majority of evaluation factors. As a result, the original seven clusters were narrowed to four: Holcomb Bridge, North Point, Old Milton and Windward, which combined the North and South Windward clusters.

The next step included:

- An Emerging Regional Center Analysis, a market overview for each of the remaining clusters based on demographic characteristics, market, development, and real estate trends; and
- A Transit Suitability Analysis of specific sites to evaluate their potential as a future TOD site based on development densities, accessibility, connectivity, walkability, land availability, and appropriateness as a potential MARTA station.

The market analysis ranked the alternative clusters to determine the most suitable site for a future MARTA station and TOD based on:

- The anticipated demand for transit services from the existing residents and employees,
- The future growth of residents and employees in the cluster areas,
- The future growth of demand from commercial real estate growth in the current development pipeline and
- The presence of developable land

The North Point cluster was found to have the greatest potential for TOD, followed by the Windward and Old Milton cluster areas. Holcomb Bridge was the least desirable, based on its relatively small existing population and employment base, low growth potential and lack of new planned development and available sites.

The transit suitability analysis first identified possible locations for the future MARTA stations. Two basic criteria for locating transit stations are spacing and accessibility. Typically, MARTA stations are spaced between one and three miles apart and are located close to major roadways for area and regional access. Easy access and visibility from major roadways is also a major component of successful TOD projects. Based on these criteria, the most logical choices for potential station sites, starting from the south, include:

- GA 400 at Holcomb Bridge Road,
- GA 400 at Mansell Road in North Point cluster,
- Center Bridge Road in North Point cluster,
- GA 400 at Haynes Bridge Road in North Point cluster,
- GA 400 at Old Milton Parkway, and
- GA 400 at Windward Parkway.

The next step in the transit suitability analysis was to identify surrounding areas at these locations that were suitable for

development or redevelopment. Based on this investigation, the clusters found to have the highest potential for TOD were Old Milton Parkway, Center Bridge Road (Encore Parkway) and Mansell Road.

The combined market analysis and transit suitability analysis suggested that either the Center Bridge Road or Mansell Road, both in the North Point cluster, would be most suitable for TOD. The analysis combined with stakeholder and public input identified the Center Bridge Road location as the best location for development of a prototypical MARTA TOD station.

Although a MARTA station could be located in any one of the four quadrants of the intersection of GA 400, for the purpose of this analysis the proposed North Point MARTA station was located on the southwest corner of the intersection. While detailed future engineering and transportation analysis may dictate other locations within the market area for the station, this location currently is considered the best potential station location to encourage transit-oriented development.

6.7 Revive 285, Top End, Environmental Impact Statement

GDOT/GRTA, Ongoing

The Revive 285 Top End project is currently examining high-capacity transit along the northern segment of I-285 in the corridor between I-75 (Windy Hill Road) and I-85. This project would intersect the MARTA North Line at Perimeter Center. This primarily east-west project will affect the North Line by increasing the number of destinations that can be accessed by high quality transit services.

The initial alternatives have been screened and currently there are four remaining, the No-Build and three Build Alternatives. The Build Alternatives are briefly described below:

Alternative 4: "Express Bus + Operational Improvements"

Express Bus Service: Buses operate in the general purpose lanes with stops only in the Cumberland and Perimeter areas.

Operational Improvements:

- Braided ramps: vertically separating off and on ramps (one ramp passes over the other).
- Auxiliary lanes: a lane that runs between interchanges and gives drivers more time to merge. The lane is created when an entrance ramp at one interchange meets the highway and drops out at the next interchange as an exit ramp with an "Exit Only" sign.
- Collector-distributor lanes: one-way lanes that run adjacent to the interstate and provide access to additional exits/off ramps that do not touch the interstate.
- Reconstructing interchanges
- Building new ramps

- Reconfiguring some local roadways

Alternative 6A: “Managed Lanes (new) + Express Bus + Fixed Guideway Transit ROW + operational Improvements”

Managed Lanes: Adds two lanes in both directions, located on either side of existing general purpose lanes, and are physically separated by a concrete median barrier. Congestion in the lanes is managed by a tolling system where the pricing could vary based on demand. Access points include I-285, I-75, Akers Mill Road, SR 400 (to/from the north), Perimeter Center Parkway, Chamblee Dunwoody Road, Peachtree Industrial Boulevard (to/from the north), and I-85 (to/from the north).

Express Bus Service: Buses operate in the managed lanes and the general purpose lanes depending on the designated route.

Fixed Guideway Transit ROW: Acquisition of additional ROWs for potential future Bus Rapid Transit or Light Rail Transit.

Operational Improvements:

- Braided ramps: vertically separating off and on ramps (one ramp passes over the other).
- Auxiliary lanes: an extra lane that runs between interchanges and gives drivers more time to merge. The lane is created when an entrance ramp at one interchange meets the highway and drops out at the next interchange as an exit ramp (with an “Exit Only” sign).
- Collector-distributor lanes: one-way lanes that run adjacent to the interstate and provide access to additional exits/off ramps that do not touch the interstate.
- Reconstructing interchanges
- Building new ramps
- Reconfiguring some local roadways

Alternative 6B: “Managed Lanes + Express Bus + Fixed Guideway Transit ROW + Operation Improvements”

Managed Lanes: Similar to Alternative 6A, but adds the managed lanes in the center of the existing general purpose lanes, separated by a painted buffer. Additionally, the general purpose lanes would be reduced to four lanes in both directions. Congestion in the lanes is managed through Electronic Toll Collection technology. Tollbooths are not required. This technology works like the Cruise Card electronic transponders used on Georgia 400 today. Instead of paying a toll at a booth, the accounts of registered users will be read and/or debited every time they use a HOT lane. Pricing for the lanes will vary based on demand and drivers will see the price before entering the system. Access points include I-285, I-75, Akers Mill Road, SR 400 (to/from the north), Perimeter Center Parkway, Chamblee Dunwoody Road, Peachtree Industrial Boulevard (to/from the north), and I-85 (to/from the north).

Express Bus Service: Buses operate in the general purpose lanes with stops only in the Cumberland and Perimeter areas.

Fixed Guideway Transit ROW: Acquisition of additional ROWs for potential future Bus Rapid Transit or Light Rail Transit.

Operational Improvements: These modifications improve travel flow and safety, and include:

- Braided ramps: vertically separating off and on ramps (one ramp passes over the other).
- Auxiliary lanes: an extra lane that runs between interchanges and gives drivers more time to merge. The lane is created when an entrance ramp at one interchange meets the highway and drops out at the next interchange as an exit ramp (with an “Exit Only” sign).
- Collector-distributor lanes: one-way lanes that run adjacent to the interstate and provide access to additional exits/off ramps that do not touch the interstate.
- Reconstructing interchanges
- Building new ramps
- Reconfiguring some local roadways

6.8 Regional Transit Action Plan

GRTA, Adopted 2003

The Regional Transit Action Plan (RTAP) was completed in the fall of 2003. Transit improvements identified by the RTAP were prioritized and included in the RTP and TIP updates. As part of the RTAP, the Regional Express Bus Service Plan includes four regional express bus routes scheduled to begin service between 2004 and 2010 along GA 400 North through the study area. Additionally, four other express routes originate outside of the corridor and terminate at Perimeter Center. These express bus routes will affect both local bus service and heavy rail service in the study area by increasing demand, since more riders will be able to reach the study area by transit.

6.9 Northern Sub-Area Study/GA 400 Corridor Analysis

GRTA and GDOT, 2003

The 1998 Atlanta Transportation Agreement between USDOT, USEPA, GDOT, and ARC provided the Atlanta region with a foundation for transportation and land use planning. A focus of that agreement was the GA 400 corridor. The following year a Settlement Agreement between citizen groups and the transportation agencies included a comprehensive sub-area study of transportation, land use, and air quality issues in the northern portion of the region. These agreements resulted in

two studies integrated into a single effort, the Northern Sub-Area Study/GA 400 Corridor Analysis. The Northern Sub-Area (NSA) is the portion of the Atlanta non-attainment area north of I-285 and extending 3 miles beyond I-75, GA 20, and I85 on the west, north and east, including portions of six counties.

The NSA has been referred to as the engine of the regional economy. The NSA represents over one-third of the metropolitan area's population, households and jobs and has an economic impact far out of proportion to its size. Its growth rate has substantially outpaced the rest of the region over the past two decades, attracting nearly half of the 13-county region's population and employment growth since 1990. However, despite its impressive growth, the NSA has experienced many common problems, especially with land use patterns that have influenced travel patterns. Formerly, the dominant direction of travel was in the north-south direction, to and from Atlanta. The greatest growth is projected to be in east-west travel. The following problems were identified:

- A generally dispersed pattern of development
- Independent uses on separate parcels or developments
- Lack of interconnected, mixed-use zones
- Lack of connection between uses
- No common or consistent vision across multiple jurisdictions
- Heavily auto-dependent development pattern

Throughout the course of the study, NSA residents expressed concern that development, and the congestion it produces, is beginning to threaten their quality of life. The quality of life is one of the reasons people have moved into the NSA. The concern is that the quality of life will deteriorate in the future unless the development pattern changes and mobility choices are expanded. The business community is aware of the cost of congestion and the impact it has on mobility and employee recruiting. Residents are particularly attuned to the increased time needed to reach destinations and to provide mobility to young and elderly residents. Options for walking and recreation do not exist in many areas, and affordable housing is not readily available near jobs.

The study scope was divided into the following four phases, and produced two sets of results: Alternative land use and transportation scenarios and Short, Intermediate, and Long Range recommendations.

PHASE 1 – STUDY MOBILIZATION AND GA 400 CORRIDOR ANALYSIS – Phase I consisted of community outreach; consultation with experts in transportation planning, policy, and economic development; and the GA 400 analysis. The analysis identified near-term mobility strategies that could be folded

into the region's Years 2003-2005 TIP. These included highway intersection improvements, road widenings on the most congested sections of GA 400, expanded bus services and the use of improved shoulders on GA 400 for bus operation from Windward Parkway south to the North Springs MARTA station. Many of these improvements were adopted by GDOT and acted upon before the Study was completed.

PHASE 2 – NEEDS ANALYSIS / DEVELOPMENT OF NSAS SCENARIOS - Phase 2 identified and analyzed seven distinct land use scenarios to better understand the potential impacts and benefits associated with a range of land use policies and related transportation improvements.

The themes that defined the Phase 2 Scenarios

1. Current ARC Forecast – Development is spread throughout the subarea with the greatest concentrations in the southern portion.
2. Existing Communities – Development is largely concentrated in and around existing communities and activity centers in the sub-area.
3. Transit Oriented Development – Development is concentrated along a grid of radial and east-west transit lines.
4. Equity (East-West Corridor) – Development is concentrated along east west corridors and transit is enhanced.
5. Managed Growth – Development is distributed in “hamlets” of balanced residential and commercial development in the north.
6. Local Plans – Development follows the plans of the local jurisdictions and total development is greater than projected by ARC.
7. Less Growth – Development is roughly half of ARC projections and little highway capacity is added.

PHASE 3 – IDENTIFICATION AND EVALUATION OF FINAL THREE ALTERNATIVES - Based on the land use scenario analysis, Phase 3 identified and evaluated three conceptual alternatives defined by the project's Steering Committee. These alternatives were given to the ARC for its consideration in the transportation plan update process. These alternatives differed from the then current transportation plan (the 2025 Regional Transportation Plan (RTP) Limited Update) in the proposed changes to land use, road network, and transit services in the NSA. The alternatives are as follows:

- Alternative 1, Needs Based
- Alternative 2, Policy Based
- Alternative 3, the Local Plan-based

PHASE 4 – FINANCIAL ANALYSIS AND IMPLEMENTATION

OPTIONS - This phase examined implementation concepts for transportation and land use. The GA 400 Corridor Analysis proposed that buses be operated as:

- BRT service, using HOV lanes to provide service between special HOV interchange stations on GA 400, and
- Express bus routes on the arterial highways feeding into GA 400.

The last stop to the north for each route would be a park-and-ride lot near GA 400. All service would stop at the North Springs station, with several buses continuing to other employment locations

The analysis also found that HRT and BRT result in approximately the same number of transit riders in the corridor at a point just north of I-285. Farther north, BRT attracts significantly more trips. Therefore, the study recommends HOV/BRT service as the more cost-effective transit strategy in the corridor. This recommendation does not preclude implementation of HRT beyond the 25-year period of the study. It also concluded that one HOV lane in each direction provided the most efficient and cost effective approach to HOV construction.

Short-Term Improvements (+/- 5 years)

In addition to the projects listed below, recommendations are that employees, employers, and transportation management associations take advantage of the available travel demand management strategies and initiate new ones.

GA 400 Improvements:

- One general purpose lane in each direction in the GA 400 median: Haynes Bridge Road to McFarland Road.
- One general purpose lane northbound: Holcomb Bridge Road to Windward Parkway.
- Extend the southbound on-ramp: Holcomb Bridge Road to the Chattahoochee River.

Other Roadway Improvements:

- Widen SR 20: GA 400 to Samples Road.
- Widen SR 141: Fulton County line to SR 9.
- Widen State Bridge Road: Kimball Bridge Road to SR 141.
- Improve intersections in the corridor on major arterials that connect to GA

Transit Improvements:

- Improve shoulders: North Springs MARTA station to Windward Parkway for express bus operations.
- Add new express bus routes—SR 306, Cumming/Old Atlanta Road, McFarland Road, Doraville/East Roswell, and W. Roswell.
- Purchase 27 new buses.
- Build six park-and-ride lots with a total of 2,100 spaces.

- Build a new maintenance/fueling/storage bus facility.
- Improve pedestrian access to transit stops.

Recommended Land Use Policies:

- Provide incentives to developers to locate near transit centers
- Consider existing and planned transportation services when evaluating proposed developments.
- Coordinate with adjacent jurisdictions to provide integrated development decisions.
- Encourage affordable housing near employment centers.
- Encourage walkable and bicycle-friendly developments.

Intermediate-Term Improvements (10-15 years)

GA 400 Improvements:

- Build general purpose lanes in the median: McFarland Road to SR 20.
- Convert shoulders to general purpose lanes: North Springs station to Windward Parkway.
- Build a southbound general purpose lane: Holcomb Bridge Road to Windward Parkway.
- Build collector-distributor (CD) system: I-285 to north of Spalding Drive.
- Extend the Holcomb Bridge Road southbound ramp across the river to the CD system.
- Convert center general purpose lanes: Spalding Drive to Windward Parkway to HOV use.
- Build concurrent HOV lanes in the median: Windward Parkway to Old Atlanta Road.
- Build HOV ramp south: Spalding Drive to the North Springs station and CD system.
- Build an access road: North Springs station to Spalding Drive and a northbound HOV on-ramp at Spalding Drive.

Transit Improvements:

- Shift express buses to HOV lanes: Spalding Drive to Old Alabama Road.
- Increase service frequencies as justified by ridership.

Long-Term Improvements (15-25 years)

GA 400 Improvements:

- Complete auxiliary lane in northbound directions: CD lanes to Holcomb Bridge Road.
- Build general purpose lanes in the median in both directions: SR 20 to SR 306.
- Build general purpose lanes in the shoulder in both directions:

Windward Parkway to SR 141.

- Build HOV-only interchanges at Old Alabama Road extended, Center Bridge Road, Kimball Bridge Road, Webb Bridge Road, McGinnis Ferry Road, and Old Atlanta Road.

Transit Improvements:

- Purchase 53 buses.
- Build four park-and-ride lots with a total of 930 spaces.
- Add transit routes accessing HOV lanes on GA 400 HOV interchanges.
- Add BRT from Old Atlanta Road to the North Springs station stopping at HOV interchanges.
- Further increase service frequencies as justified.

6.10 MARTA Three Corridors Study

MARTA, Adopted 1998

MARTA initiated the Three Corridors Feasibility Study to compare and prioritize three areas for potential heavy rail extensions.

Proposed corridor extensions included:

- North Line from North Springs station along GA 400 to Windward Parkway,
- West Line from Hamilton E. Holmes station to Fulton Industrial Boulevard, and
- Hapeville Branch from East Point Station to the City of Hapeville.

Each extension was evaluated across a broad range of performance measures. Based on the analysis of performance measures, the study concluded that both the West and North Line Corridors are feasible alternatives for extending the MARTA rail system. The MARTA Board of Directors adopted the West Line as a first priority for heavy rail extension, with the North and East Lines adopted as “equally important” secondary priorities.