

# ***Union City Town Center Livable Centers Initiative***

**Supplemental Study Grant Application**



**Submitted to:  
Atlanta Regional Commission**

**By:**



## Application Checklist

The LCI application submittal should be comprised of the sections below, clearly marked and in the following order:

- Application form (1 page maximum).
- Study area maps and narrative, including a study area detail & study area location in the county. Ensure that all maps include a scale and north arrow.
- Resolution of commitment to provide at least 20% local cash match.
- Letter of coordination from local jurisdiction, if a non-governmental organization. **N/A**
- Issue statement that includes the required sections stated in the application details above for the type of study requested.
- Discussion of the regional significance of the proposed study and its relationship to the PLAN 2040 five objectives – *New LCI studies only*. **N/A**
- Scope of work including a list of tasks and description of the proposed process for study development. If funded, this will become part of the ARC/Sponsor contract.
- Budget for the study distributed by proposed primary work activities. Identify requested grant amount and local cash match.
- Schedule for study development; must be complete by April 30, 2013.
- List of specific stakeholders and anticipated techniques proposed to be included in the study development, including low income, minority and traditionally underserved community representatives – *New LCI studies only*. **N/A**
- Description of activities that show commitment and ability to implement.
- Appendices may include relevant supporting documentation as necessary; e.g. photographs, letters of support, related study summaries, supporting comprehensive plan policies.
- One complete application as a PDF (on disk, travel drive, or email).

**Submit applications (one complete PDF version on disk, travel drive, or email) to Rob LeBeau, Land Use Planning Division, ARC, 40 Courtland Street, N.E., Atlanta, GA 30303 by 5:00 p.m., Friday, December 16, 2011.**

**The LCI Review Committee will receive applications as a PDF on disk only. Please ensure the PDF version that you provide with your submittal is a full package, including application form, completed questions, resolution, letters of support, photos, and any other supporting material. Any materials not submitted as a PDF will not be distributed to the LCI Review Committee. If you have problems providing a PDF copy, please contact ARC Land Use staff.**

**LCI APPLICATION FORM**

Date: December 16, 2011

Type of Study Requested (select one):

New LCI Study Area  LCI Supplemental Study  PLAN 2040 LCI Innovation

Name of responsible organization: City of Union City, Georgia

Name of contact person: Shayla Harris

Title: Senior Planner Department: Community Development

Address/City/State/Zip: 5047 Union Street, Union City, Georgia 30291

Telephone: (770) 964-2288 E-mail: sharris@unioncityga.org

Non-profit designation: \_\_\_\_\_

Study area name and location: Union Station Mall and GDOT South Fulton

Park and Ride

Total study budget: \$100,000.00

Funds requested: \$80,000.00 Cash Match: \$20,000.00

Maximum funding requested: New LCI study areas = \$150,000; Supplemental studies and PLAN 2040 LCI Innovation = \$80,000. All studies must include at least 20% cash match of the total study budget.

**Is the study proposal consistent with the adopted local Comprehensive Plan? If not, explain:**

Yes, please see Appendices.

Signature: 

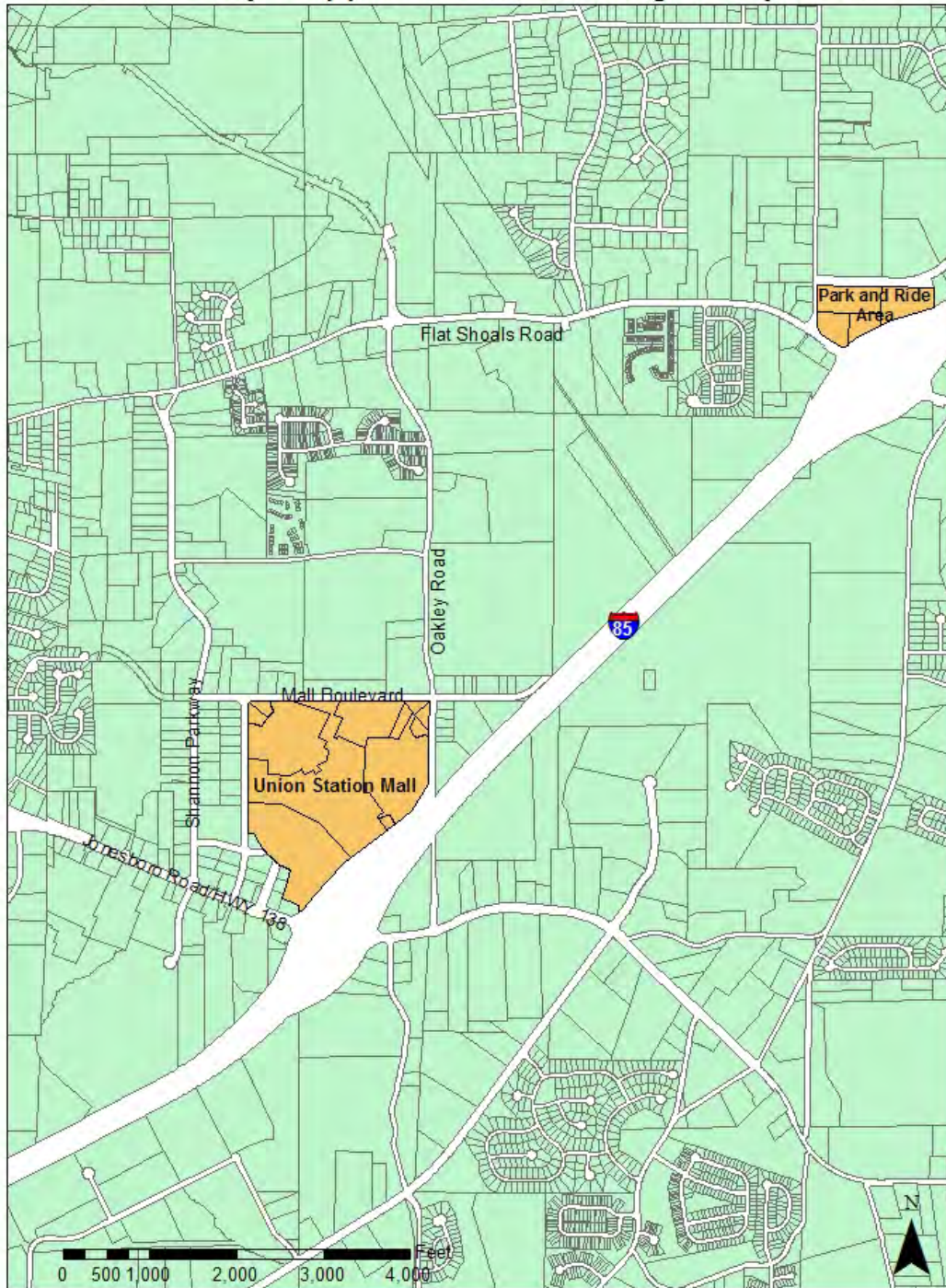
## **STUDY AREA**

### **Study Area Boundaries**

Union City Town Center LCI Study Area lies south of the Atlanta Metropolitan Area and only ten miles from the Hartsfield-Jackson Atlanta International Airport. The study area begins at Exit 64 (Jonesboro Road/Hwy 138) of Interstate 85 and expands into Exit 66 (Flat Shoals Road).

As shown on the accompanying map, the 2003 Union City Town Center LCI Study Area includes two non-contiguous areas. The core is the area surrounding the Union Station Mall area. The Study Area also includes the Georgia Department of Transportation (GDOT) owned South Fulton Park and Ride Lot located at Exit 66 of Interstate 85, along South Royal Parkway.

# Union City Supplemental Funding Study Area





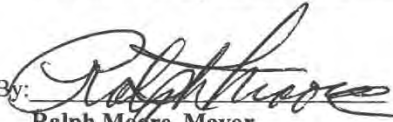
**STATE OF GEORGIA  
CITY OF UNION CITY**

**RESOLUTION**

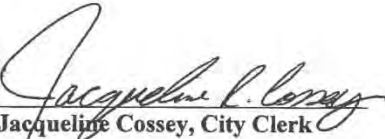
**NO. 2011-19**

WHEREAS, at the regular meeting of the City of Union City of Fulton County, Georgia, held on December 12, 2011, a motion was made and duly seconded that the City of Union City agrees to submit an Application for funding from the FY 2012 LCI Supplemental Study. The City of Union City further agrees that in the event the City of Union City application is recommended for funding by the Atlanta Regional Commission, the City of Union City certifies and assures that it has the ability and intention to finance their 20 percent of the total project cost and will move forward with due diligence to prepare, or have prepared the project identified in the application.

**SO RESOLVED** this 12 day of December, 2011

By:   
Ralph Moore, Mayor

Attest:

  
Jacqueline Cossey, City Clerk

## ISSUE STATEMENT

The purpose of this study is to establish the best alternative for the South Fulton Park and Ride and Union Station Mall LCI study areas. The requested Supplemental Study is needed to plan for the most appropriate diverse and mixed-use development that will contribute to an increased transit ridership for Union Station Mall area and its adjacent corridors.

**a. Describe how this study relates to and furthers implementation of the existing LCI study**

The 2003 Union City Town Center Livable Centers Initiative's purpose is intended to encourage greater livability, mobility, and development alternatives in an existing employment and town center. The Study Area includes two non-contiguous areas. The core area surrounds the Union Station Mall (formerly Shannon Mall) and the Georgia Department of Transportation (GDOT) owned South Fulton Park and Ride location at Royal South Parkway. The City's current LCI area is in close proximity to downtown Atlanta, Hartsfield-Jackson Atlanta International Airport and the growing southern regional area.

During the implementation of the plan, the City found relevant challenges that delayed the completion of the plan's goals and objectives. One challenge would be the lack of renowned business investments of the City's Town Center, which also serves as the City's core commercial area.

In November 2010, the City lost a major revenue source with the closing of the Union Station Mall. Union Station Mall lies immediately along State Highway 138 and Interstate 85. As the mall once served as one of the region's most successful retail engines in the early 1990s, it now sits vacant. Since its closing, the City's commercial base has suffered tremendously and has lost a large amount in local sales taxes. With 797,700 sq feet of vacant commercial and office space, the City would need to begin seeking major resources and strategies to bring the location back to a thriving commercial district.

The City is interested in strengthening the existing Town City by developing a supplemental study that would assist in relocating the current South Fulton Park and Ride location at Royal South Parkway to Union Station Mall. The solution shifts the MARTA passengers to the LCI's core area and the City's main commercial district. Furthermore, it will also allow easy access to the interstate and support actions of redevelopment for the mall. The region will benefit immensely by increased transit ridership at a mixed-use employment center and prove a significant level of redevelopment for the region.

**b. Describe the specific *products* resulting from the proposed supplemental study**

The development of a supplemental study will guide the City in creating a Transit Oriented Development (TOD) where commercial and public transit may be combined to encourage, both, transit ridership and retail accessibility. It will also assist in determining

the ideal tenants and future focus of the mall as it would serve transit riders of the southwest region of Metro-Atlanta. The study should also give alternatives to other transit options for the current town center and determine whether a traditional mall structure is feasible to today's needs of regional shoppers and transit patrons.

**c. Describe the desired *outcomes* once the supplemental study is complete and implemented**

Study participants will have a more robust connection between retail and immediate public transit. The outcome will create a more efficient use of land within the defined area and form opportunities for a more direct relationship of alternative modes of transportation as well as the use of existing infrastructure and the capacities thereof.

The overall desired outcomes are as followed:

- Increased transit ridership
- Environmental Protection by reducing traffic congestion along Interstate 85 and the Metro-Atlanta Interstate Systems.
- Enhanced ability to maintain economic competitiveness
- Attraction to the current market by drawing regional patrons through transit connectivity

**d. Discuss if the proposed work supports local programs/policies of the PLAN 2040 Local Government Plan Implementation requirements.**

The City understands that the PLAN 2040's main focus is to provide visionary leadership for sustainable growth by balancing environmental responsibility and economic growth. The proposed supplemental study will be a prime example of the 2040 plan's purpose by providing increased mobility options, easy access to jobs and services, and identifying innovative approaches to economic recovery and long-term prosperity.

The proposed supplemental study encompasses all five objectives of PLAN 2040. The supplemental study will serve people, build the community, enhance mobility, preserve the environment and grow the regional economy. The City believes that the study would be an ideal model for PLAN 2040 after implementation.

**e. As LCI funding uses transportation dollars, work under this program must have a transportation purpose. Describe how this study and outcomes relates to transportation issues**

The proposed Supplemental Study will allow the combined efforts of the ARC, GRTA, GDOT, MARTA and the City of Union City. The requested transportation funding will be used in determining a strategic method of relocating the South Fulton Park and Ride location and its pedestrians to the Union Station Mall Town Center. It will also assist in determining the most accessible retail market for the southwestern transit patrons of Metro Atlanta. This will ultimately provide greater access to public transit within the City's Town Center.



## SCOPE OF WORK

### **Task One – Public Involvement**

Public involvement and strategic planning will be specifically tailored to the Union City Town Center Supplemental Study area. It will include an innovative combination of methods to actively engage the public in the decision making process, including stakeholder involvement, public forums, and outreach mechanisms.

The public involvement process will incorporate a variety of methods, times, and techniques to reach the broadest range of stakeholders as possible

### **Task Two – Development of Supplemental Study**

The goal of this task would include a full assessment of GDOT's South Fulton Park and Ride system, current/future needs of the Union Station Mall (retail and transportation concerns), and the defining of a concept that will combine both areas.

### **Task Three – Project Deliverables**

The goal of this task is to compile results of the study and overall efforts including the study process, relevant findings, and recommendations into a final report.

## BUDGET

Task 1: Public Meetings	\$20,000
Task 2: Development of Supplemental Study	\$70,000
Task 3: Prepare Deliverables	\$10,000
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<b><i>Total Cost</i></b>	<b><i>\$100,000</i></b>
ARC Share (80%)	\$80,000
Local Share (20%)	\$20,000

## SCHEDULE

<b><u>Task</u></b>	<b><u>Description of Work</u></b>	<b><u>Month of Activity</u></b>
1	Public Involvement	1-6
2	Market and Economic Feasibility Analysis	1-3
2	Existing Conditions and Context Analysis	2-3
1	Transportation Coordination Process	2-3
2-3	Preparation & Development of Study	3-6
2-3	Final Report/Deliverables	4-6

## **ACTIVITIES OF COMMITMENT**

The City of Union City has demonstrated its commitment to this project by utilizing the Atlanta Regional Commission's recently approved Union City 2030 Comprehensive Plan as a main resource for regional transportation efforts. After the City's adoption of its Comprehensive Plan, major tasks were enforced to assist in its implementation and the continuous implementation of the Union City Town Center/LCI Study. There have been efforts made toward financing infrastructure improvements of the LCI core area and connectivity.

The City plans to continue to show commitment of implementation of the City's LCI program by furthering the goals and objectives development in the original document of 2003.

# APPENDICES

## Appendix A

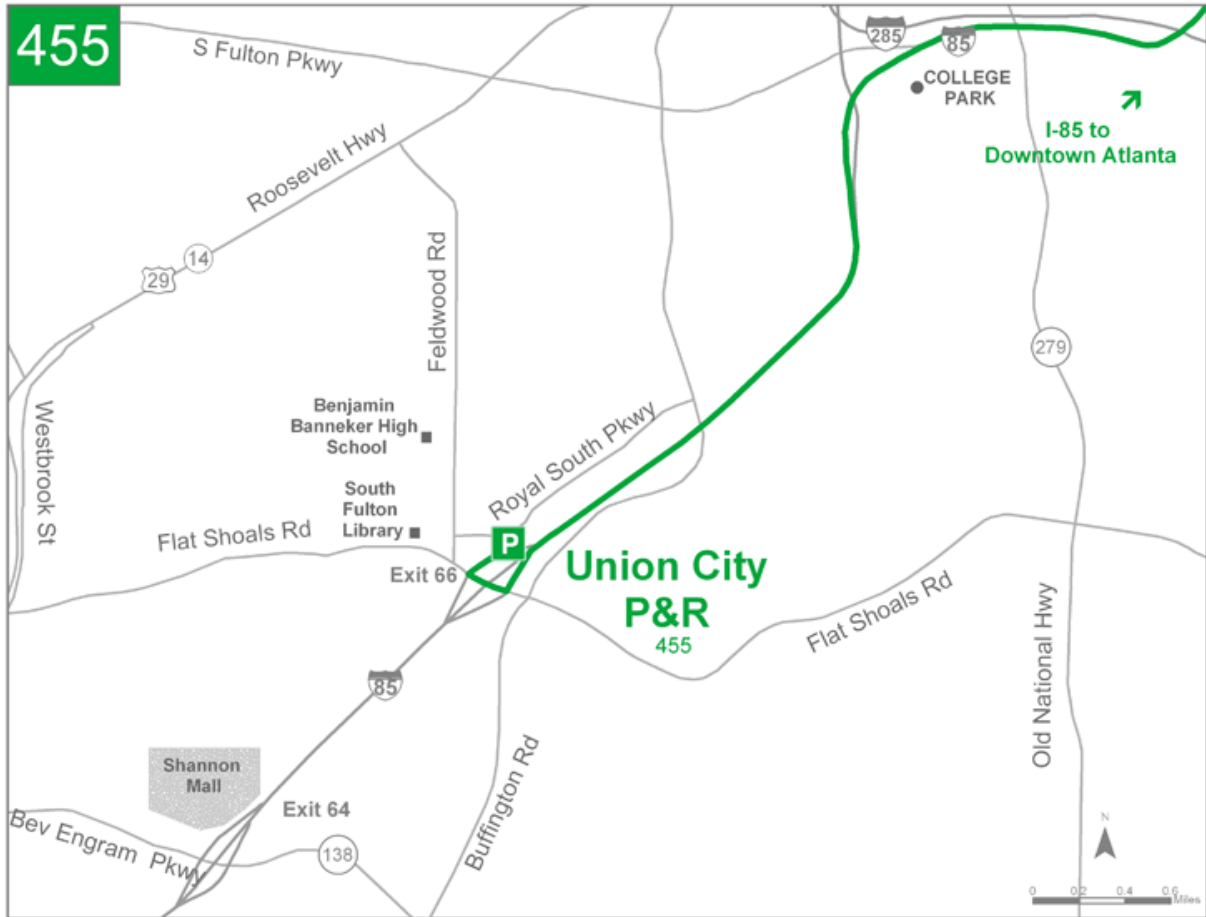
### Union City 2030 Comprehensive Plan Short-Term Work Plan/LCI Implementation

Type of Action/ Strategy	Action/	Responsible Party	Time Frame					Cost	Funding Source	Strategy Ref. Number
	Implementation Strategy		11	12	13	14	15			
Inventory/ Assessment	Develop a market study to determine demand for shopping, dining and entertainment options	Chamber, Comm. Dev.	✓					\$30,000	GF, LCI, TAD	SED-2.1.2
Inventory/ Assessment, Functional Plan	Develop assessment of existing sidewalk/pedestrian network and identify improvement needs	Comm. Dev., Public Serv.	✓					\$70,000	GF, LCI	DP-8.2.1; DP-2.1.2; DP-2.1.3
Master Plan/  Small Area Plan	Develop corridor master plans for U-COR-Mixed Use, U-COR-Residential, S-COR Mixed Use and S-COR-Residential areas	Comm. Dev.	✓	✓	✓	✓	✓	\$140,000	GF, LCI	DP-4.1.3; DP-3.1.1; DP-3.1.2; SED-3.2.1; DP-4.1.1; SED-2.1.2; SED-2.2.1; SED-2.2.2; SED-2.2.3
Process/Program	Implement the Union City Urban Redevelopment Plan	Comm. Dev.	✓	✓	✓			Staff Time	GF, TAD, LCI	SED-1.4.1; DP-4.5.2
Process/Program	Coordinate with various entities to implement the Union City Town Center LCI Study	Comm. Dev., ARC	✓	✓	✓	✓	✓	Staff Time	GF, TAD, LCI	DP-4.5.1; DP-8.5.3
Master Plan/  Small Area Plan	Pursue funding (from ARC) and complete a full update of the Union City Town Center LCI Study	Comm. Dev., ARC		✓	✓	✓		\$100,000 (\$20,000 GF, \$80,000 ARC)	GF, TAD, LCI	DP-4.5.1

To view the full version of the Union City 2030 Comprehensive Plan and Short-Term Work Plan please visit [www.unioncityga.org](http://www.unioncityga.org).

## Appendix B

Xpress GA's ROUTE 455 - Union City to Downtown Atlanta



Source: Georgia Regional Transportation Authority

# Appendix C

## Photos of Union Station Mall



Source: Sky City Southern Retail Then and Now

## Appendix C

Photos of Union Station Mall-continue



Source: Sky City Southern Retail Then and Now