PLAN 2040
REGIONAL DEVELOPMENT GUIDE

PLAN 2040
REGIONAL DEVELOPMENT GUIDE

Adopted July 27, 2011

ATLANTA REGION

PLAN 2040

ARC
ATLANTA REGIONAL COMMISSION

Contents

PLAN 2040 Regional Development Guide

The Atlanta region will add approximately 3 million people and 1.5 million jobs by 2040. To accommodate this growth in a sustainable fashion, the region must plan for a different type of development than it has seen in recent decades. The Regional Development Guide provides direction for future growth based on the Areas and Places of the Unified Growth Policy Map (UGPM). The UGPM represents local plans as well as PLAN 2040 policies and forecasts. The existing Employment and Population Area Share and Intensity identifies the concentration of jobs and population within each Area of the UGPM.

The UGPM is comprised of **Areas** and **Places**. *Areas* describe predominant land use patterns throughout the region. *Places* reflect concentrated uses that have generally defined boundaries and provide greater detail within Areas. For each there is given

- A detailed map showing the specific location in the region
- A written description that includes a defining narrative and issue summary
- Guidelines for recommended building height and development density
- Pictures that characterize development patterns that are typical and desirable
- Implementation Priorities, defined by the PLAN 2040 Objectives, that identify measures to achieve desired development patterns and suggest possible action toward the attainment of regional goals

PLAN 2040 Objectives

Increase mobility options for people and goods.

Foster a healthy, educated, well trained, safe, and secure population.

Promote places to live with easy access to jobs and services.

Improve energy efficiency while preserving the region's environment.

Identify innovative approaches to economic recovery and long-term prosperity.

General Priorities have been identified that will broadly apply throughout the region, but should be weighed against the local context and scale of individual Areas and Places. A potential development should take into consideration General Priorities, as well as the specific priorities identified for an Area or Place in which it is located. Because the Area creates the context for the Place, considering this hierarchy of priorities will provide greater depth in regard to design, scale and aesthetics to achieve the desired development patterns of the region.

Large scale developments, also known as Developments of Regional Impact (DRI), are often proposed in areas of the region that were not expected see such intense growth. These developments and subsequent adjacent developments often constitute a new "center" in the region affecting the overall development and transportation pattern in that area. While the region does not expect any new Regional Centers to develop over the next 30 years, several large centers may be developed that are not currently shown on the map. If a new development is proposed to be the same size or character as a Regional Place and adequate infrastructure is available or programmed to support the project, then it should be developed in such a way as to follow the principles and guidelines outlined in the appropriate section of the Regional Development Guide. The DRI review of these large scale developments will use the Regional Development Guide to determine whether or not that development is consistent or not with the Regional Vision. If it is determined that a DRI is consistent, a positive finding will be issued and the new center will be added to the map.
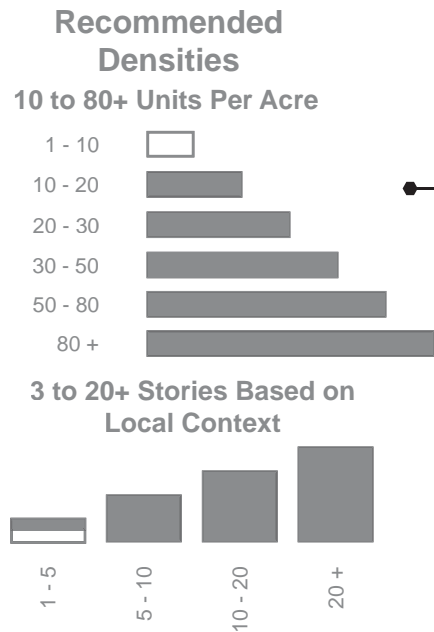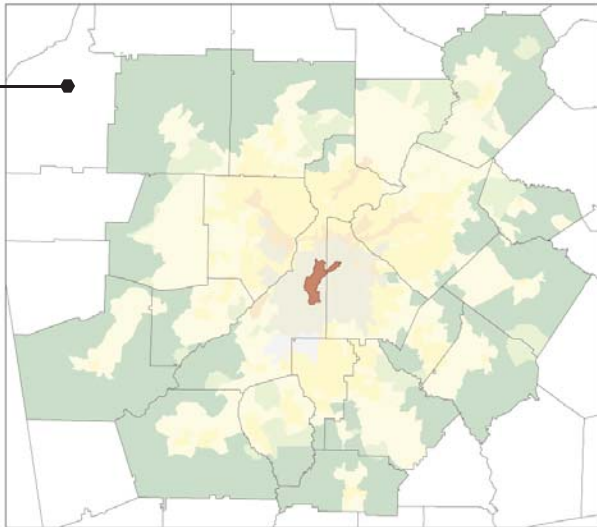
Using the Guide: Areas

For purposes of illustration, this page identifies the different components used to describe Regional Areas.

Area Name and UGPM Color

Detail Map, showing Area within a regional context

Density and Height Scales, which are estimations of gross density given in recommended ranges. Actual density and height will vary based on local context.

Region Core

Recommended Densities
10 to 80+ Units Per Acre

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

3 to 20+ Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

Defining Narrative and Area Issues

The Region Core, shown in red, is the major economic, cultural and transportation hub of the region. This area is the densest in terms of employment, residential, and cultural offerings throughout the region, with the most developed transit service in the region. The Region Core can handle the most intense development due to the amount of infrastructure already in place; however this infrastructure may need improvements due to its age.

The Region Core is in competition with other central city areas in the southeast. The region must work together to keep this area as competitive as possible in order to lure additional jobs and residents. With a growing regional population and growing congestion, this center needs to maintain easy accessibility by expanding multi-modal transportation options and housing options.

The lack of accessible public greenspace within the Region Core affects the area's aesthetics and overall quality of life for residents and workers.

Statement of the predominant development patterns in the Area along with unique issues that will affect future transportation and land use development

Places within the Area

| |
|---|
| **Regional Centers** |
| **Station Communities** |
| **Redevelopment Corridors** |
| **Entertainment/ Recreation Districts** |
| **University Districts** |
| **Wellness Districts** |
| **Regionally Important Resources** |

Identification of unique Places within each Area on the UGPM. Areas create the context for Places.

Using the Guide: Areas

For purposes of illustration, this page identifies the different components used to describe Regional Areas.

Area Name and UGPM Color

Pictures that identify types, forms, styles and patterns of development are typical and encouraged in the Area
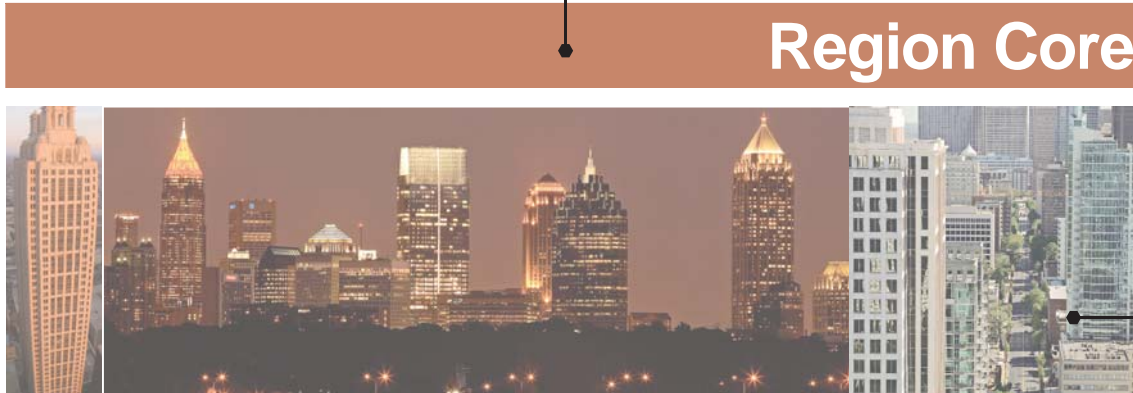
Region Core

Implementation Priorities

- Enhance pedestrian connectivity across streets through design standards such as shorter blocks, mid-block crossings, shorter crossing distances, ADA compliance and other measures
- Prioritize preservation and enhancement of existing transit systems and facilities

- Plan for unique Places within the Area, including University Districts, Wellness Districts and Recreation and Entertainment Districts
- Develop educational partnerships with libraries, colleges, and universities to bring diverse populations together to learn about resources available to them

- Encourage intense compact, mixed-use development that utilizes existing infrastructure and includes energy efficient, environmentally friendly design elements and standards
- Develop policies and standards that encourage innovative or unconventional housing development, including zoning with no minimum unit sizes, in order to provide a range of housing options in proximity to jobs, services and transit

- Improve the energy efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc

- Identify incentives for developers and business to encourage redevelopment and investment
- Identify and understand the implications of higher land and infrastructure costs in the Region Core relative to the development of transportation, water, sewer and stormwater infrastructure

Icons that identify how each priority relates to one of five adopted PLAN 2040 objectives

Implementation Priorities are measures to achieve the desired development patterns for the Area
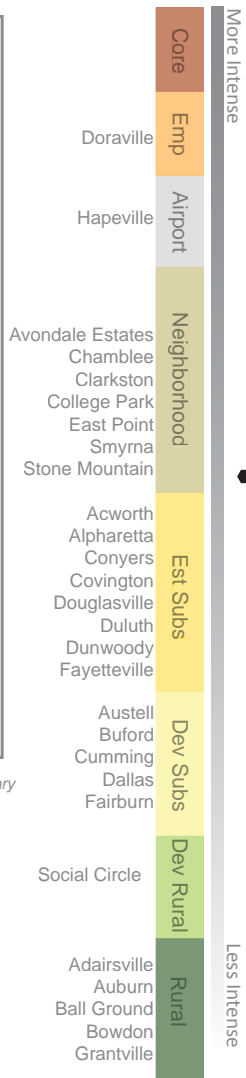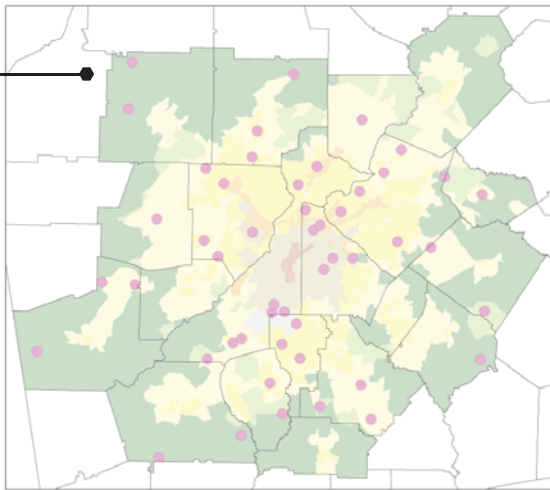
Using the Guide: Places

For purposes of illustration, this page identifies the different components used to describe Regional Places.

Place Name and UGPM Color

Detail Map, showing Place within a regional context

Density and Height Scales, which are estimations of gross density given in recommended ranges. Actual density and height will vary based on local context.

Town Centers

Recommended Densities

10 to 20 Units Per Acre Based on Transit and Infrastructure

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 10 Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

estimation of gross density - actual density may vary

Defining Narrative and Place Issues

Town Centers, shown in light pink, are traditional small towns that may not have a high concentration of jobs and are not the main employment center in a county. Town Centers often have policies and programs in place to encourage additional density or infill development though not to the scale of other places in the region.

Town Centers should be connected to the regional transportation network. Land use conflicts may occur if new development is taller and denser than existing development, however, local plans and policies should support efforts to encourage town centers to become accessible mixed-use centers with employment, retail, residential, and cultural amenities.

Pictures that identify types, forms, styles and patterns of development are typical and encouraged in the Place

Statement of the predominant development patterns in the Place along with unique issues that will affect future transportation and land use development

More Intense

Core

Emp — Doraville

Airport — Hapeville

Neighborhood — Avondale Estates, Chamblee, Clarkston, College Park, East Point, Smyrna, Stone Mountain

Est Subs — Acworth, Alpharetta, Conyers, Covington, Douglasville, Duluth, Dunwoody, Fayetteville

Dev Subs — Austell, Buford, Cumming, Dallas, Fairburn

Dev Rural — Social Circle

Rural — Adairsville, Auburn, Ball Ground, Bowdon, Grantville

Less Intense

This scale illustrates the specific Places within Areas. Places closer to the Region Core are appropriate for more intense development on the higher end of the density and height ranges. Moving down the scale diminishes the level of intensity for a given Place pursuant to the context of an Area.

Using the Guide: Places

For purposes of illustration, this page identifies the different components used to describe Regional Places.

Implementation Priorities are measures to achieve the desired development patterns for the Place. If multiple places are listed, priorities apply to all, unless specifically identified for a given measure.

Place Name and UGPM Color. Several Places may be grouped together because they share common Implementation Priorities, but may differ in regard to appropriate scale and intensity of development.

Regional Town Centers
Town Centers
Village Centers
Crossroad Communities

Implementation Priorities

Priorities apply to all Places, unless the name of the Place is specifically identified for a given measure

- Enhance mobility and accessibility for all by creating Complete Streets that accommodate all modes of transportation (cars, transit, bicycles, and pedestrians)
- Prioritize enhancements and operations improvement rather than capacity expansion or development of new alignments
- Undertake parking studies to determine accurate parking needs

- Locate education facilities, including technical schools, satellite campuses, and continuing education opportunities in Regional Town Centers

- Promote vertically or horizontally integrated mixed use developments in Regional Town Centers and Town Centers
- Promote revisions to zoning ordinances that allow higher densities to make redevelopment economically viable in Regional Town Centers and Town Centers
- Consider Regional Town Centers, Town Centers, Village Centers and Crossroads Communities as potential receiving areas for a TDR program
- Promote developments that build on and/ or enhance the existing developed core of Regional Town Centers, Town Centers, and Village Centers

- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures
- Use alternative designs and materials to minimize impervious surfaces to the greatest possible extent
- Use rain gardens, vegetated swales or other enhanced water filtration design to enhance the quality of stormwater run-off

- Develop opportunities for heritage based tourism in Regional Town Centers, Town Centers, and Village Centers
- Promote development of CIDs and TADs to encourage and implement redevelopment and reinvestment in Regional Town Centers and Town Centers
- Utilize Crossroads Communities to provide limited commercial and service activities targeted toward the local population
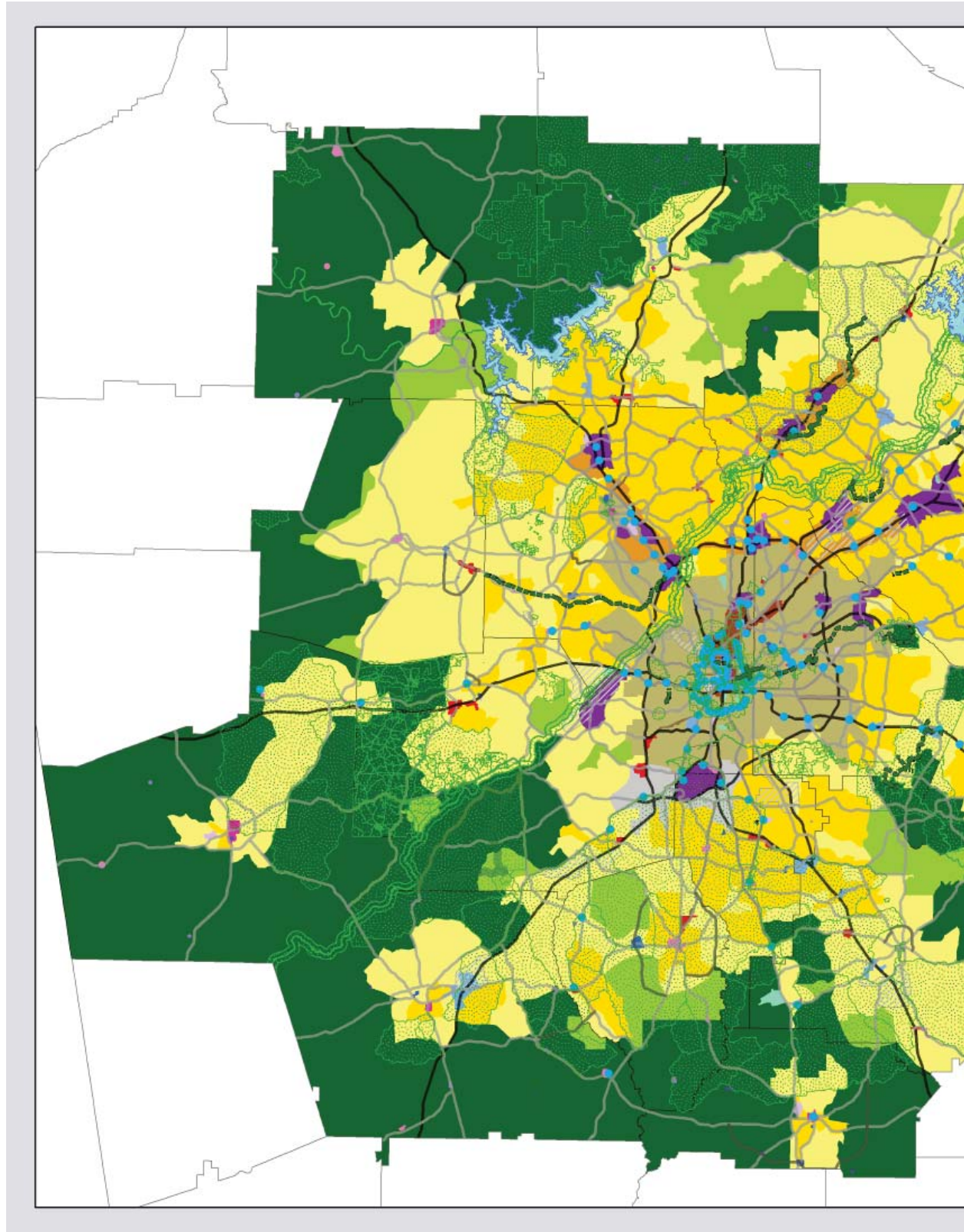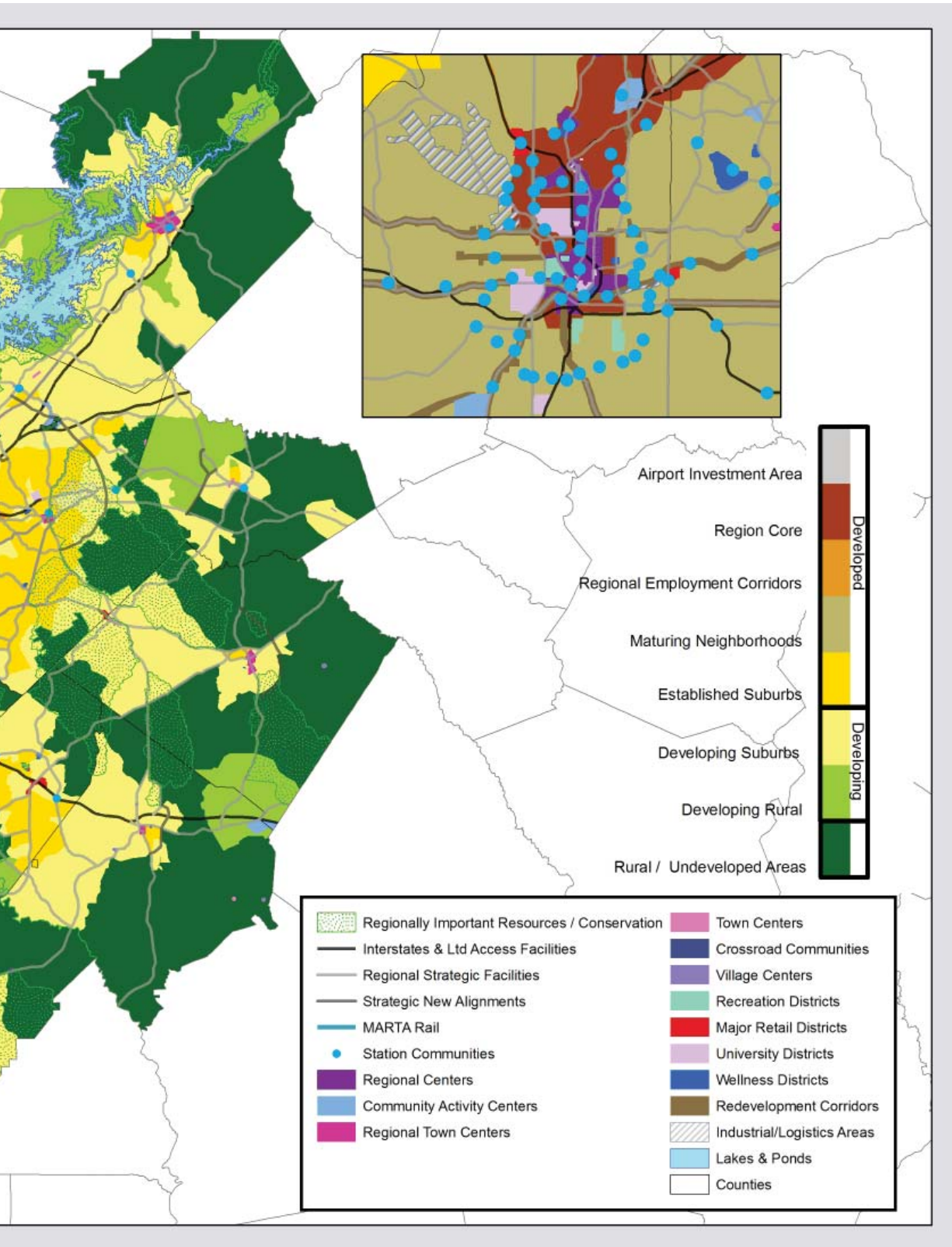
DRI NOTE

If a proposed development is similar to a Crossroad Community in size and character, it should be developed in line with the principles and guidelines outlined here. Special attention should be paid to focusing development within a small compact location while protecting and preserving the rural character of the larger area. These new communities will be small mixed use pockets serving a very small and local market. New Crossroad Communities should be confined to an area no more than ¼ mile from the intersection around which it is located.

Icons that identify how each priority relates to one of five adopted PLAN 2040 objectives

The DRI Note gives specific details regarding the DRI review process and the desired development patterns for projects that result in the creation of new Places.

PLAN 2040 Unified

Growth Policy Map

Airport Investment Area

Region Core

Regional Employment Corridors

Maturing Neighborhoods

Established Suburbs

Developing Suburbs

Developing Rural

Rural / Undeveloped Areas

Developed

Developing

Regionally Important Resources / Conservation

Interstates & Ltd Access Facilities

Regional Strategic Facilities

Strategic New Alignments

MARTA Rail

Station Communities

Regional Centers

Community Activity Centers

Regional Town Centers

Town Centers

Crossroad Communities

Village Centers

Recreation Districts

Major Retail Districts

University Districts

Wellness Districts

Redevelopment Corridors

Industrial/Logistics Areas

Lakes & Ponds

Counties

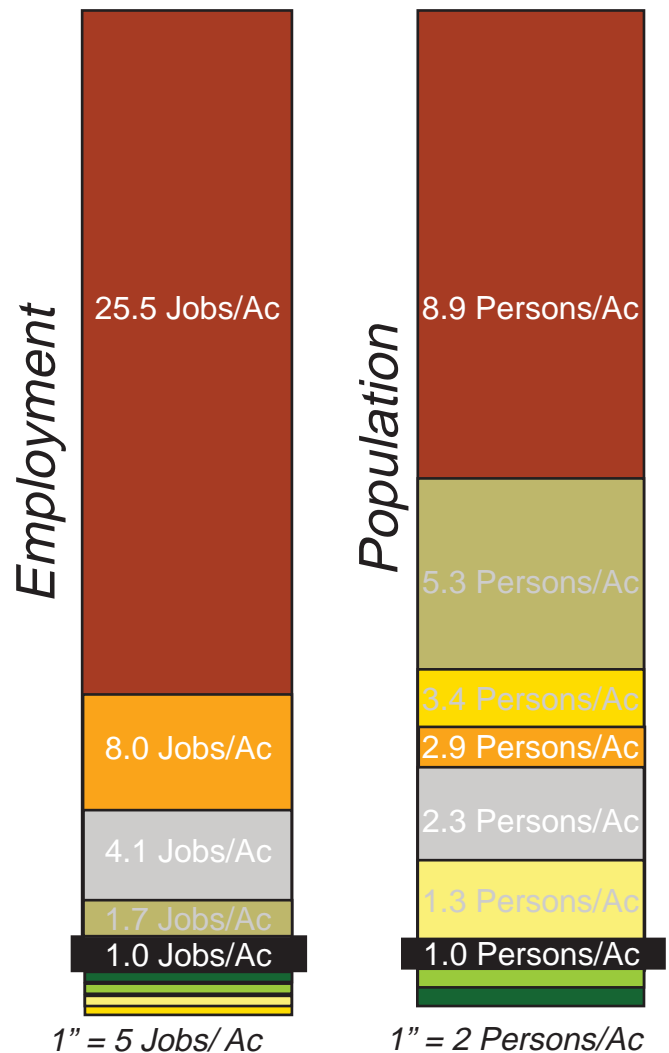# Employment and Population Area Share and Intensity

The Region's Core and Regional Employment Corridors contain 39% of the 20-county region's jobs and 6% of region's population today on approximately 2.5% of the land area. These locations represent a significant employment concentration with limited housing opportunities, resulting in a jobs and housing "imbalance."

The Atlanta region's neighborhoods and suburban areas are large and diverse. Many neighborhoods are located very close to the Region's Core and Regional Employment Corridors. Maturing Neighborhoods on the UGPM were primarily developed prior to 1970. These areas are primarily adjacent to the Core and Employment Corridors and together they encompass 56% of 20-county region's jobs and 28% of population.

Established Suburbs are generally areas of residential development that occurred after 1970 to around 1995. With the Region's Core, Employment Corridors and Maturing Neighborhoods, the Established Suburbs have 77% of the region's jobs and 60% of the region's population. Established Suburbs generally have lower densities and less connectivity than development that occurred prior to 1970.

Developing Suburbs are areas that were constructed from around 1995 to 2010. The Developing Suburbs and other developed areas previously described on the UGPM contain 96% of the region's jobs and 87% of the region's population.

Developing Rural and Rural Areas of the 20-county region are mostly undeveloped land. Only 4% of the region's jobs and 13% of the region's population live in these locations. However, Developing Rural and Rural Areas encompass over 50% of the region's land area.

Employment
- 25.5 Jobs/Ac
- 8.0 Jobs/Ac
- 4.1 Jobs/Ac
- 1.7 Jobs/Ac
- 1.0 Jobs/Ac

1" = 5 Jobs/ Ac

Population
- 8.9 Persons/Ac
- 5.3 Persons/Ac
- 3.4 Persons/Ac
- 2.9 Persons/Ac
- 2.3 Persons/Ac
- 1.3 Persons/Ac
- 1.0 Persons/Ac

1" = 2 Persons/Ac

Legend:
- Region Core
- Regional Employment Corridors
- Airport Investment Area
- Maturing Neighborhoods
- Established Suburbs
- Developing Suburbs
- Developing Rural
- Rural Areas

General Priorities

- Improve the safety and efficiency of the transportation system through the use of innovative strategies
- Increase the use of commute options by promoting and prioritizing travel demand management (TDM) strategies (carpooling, vanpooling, transit, bicycling, walking, teleworking, flexible work schedules)
- Promote opportunities for active living and non-motorized transportation through the continued development of sidewalks, bike lanes, and multi-use trail networks

- Promote opportunities for community interaction and engagement through civic and cultural activities
- Utilize health impact assessments, as appropriate, in strategic planning and decision-making
- Give consideration to provisions of equitable distribution of resources and environmental justice in strategic planning and decision-making
- Promote active enforcement of existing code provisions related to building and community design to enhance the safety and aesthetics of communities
- Ensure that community services are available to individuals of all socio-economic backgrounds throughout the region and provide strategic locations of services with connections to a variety of transportation options

- Encourage compact infill development, redevelopment and adaptive reuse where locally appropriate
- Provide incentives and technical assistance to promote inclusive housing options, such as creating a housing trust fund to incentivize the construction of inclusionary housing options
- Add eligible properties and districts to the National Register of Historic Places and designate local historic districts as appropriate
- Incorporate Lifelong Community principles into strategic planning and decision-making to make the region a place where people can live at all ages and all abilities
- Provide full range of housing types including varying housing sizes, products, supportive housing and even skilled nursing care to ensure that those who have invested in a place can remain there as their needs change
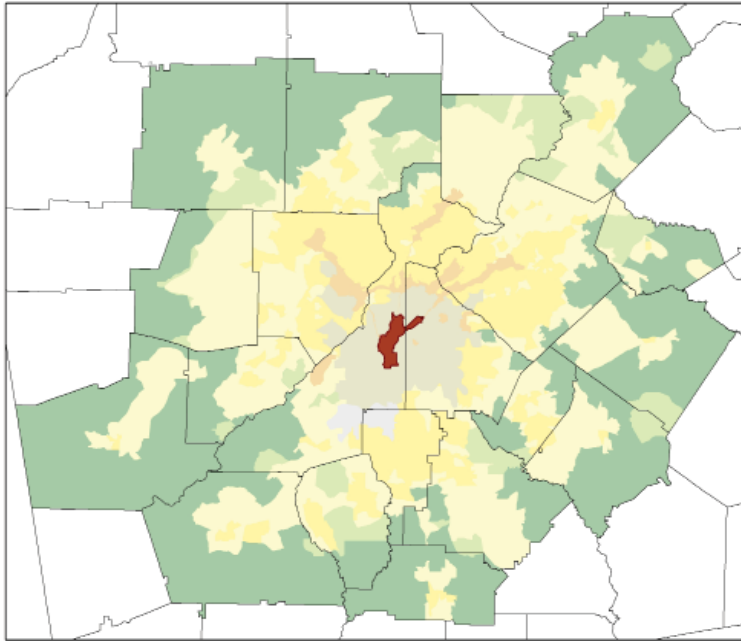
- New development should incorporate energy efficient, environmentally-friendly design elements and standards such as LEED, Earthcraft, the Georgia Peach Green Building Rating Standard, or other similar program
- Integrate greenspace opportunities at an appropriate scale and location and encourage the development of meaningful public space
- Work to incorporate community wide recycling efforts for a wide range of materials to reduce the amount of solid waste generated
- Give consideration to Guidelines for Development and Policies and Protection Measures for Regionally Important Resources within the Regional Resource Plan
- Engage in measures that reduce consumption, prioritize reuse and improve quality of regional water resources
- Identify local sources of renewable energy and diversify energy resources

- Prioritize funding to communities that engage in intergovernmental planning to implement regional goals
- Utilize fiscal impact analysis, as appropriate, in strategic planning and decision-making
- Promote the development of emerging economic sectors that capitalize on the region's existing economic infrastructure, such as life sciences, logistics and transportation, agribusiness, energy and environmental technology, healthcare and eldercare, aerospace technology and entertainment and media production
- Promote the collaboration in economic development activities of existing regional resources to avoid duplicative efforts and to create a unified strategy for the region
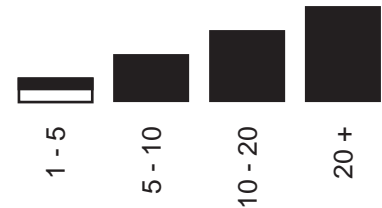
Region Core

Recommended Densities

10 to 80+ Units Per Acre

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

3 to 20+ Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

estimation of gross density - actual density may vary

Defining Narrative and Area Issues

The Region Core, shown in red, is the major economic, cultural and transportation hub of the region. This area is the densest in terms of employment, residential, and cultural offerings throughout the region, with the most developed transit service in the region. The Region Core can handle the most intense development due to the amount of infrastructure already in place; however this infrastructure may need improvements due to its age.

The Region Core is in competition with other central city areas in the southeast. The region must work together to keep this area as competitive as possible in order to lure additional jobs and residents. With a growing regional population and growing congestion, this center needs to maintain easy accessibility by expanding multi-modal transportation options and housing options.

The lack of accessible public greenspace within the Region Core affects the area's aesthetics and overall quality of life for residents and workers.

Places within the Area

Regional Centers
Station Communities
Redevelopment Corridors
Recreation Districts
University Districts
Wellness Districts
Regionally Important Resources

Region Core

Implementation Priorities

- Enhance pedestrian connectivity across streets through design standards such as shorter blocks, mid-block crossings, shorter crossing distances, ADA compliance and other measures
- Prioritize preservation and enhancement of existing transit systems and facilities
- Explore options for innovative parking management strategies, including dynamic pricing, shared parking, parking maximums, and unbundled parking
- Maintain connectivity within and efficient access to and through the Core, which serves as the major regional transportation hub
- Integrate Lifelong Communities principles in addition to ADA compliance to ensure a comprehensive approach to connectivity and accessibility
- Enhance mobility and accessibility for all by creating Complete Streets that accommodate all modes of transportation (cars, transit, bicycles and pedestrians)
- Increase numbers of bicycle commuters and recreational riders through implementation of bicycle lanes, paths, bike parking and safety and encouragement programs

- Plan for unique Places within the Area, including University Districts, Wellness Districts and Recreation Districts
- Develop educational partnerships with libraries, colleges, and universities to bring diverse populations together to learn about resources available to them
- Promote access to continuing education, post-secondary learning and vocational training in conjunction with existing developments in high employment centers
- Promote public safety efforts to create a lively and safe 24-hours community
- Ensure access to basic services and health and supportive services
- Identify and remedy incidents of "food deserts" within the Region Core, particularly in traditionally underserved neighborhoods and schools

Region Core

Implementation Priorities, continued

- Encourage intense compact, mixed-use development that utilizes existing infrastructure and includes energy efficient, environmentally friendly design elements and standards
- Develop policies and standards that encourage innovative or unconventional housing development, including zoning with no minimum unit sizes, in order to provide a range of housing options in proximity to jobs, services and transit
- Provide a full range of housing types including varying housing sizes, products, supportive housing and even skilled nursing care to ensure that those who have invested in a place's social and civic infrastructure can remain there as their needs change
- Create development guidelines or regulations that are sensitive to community impacts of gentrification, historic preservation , and neighborhood character

- Improve the energy efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest possible extent

- Identify incentives for developers and business to encourage redevelopment and investment
- Identify and understand the implications of higher land and infrastructure costs in the Region Core relative to the development of transportation, water, sewer and stormwater infrastructure
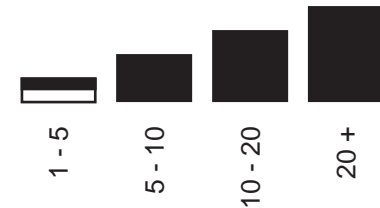
Regional Employment Corridors
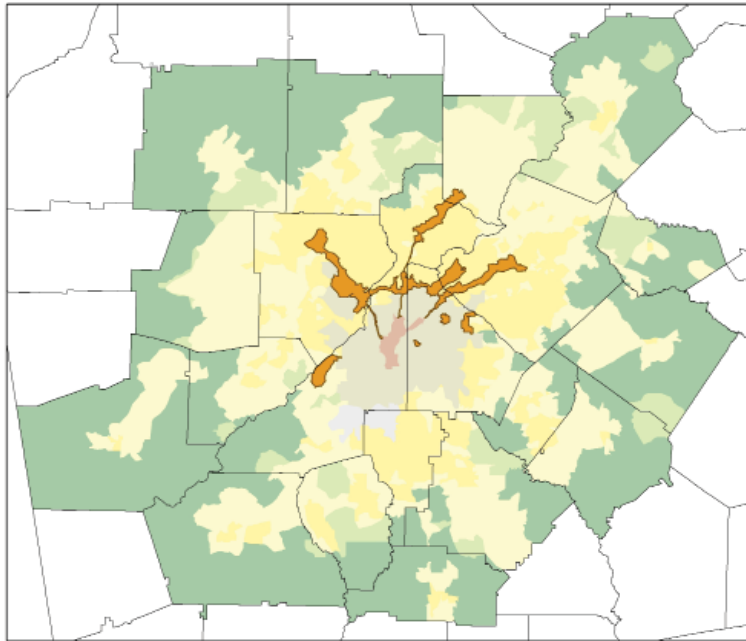
Recommended Densities

10 to 80+ Units Per Acre

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

3 to 20+ Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

estimation of gross density - actual density may vary

Defining Narrative and Area Issues

Regional Employment Corridors, shown in orange, 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 areas need to increase in housing or job density, and focus primarily on improving connectivity between Regional Centers and the Region Core. These areas often buffer the denser parts and the less dense parts of the region. These areas often face greater peak hour congestion, therefore transit station areas and transit ROW need to be preserved within Regional Employment Corridors.

There is a lack of accessible public greenspace within Regional Employment Corridors which affects the area's aesthetics and overall quality of life for residents and workers.

Places within the Area

Regional Centers
Community Activity Centers
Station Communities
Redevelopment Corridors
Major Retail Districts
Recreation Districts
University Districts
Wellness Districts
Town Centers
Industrial/ Logistics Areas
Regionally Important Resources

Regional Employment Corridors

Implementation Priorities

- Establish strategies for improved road design, such as establishing minimum connections to existing road networks and evaluating excess capacity of existing roads
- Enhance pedestrian connectivity across streets through design standards such as shorter blocks, mid-block crossings, shorter crossing distances, ADA compliance and other measures
- Prioritize preservation of existing transit, increase frequency and availability of transit options, and increase access to circulators through Regional Employment Corridors
- Improve general operations and local and regional service needs within Regional Employment Corridors
- Explore options for innovative parking management strategies, including shared parking
- Incorporate appropriate end-of- trip facilities, such as bicycle racks, showers/ locker rooms, etc, within new and existing development
- Develop and implement access management plans along major thoroughfares
- Enhance mobility and accessibility for all by creating Complete Streets that accommodate all modes of transportation (cars, transit, bicycles and pedestrians)
- Increase numbers of bicycle commuters and recreational riders through implementation of bicycle lanes, paths, bike parking and safety and encouragement programs

- Promote access to continuing education, post-secondary learning and vocational training in conjunction with existing developments in high employment centers
- Promote awareness of resources available to enhance public safety efforts, such as use of off duty police officers

- Encourage compact infill development, redevelopment and adaptive reuse with vertically and horizontally integrated mixed use developments that are well connected to the regional transportation system and create a range of housing options to accommodate all sectors of the workforce
- Establish appropriate transitions and buffers between less intense areas in Regional Employment Corridors and establish transitional zone areas that include height plane standards
- Encourage active ground floor, pedestrian scale design, and pedestrian amenities in new development and the redevelopment of existing sites

Regional Employment Corridors

## Implementation Priorities, continued

- Improve the efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest possible extent
- Encourage greyfield redevelopment over greenfield development for commercial, office, and retail establishments

- Identify and understand the implications of higher land and infrastructure costs in the Regional Employment Corridors relative to the development of transportation, water, sewer and stormwater infrastructure

Airport Investment Area
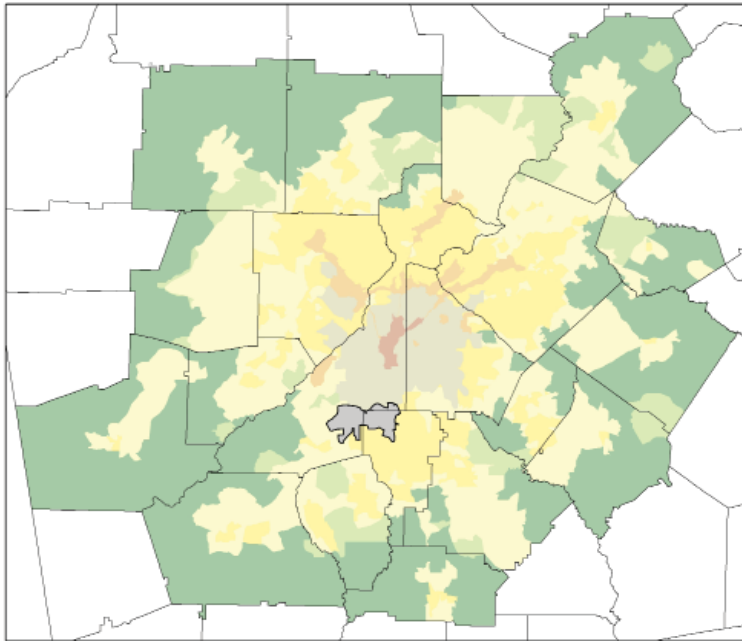
Recommended Densities

10 to 30 Units Per Acre

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 20 Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

estimation of gross density - actual density may vary

Places within the Area

Station Communities
Redevelopment Corridors
Regional Centers
Major Retail Districts
Town Centers
Regionally Important Resources

Defining Narrative and Area Issues

The Airport Investment Area, shown in grey, represents the Hartsfield Jackson International Airport and the surrounding area. It is one of the major economic and transportation hubs of the region, as well as one of the main economic generators in the southeast. Development within this area will be more specialized than in other areas due to the proximity to the airport, subsequent economic potential, and land use restrictions.

This area will see increased job growth in the form of class A office and industrial/logistics space. While additional residential development in this area is allowed, it is only appropriate in certain locations. Jurisdictions should work together to develop a common strategy for economic development and land development capitalizing on Hartsfield Jackson International Airport. In doing so, there will be a need to resolve conflicts between airport activities and surrounding land uses.

Airport Investment Area

Implementation Priorities

- Prioritize preservation of existing transit and roadway systems
- Ensure that new areas of airport expansion have good access to local and regional transit options
- Improve access into and out of the Airport Investment Area and ensure that the unique needs for parking are met
- Ensure the continued efficiency of cargo and freight transport with easy connectivity to trucking and shipping routes through the region

- Promote access to continuing education, post-secondary learning and vocational training in conjunction with existing developments in high employment centers

- Encourage intense development to utilize existing infrastructure that includes energy efficient, environmentally friendly design elements and standards
- Identify key areas to preserve for freight, industrial and office uses
- Preserve existing neighborhoods and expand medium density residential development only in areas that will not conflict with the specialized needs of the airport or FAA Regulations
- Consider revised development codes and regulations that utilize standards such as Floor Area Ratio (FAR) to maximize the development of existing and proposed industrial, freight and office uses

- Improve the efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest possible extent
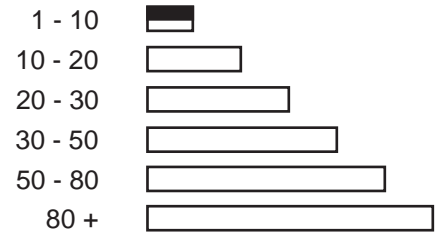
- Collaboratively develop a common strategy for economic development and growth as it relates to the airport and adjacent uses
- Promote open lines of communication among the airport, adjacent communities and all involved/ affected agencies
- Continue to promote the Airport Investment Area as a major resources in recruiting future economic development prospects to the region
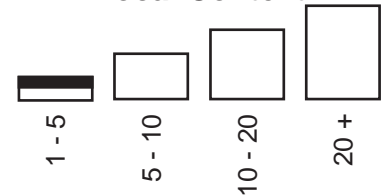
Maturing Neighborhoods
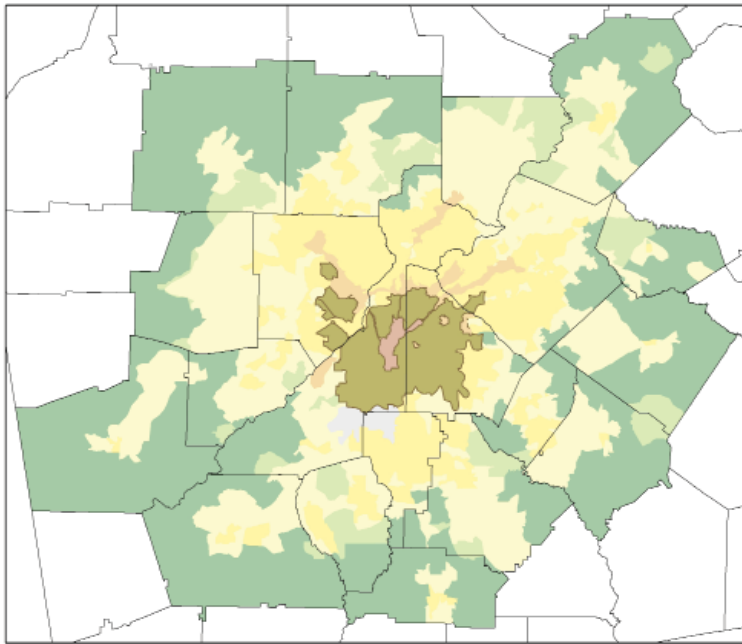
Recommended Densities

2 to 5 Units Per Acre Outside Regional Places

1 - 10
10 - 20
20 - 30
30 - 50
50 - 80
80 +

1 to 10 Stories Based on Local Context

1 - 5
5 - 10
10 - 20
20 +

estimation of gross density - actual density may vary

Places within the Area

| Regional Centers |
| Community Activity Centers |
| Station Communities |
| Redevelopment Corridors |
| Major Retail Districts |
| Recreation Districts |
| University Districts |
| Wellness Districts |
| Regional Town Centers |
| Town Centers |
| Village Centers |
| Industrial/ Logistics Areas |
| Regionally Important Resources |

Defining Narrative and Area Issues

Maturing Neighborhoods, shown in tan, are areas in the region characterized by older neighborhoods that include both single- and multi-family development, as well as commercial and office uses at connected key locations. Though commercial and office buildings are aging, they nonetheless are often incorporated into neighborhoods, providing an active mix of uses and amenities. Maturing neighborhoods are denser than established suburbs and the development pattern is more similar to that of pre-1970s urban development. These areas represent the part of the region that is facing infill and redevelopment pressures. In many cases, the infrastructure is in place to handle the additional growth, however in some areas, infrastructure is built out with limited ability to expand. This may constrain the amount of additional growth possible in certain areas. Many arterial streets in this area are congested due to their use as a regional route for commuters. Limited premium transit service is available in these areas.

The demand for infill development, redevelopment and adaptive reuse of existing buildings in this area should be balanced with the preservation of existing single family neighborhoods. Consideration should be given to the need for additional usable parks and greenspace close to residents, as well as developing and maintaining pedestrian-friendly amenities such as trails and sidewalks. Maturing Neighborhoods are areas where people are aging in place. These areas should integrate Lifelong Communities principles to ensure options for housing and transportation in the community that support older adults that want to remain in their communities for a lifetime.

Maturing Neighborhoods

Implementation Priorities

- Maintain and expand both local and regional transit services, including local and express bus, Bus Rapid Transit (BRT), light rail and heavy rail
- Improve safety and quality of transit options by providing alternatives for end-of-trip facilities (such as bicycle racks) and sidewalks and/ or shelters adjacent to bus stops
- Create redundancy with new alignments or parallel routes rather than expanding capacity to improve traffic through this area to other regional areas and places
- Promote programs that encourage safe walking and biking while reducing traffic congestion such as *Safe Routes to School*
- Establish strategies for improved road design, such as establishing minimum connections to existing road networks, incorporating traffic calming measures and improved local road design
- Integrate Lifelong Communities principles in addition to ADA compliance to ensure a comprehensive approach to connectivity and accessibility

- Encourage efforts to organize initiatives at the neighborhood and grassroots level to encourage civic engagement and provide education and outreach opportunities
- Provide incentives to coordinate school-sited land uses within communities, including expanding schools in existing locations or building schools in areas near existing neighborhoods and transportation infrastructure
- Encourage the development of institutional and civic locations that create opportunities for citizens to gather
- Expand the capability of community centers and libraries to act as technology hubs
- Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities
- Promote awareness of neighborhood level organizational efforts to promote public safety, such as neighborhood watch and community task forces
- Ensure access to basic services and health and supportive services
- Identify opportunities to provide greater options for childcare and early childhood learning centers within neighborhoods
- Identify and remedy incidents of "food deserts" within neighborhoods, particularly in traditionally underserved neighborhoods and schools

Maturing Neighborhoods

Implementation Priorities, continued

- Promote mixed use where locally appropriate, specifically in areas served by existing or planned transit
- Promote medium to moderate densities, including development of residential units that mix densities within new development (i.e. duplex, triplex), and provide options for accessory dwellings
- Provide housing options that allow for aging in place, as well as options for barrier-free housing for individuals of all ages and abilities
- Develop policies and establish design standards to ensure new and infill development is compatible with existing neighborhoods
- Provide a full range of housing types including varying housing sizes, products, supportive housing and even skilled nursing care to ensure that those who have invested in a place's social and civic infrastructure can remain there as their needs change

- Support programs that foster greater energy efficiency in residential development, such as weatherization of the existing building envelope and transition to Energy Star certified mechanical systems
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
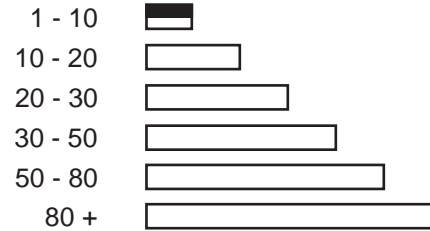
- Concentrate future investment within established communities or suburbs rather than encouraging new greenfield development
- Engage the private sector and develop public/ private partnerships in funding technological innovations in communities
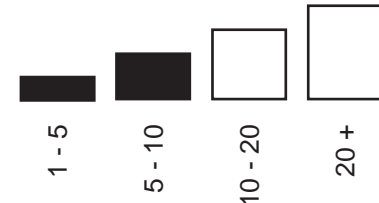
Established Suburbs
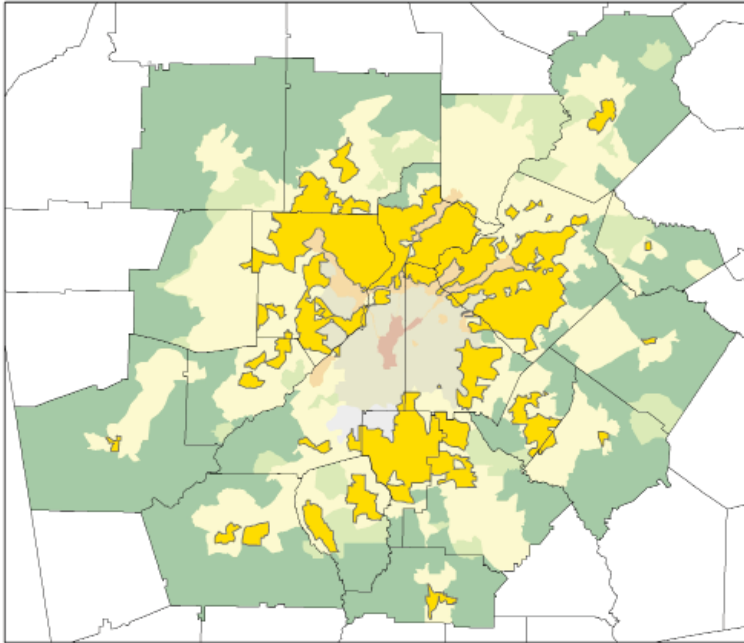
Recommended Densities

1 to 5 Units Per Acre Outside Regional Places

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 10 Stories Based on Local Context

1 - 5	5 - 10	10 - 20	20 +

estimation of gross density - actual density may vary

Defining Narrative and Area Issues

Established Suburbs, in gold, are areas in the region where suburban development has occurred. These areas are characterized by strip commercial development, single family subdivisions, and office in limited locations.

These areas represent the part of the region that has just recently reached "build out." With few remaining large parcels for additional development, these are the areas in which the region may see the least amount of land use change outside of retail/ commercial areas.

While there is still room for limited infill, these areas may begin to focus more on redevelopment over the next 30 years. Preservation of existing single family neighborhoods is important, and, wholesale change will most likely not occur in the single family subdivisions that make up a majority of these areas. However, infill and redevelopment should occur in areas of retail/commercial concentrations, especially commercial corridors. Within this area, infrastructure is built out with limited ability to expand, which may constrain the amount of additional growth that is possible.

Places within the Area

Community Activity Centers
Station Communities
Redevelopment Corridors
Major Retail Districts
Recreation Districts
University Districts
Wellness Districts
Regional Town Centers
Village Centers
Town Centers
Industrial/ Logistics Areas
Regionally Important Resources

Established Suburbs

Implementation Priorities

- Maintain a state of good repair and maintenance of the existing transportation network
- Maintain and expand access to regional transit services, including Bus Rapid Transit (BRT), light rail and heavy rail
- Establish strategies for improved road design, such as establishing minimum connections to existing road networks
- Promote programs that encourage safe walking and biking while reducing traffic congestion such as *Safe Routes to School*
- Improve sidewalk connectivity along arterials, collectors and local streets throughout Established Suburbs
- Provide multi-use trails, dedicated bike lanes and dedicated pedestrian routes to provide alternative transportation options throughout Established Suburbs
- Promote improved sidewalk connectivity with traffic calming measures and refuge islands for more than two lanes of traffic
- Utilize strategies that make the environment feel safe, including sensory cues at decision points (junctions or grade changes), adequate pedestrian lighting, crossable streets, countdown crossing signals, and signal timing suitable for slower walking speeds
- Evaluate roadways for excess capacity and retrofitting potential to incorporate bike and pedestrian facilities, enhance options for transit, etc.
- Encourage efforts to organize initiatives at the neighborhood and grassroots level to encourage civic engagement and provide educational and outreach opportunities
- Provide incentives to coordinate school-sited land uses within communities, including expanding schools in existing locations or building schools in areas near existing neighborhoods and transportation infrastructure
- Expand the capability of community centers and libraries to act as technology hubs
- Encourage the development of institutional and civic locations that create opportunities for citizens to gather
- Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities
- Promote awareness of neighborhood level organizational efforts to promote public safety, such as neighborhood watch and community task forces
- Add senior center locations to serve the needs of the aging population in the region
- Identify opportunities to provide greater options for childcare and early childhood learning centers within neighborhoods

Implementation Priorities, continued

- Promote lower intensity mixed use where appropriate, specifically in existing retail/ commercial areas
- Create neighborhood-scale mixed-use and walkable places near existing residential neighborhoods
- Update local comprehensive plans and zoning codes to accommodate equitable, affordable, and supportive housing options
- Provide housing options that allow for aging in place, as well as options for barrier-free housing for individuals of all ages and abilities
- Eliminate vacant or under-utilized parking areas through mechanisms such as out-parceling or conversion to community open space
- Transform Park-and-Ride lots into multi-use, transit facilities
- Provide a full range of housing types including varying housing sizes, products, supportive housing and even skilled nursing care to ensure that those who have invested in a place's social and civic infrastructure can remain there as their needs change

- Support programs that foster greater energy efficiency in residential development, such as weatherization of the existing building envelope and transition to Energy Star certified mechanical systems
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest possible extent
- Use rain gardens, vegetated swales or other enhanced water filtration design to enhance the quality of stormwater run-off
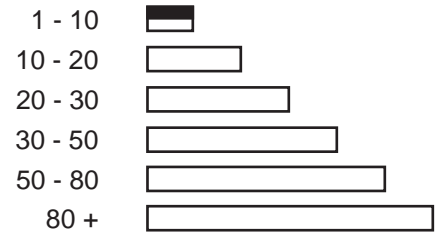
- Concentrate future investment within established communities or suburbs rather than encouraging new greenfield development
- Engage the private sector and develop public/ private partnerships in funding technological innovations in communities
- Encourage the development of job opportunities closer to existing neighborhoods at a scale that is appropriate to adjacent residential development
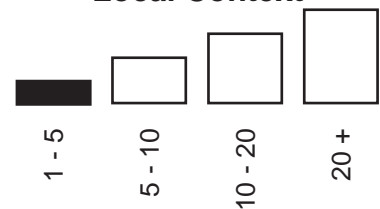
Developing Suburbs
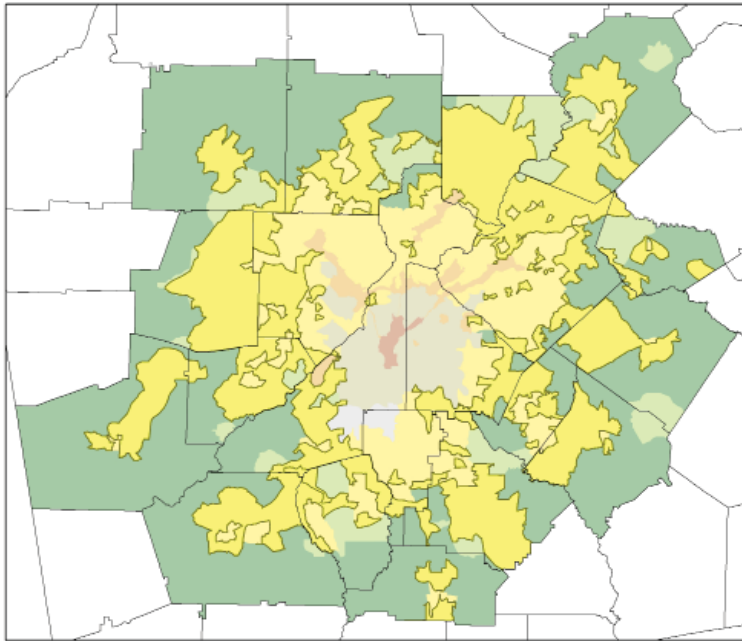
Recommended Densities

1 to 5 Units Per Acre Outside Regional Places

- 1 - 10
- 10 - 20
- 20 - 30
- 30 - 50
- 50 - 80
- 80 +

1 to 5 Stories Based on Local Context

- 1 - 5
- 5 - 10
- 10 - 20
- 20 +

estimation of gross density - actual density may vary

Places within the Area

- Regional Centers
- Community Activity Centers
- Station Communities
- Redevelopment Corridors
- Major Retail Districts
- Recreation Districts
- University Districts
- Wellness Districts
- Regional Town Centers
- Town Centers
- Village Centers
- Crossroad Communities
- Industrial/ Logistics Areas
- Regionally Important Resources

Defining Narrative and Area Issues

Developing Suburbs, in yellow, are areas in the region where suburban development has occurred, and the conventional development pattern is present but not set. These areas are characterized by limited commercial development and residential developing.

These areas represent the extent of the urban service area, and the region's first attempts at suburban smart growth can be found in these areas. The region should strive to develop these areas in a more sustainable way than the existing development model. To this end, there is a need for additional preservation of critical environmental locations, as well as agricultural and forest uses adjacent to rural areas.

Limited existing infrastructure in these areas will constrain the amount of additional growth that is possible. Some transportation improvements may be needed within these developing suburbs, but care should be taken not to spur unwanted growth.

Developing Suburbs

Implementation Priorities

- New development should connect to the existing road network and adjacent developments and use of cul-de-sacs or other means resulting in disconnected subdivisions should be discouraged
- Promote the continuity of publicly maintained streets and pedestrian infrastructure
- Prioritize issues of safety of existing transportation infrastructure rather than capacity expansion or development of new infrastructure
- Promote improved sidewalk connectivity with traffic calming measures and refuge island for more than two lanes of traffic
- Utilize strategies that make the environment feel safe, including sensory cues at decision points (junctions or grade changes), adequate pedestrian lighting, crossable streets, countdown crossing signals, and signal timing suitable for slower walking speeds
- Incorporate bicycle and pedestrian and multi-use path connectivity, including where possible, connecting cul-de-sacs to each other or to community facilities, such as schools, along non-motorized paths or walkways

- Encourage efforts to organize initiatives at the neighborhood and grassroots level to encourage civic engagement and provide educational and outreach opportunities
- Provide incentives to coordinate school-sited land uses within communities, including expanding schools in existing locations or building schools in areas near existing neighborhoods and transportation infrastructure
- Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities
- Promote awareness of neighborhood level organizational efforts to promote public safety, such as neighborhood watch and community task forces
- Add senior center locations to meet the needs of the aging population in the region
- Identify other opportunities to foster a sense of community by developing town centers, village centers or other places of centralized location

Developing Suburbs

Implementation Priorities, continued

- Promote neighborhood-scale compact, mixed use development where locally appropriate
- Develop policies and establish design standards to promote sustainable design
- Encourage the development of *Complete Communities*
- Provide housing options that allow for aging in place, as well as options for barrier-free housing for individuals of all ages and abilities
- Provide housing options that establish a variety of residential building forms, including options for single-family, duplexes or lower density multi-family, accessory dwellings, and multi-family development in the vicinity of existing or planned transit, as appropriate
- Provide a full range of housing types including varying housing sizes, products, supportive housing and even skilled nursing care to ensure that those who have invested in a place's social and civic infrastructure can remain there as their needs change
- Ensure local codes and ordinances do not preclude agriculture, forestry and other uses typical of areas at an urban/ rural fringe


- Critical environmental areas should be preserved as community greenspace
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest possible extent
- Use rain gardens, vegetated swales or other enhanced water filtration design to enhance the quality of stormwater run-off
- Encourage greyfield redevelopment over greenfield development for commercial, office and retail establishments and infill development
- Incentivize the development of smaller, more energy efficient dwellings
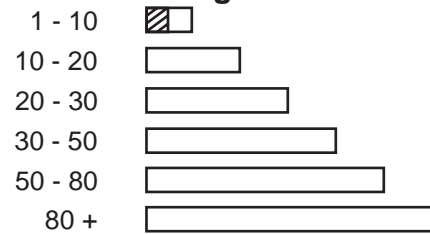

- Concentrate future investment within established communities or suburbs rather than encouraging new greenfield development
- Encourage the development of farm-to-market opportunities throughout the region
- Develop opportunities for heritage, recreation, and agriculturally-based tourism initiatives
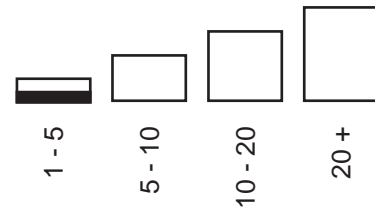
Developing Rural
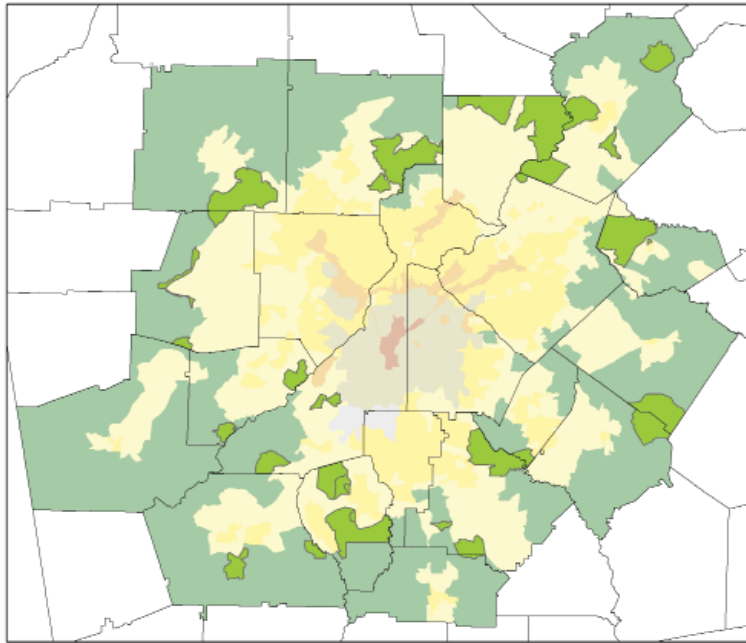
Recommended Densities

Maximum of 1 Unit Per 5 Acres Outside of Regional Places

Density	
1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 2 Stories Based on Local Context

1 - 5	5 - 10	10 - 20	20 +

estimation of gross density - actual density may vary

Places within the Area

Community Activity Centers
Station Communities
Town Centers
Village Centers
Crossroad Communities
Regionally Important Resources

Defining Narrative and Area Issues

Developing Rural Areas, in light green, are areas in the region where little to no development has taken place, but where there is development pressure. These areas are characterized by limited single family subdivisions, individual large single family lots, agricultural uses, protected lands, and forests. The region should strive to protect these areas by limiting infrastructure investments to targeted areas and allowing no development or only low intensity development.

Within Developing Rural areas, confusion may exist regarding appropriate development densities for rural intensity uses. Most rural zoning categories have 1 unit per acre minimums. As a result, these areas are beginning to see additional development that may be contrary to the desire of many to keep these areas rural in character. To maintain economic viability without undesirable development, these areas may serve as "sending" areas in a regional Transfer of Development Rights (TDR) program, or establish conservation development standards in areas appropriate for growth.

The region should strive to develop these areas in a more sustainable way than the existing development model. To this end, there is a need for additional preservation of critical environmental locations, as well as agricultural and forest uses.

Limited existing infrastructure in these areas will constrain the amount of additional growth that is possible. Some transportation improvements may be needed in developing rural areas, but care should be taken not to spur unwanted growth.

Developing Rural

Implementation Priorities

- Anticipate possibilities of commuter rail through Regional Town Centers and Town Centers in Developing Rural Areas
- Promote the continuity of publicly maintained streets and pedestrian infrastructure
- Prioritize issues of safety of existing transportation infrastructure rather than capacity expansion or development of new infrastructure
- Ensure the continued efficiency of trucking and shipping routes through the region
- Maintain rural road characteristics and protect scenic corridors

- See General Priorities

- Implement conservation design and development as appropriate in new residential neighborhoods
- Focus new development in existing Regional Town Centers, Town Centers, Village Centers, Crossroad Communities, and other existing communities
- Utilize TDR as a mechanism to enhance economic viability of agricultural or rural lands
- Undertake planning studies within Developing Rural Areas to ensure the preservation of rural character and provide opportunities for the continuity of traditional rural land use patterns
- Ensure local codes and ordinances do not preclude agriculture, forestry and other uses typical of areas at the urban/ rural fringe

- Critical environmental areas should be preserved as community greenspace
- Use rain gardens, vegetated swales or other enhanced water filtration design to enhance the quality of stormwater run-off
- Identify areas to preserve as future large parks or conservation areas and create partnerships and dedicated funding sources for land conservation activities
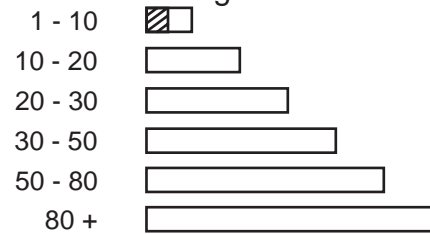
- Concentrate future investment within established communities and suburbs rather than encouraging new greenfield development
- Encourage the development of farm-to-market opportunities
- Develop opportunities for heritage, recreation, and agriculturally-based tourism initiatives
- Allow for a range of home based businesses in rural areas
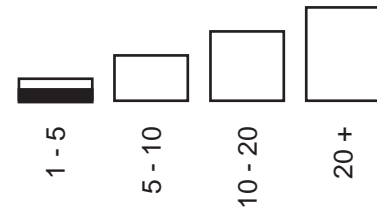- Identify opportunities for the development of rural broadband technology

Recommended Densities
Maximum of 1 Unit Per 5 Acres Outside of Regional Places
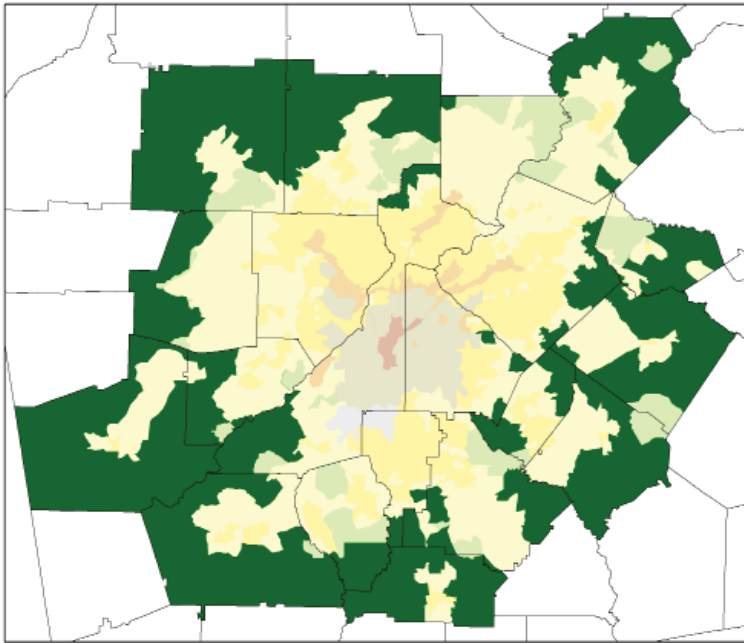
1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 2 Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

estimation of gross density - actual density may vary

Defining Narrative and Area Issues

Rural Areas, shown in dark green, are areas in the region where little to no development has taken place or where there is little development pressure. These areas are characterized by sporadic large single family lots, agricultural uses, protected lands, and forests. These areas outline the developed and developing areas, as well as the limits to the urban service area in Atlanta region.

There is a desire by many living in and governing these areas to keep them rural in character. Within rural areas confusion may exist regarding appropriate development densities for rural intensity uses.   Most rural zoning categories have 1 unit per acre minimums, which will lead to dramatic changes in character for some rural areas.   Increased development may also threaten existing rural economic uses, including forestry and agriculture. To maintain economic viability without undesirable development, these areas may serve as "sending" areas in a regional Transfer of Development Rights (TDR) program.

Places within the Area

Station Communities
Town Centers
Village Centers
Crossroad Communities
Recreation Districts
University Districts
Regionally Important Resources

The region should strive to protect these areas by limiting infrastructure investments to targeted areas and allowing no development or only low intensity development. There is a need for additional preservation of critical environmental locations, as well as agricultural and forest uses. There will be a need to maintain existing transportation infrastructure, but care should be taken to not spur unwanted growth by inappropriate expansion of infrastructure capacity.

Rural Areas

Implementation Priorities

- Anticipate possibilities of commuter rail through Regional Town Centers and Town Centers in Rural Areas
- Promote the continuity of publicly maintained streets and pedestrian infrastructure
- Prioritize issues of safety of existing transportation infrastructure rather than capacity expansion or development of new infrastructure
- Ensure the continued efficiency of trucking and shipping routes through the region
- Maintain rural road characteristics and protect scenic corridors

- See General Priorities

- Implement conservation design and development as appropriate in new residential neighborhoods
- Utilize TDR as a mechanism to enhance economic viability of agricultural or rural lands
- Undertake planning studies within Rural Areas to ensure the preservation of rural character and provide opportunities for the continuity of traditional rural land use patterns
- Focus new development in existing Regional Town Centers, Town Centers, Village Centers, Crossroad Communities, and other existing communities
- Ensure local codes and ordinances do not preclude agriculture, forestry and other uses typical of rural areas

- Critical environmental areas should be preserved as community greenspace
- Identify areas to preserve as future large parks or conservation areas and create partnerships and dedicated funding sources for land conservation activities
- Use rain gardens, vegetated swales or other enhanced water filtration design to enhance the quality of stormwater run-off

- Concentrate future investment within established communities and suburbs rather than encouraging new greenfield development
- Encourage the development of farm-to-market opportunities
- Allow for a range of home based businesses in rural areas
- Identify opportunities for the development of rural broadband technology
- Develop opportunities for heritage, recreation, and agriculturally-based tourism initiatives
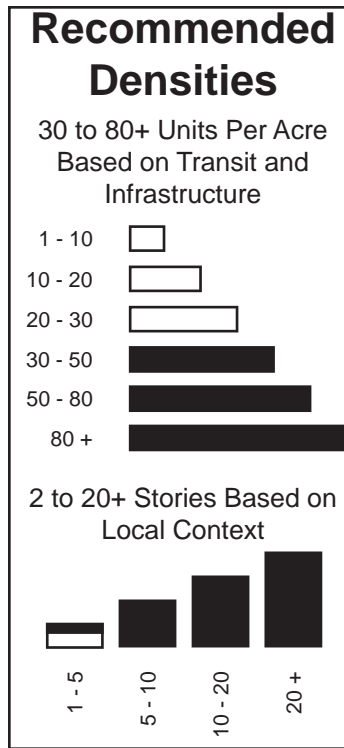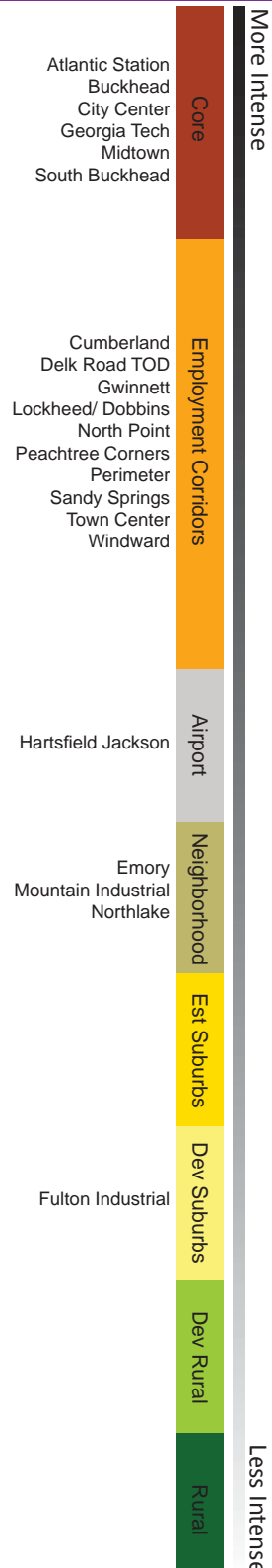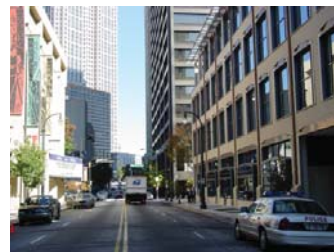
Regional Centers
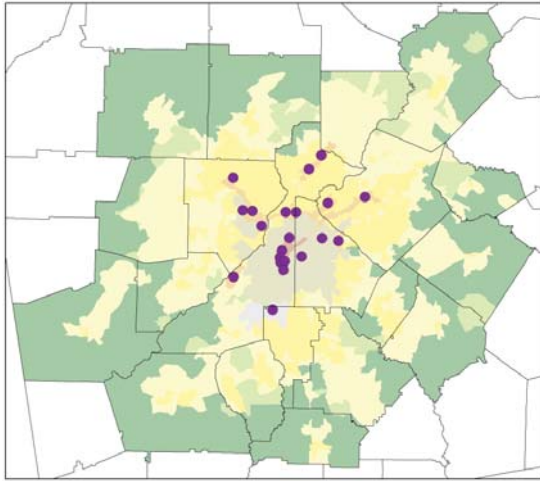
Defining Narrative and Place Issues

Regional Centers, shown in purple, have 10,000 jobs or more in approximately four square miles. People travel from around the region to these centers for employment, shopping and entertainment. These centers should be connected to the regional transportation network with existing or planned high capacity transit service. In most cases, these centers have a jobs-housing imbalance, so housing options should be expanded within their boundaries, especially around existing or planned transit. Some Regional Centers could also be considered "Edge Cities," developed in a suburban, auto-oriented way. They have limited multi modal transportation options and are challenged by increasing congestion. Local plans and policies should support efforts to transform these areas into highly accessible mixed-use urban hubs.
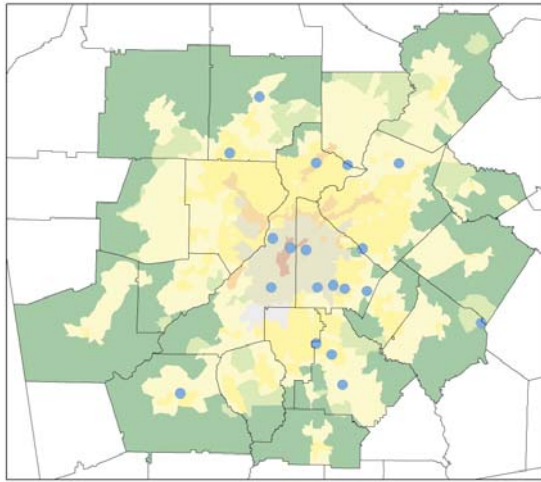
Some Regional Centers may have high concentrations of logistics or industrial uses. The retention of these uses is a key regional strategy. While some housing and other uses can be added, special attention should be given to reducing the impacts these will have on the existing logistics/industrial uses.

Recommended Densities

30 to 80+ Units Per Acre Based on Transit and Infrastructure

1 - 10
10 - 20
20 - 30
30 - 50
50 - 80
80 +

2 to 20+ Stories Based on Local Context

1 - 5
5 - 10
10 - 20
20 +

estimation of gross density - actual density may vary

More Intense

Core
Atlantic Station
Buckhead
City Center
Georgia Tech
Midtown
South Buckhead

Employment Corridors
Cumberland
Delk Road TOD
Gwinnett
Lockheed/ Dobbins
North Point
Peachtree Corners
Perimeter
Sandy Springs
Town Center
Windward

Airport
Hartsfield Jackson

Neighborhood
Emory
Mountain Industrial
Northlake

Est Suburbs

Dev Suburbs
Fulton Industrial

Dev Rural

Rural

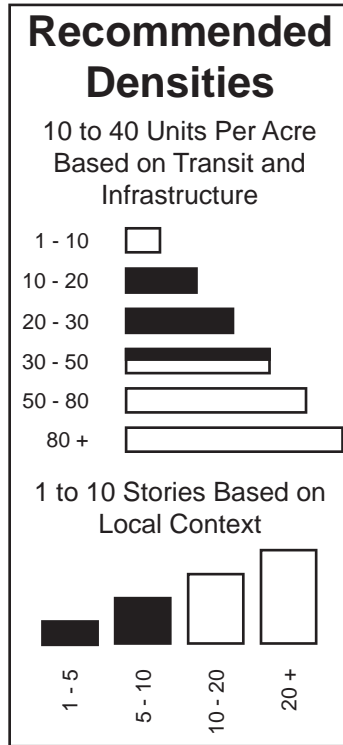**Less Intense**

Community Activity Centers
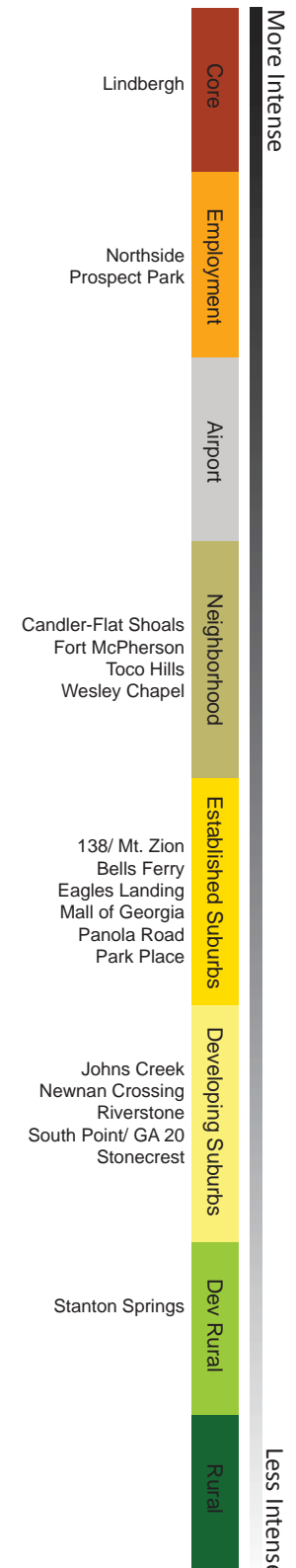

Defining Narrative and Place Issues

Community Activity Centers, shown in light blue, are smaller than regional centers, but serve a similar function on a smaller scale. People travel from the surrounding community to these centers for jobs, shopping and entertainment. These centers should be connected to the regional transportation network with existing or planned transit service. In many cases, these centers have high concentrations of commercial or retail space and local plans call for infill development or redevelopment.

Older Community Activity Centers were often developed in a suburban, auto-oriented way. They are challenged by limited multi-modal options, which can lead to problems with congestion.

Some Community Activity Centers are newer and consist of "greenfield" development. Local plans and policies call for these areas to develop into locally dense pockets of office, retail, residential and other uses. In both instances, local plans and policies should support efforts to transform these centers into accessible mixed-use centers.

Recommended Densities

10 to 40 Units Per Acre Based on Transit and Infrastructure

1 - 10
10 - 20
20 - 30
30 - 50
50 - 80
80 +

1 to 10 Stories Based on Local Context

1 - 5
5 - 10
10 - 20
20 +

estimation of gross density - actual density may vary

More Intense

Core — Lindbergh

Employment — Northside
Prospect Park

Airport

Neighborhood — Candler-Flat Shoals
Fort McPherson
Toco Hills
Wesley Chapel

Established Suburbs — 138/ Mt. Zion
Bells Ferry
Eagles Landing
Mall of Georgia
Panola Road
Park Place

Developing Suburbs — Johns Creek
Newnan Crossing
Riverstone
South Point/ GA 20
Stonecrest

Dev Rural — Stanton Springs

Rural

Less Intense

Implementation Priorities

Priorities apply to both Places, unless the name of the Place is specifically identified for a given measure

- Prioritize preservation, expansion, and access to existing and planned transit systems and improve the quality and aesthetics of existing facilities
- Incorporate appropriate end-of- trip facilities, such as bicycle racks, showers/ locker rooms, etc, within new and existing development
- Enhance mobility and accessibility for all by creating Complete Streets that accommodate all modes of transportation (cars, transit, bicycles and pedestrians)
- Incorporate design guidelines that will foster a multi-modal environment
- Increase multi-modal options and improve bike/ped facilities
- Maintain connectivity to and through Regional Centers

- Promote access to continuing education, post-secondary learning and vocational training in conjunction with existing developments in high employment centers
- Promote public safety efforts to create a lively and safe 24 hours community

- Encourage vertically and horizontally integrated mixed use developments that are well-connected to the regional transportation system
- Encourage active ground floor, pedestrian scale design, and pedestrian amenities in new development and redevelopment of existing sites
- Encourage intense development to optimize existing infrastructure that includes energy efficient, environmentally friendly design elements and standards
- Development should support existing and planned transit
- Establish appropriate transitions and buffers between less intense areas with transitional zones using height plane standards in the Regional Centers and Community Activity Centers
- Work toward improving the jobs-housing imbalance in Regional Centers and promote housing options to accommodate multiple household sizes and price points in close proximity to jobs
- Consider revised development codes and regulations that utilize standards such as Floor Area Ratio (FAR) to maximize the development of existing and proposed projects
- Improve the efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Use alternative designs and materials to minimize impervious surfaces to the greatest possible extent
- Identify and understand the implications of higher land and infrastructure costs in the Regional Centers relative to the development of transportation, water, sewer and stormwater infrastructure

DRI NOTE

If a proposed development is similar to a **Community Activity Center** in size and character, it should be developed in line with the principles and guidelines outlined here. Special attention should be paid to creating a true, diverse urban environment with a mix of uses, an excellent pedestrian environment, new roads developed at public standards, applicable transit facilities including bus stops, park-n-ride lots, as well as improving access to these facilities. Rather than being developed as a single use project, these new centers will have multiple uses or functions and operate similar to Town Centers. The scale and character of this new district should align with that of the surrounding community.
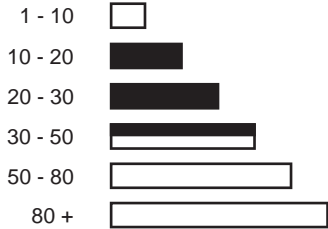
Regional Town Centers
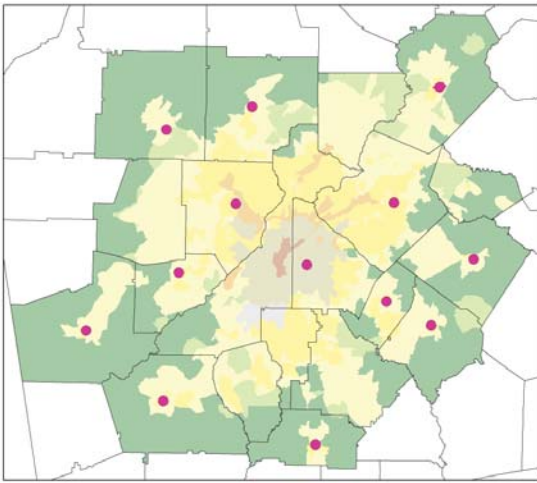
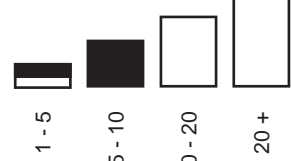## Defining Narrative and Place Issues

Regional Town Centers, shown in pink, are larger traditional town centers with policies and programs in place to encourage additional density or infill development. They often contain a high concentration of jobs and in some cases are the main employment centers for a county. Regional Town Centers should be connected to the regional transportation network with existing or planned transit service. Land use conflicts may occur when new development is taller and denser than existing development, however, local plans and policies should support efforts to encourage these centers to become accessible mixed-use centers with employment, retail, residential, and cultural amenities.
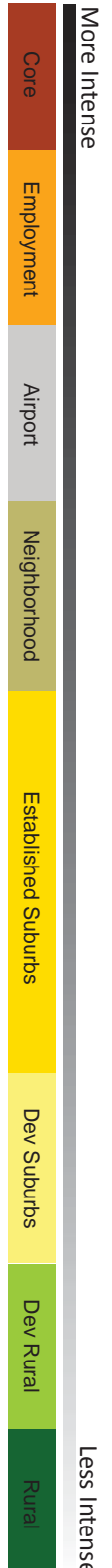
Recommended Densities

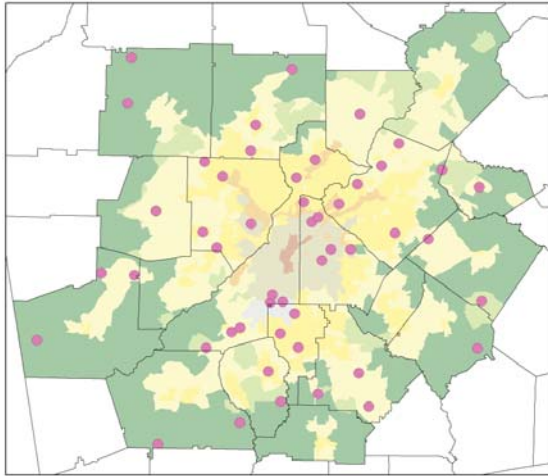### 10 to 40 Units Per Acre Based on Transit and Infrastructure

1 - 10
10 - 20
20 - 30
30 - 50
50 - 80
80 +

2 to 10 Stories Based on Local Context

1 - 5
5 - 10
10 - 20
20 +

estimation of gross density - actual density may vary

Core

Employment

Airport

Neighborhood

Decatur
Marietta

Established Suburbs

Conyers
Covington
Douglasville
Gainesville
Griffin
Lawrenceville
Newnan

Dev Suburbs

Canton
Carrolton
Cartersville
Monroe
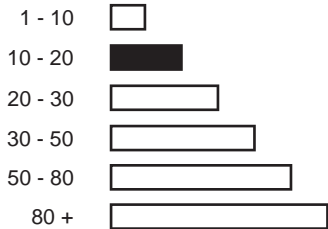
Dev Rural

Rural

More Intense

Less Intense

Defining Narrative and Place Issues

Town Centers, shown in light pink, are traditional small towns that may not have a high concentration of jobs and are not the main employment center in a county. Town Centers often have policies and programs in place to encourage additional density or infill development though not to the scale of other places in the region.
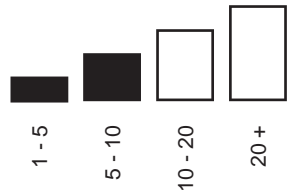
Town Centers should be connected to the regional transportation network. Land use conflicts may occur if new development is taller and denser than existing development, however, local plans and policies should support efforts to encourage town centers to become accessible mixed-use centers with employment, retail, residential, and cultural amenities.

Recommended Densities

10 to 20 Units Per Acre Based on Transit and Infrastructure

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 10 Stories Based on Local Context

1 - 5 5 - 10 10 - 20 20 +

estimation of gross density - actual density may vary

More Intense

Core

Emp   Doraville

Airport   Hapeville

Neighborhood
Avondale Estates
Chamblee
Clarkston
College Park
East Point
Smyrna
Stone Mountain

Established Suburbs
Acworth
Alpharetta
Duluth
Dunwoody
Fayetteville
Forest Park
Holly Springs
Jonesboro
Kennesaw
Norcross
Riverdale
Roswell
Snellville
Union City
Woodstock

Developing Suburbs
Austell
Buford
Cumming
Dallas
Fairburn
Hampton
Locust Grove
Loganville
McDonough
Palmetto
Powder Springs
Suwanee
Villa Rica
Winder

Dev Rural   Social Circle

Rural
Adairsville
Auburn
Ball Ground
Bowdon
Grantville
Kingston
Mansfield
Senoia
Temple
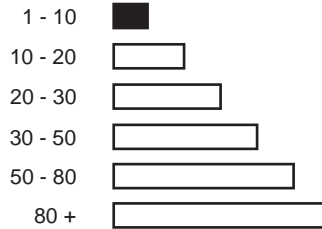Woolsey

Less Intense

Village Centers
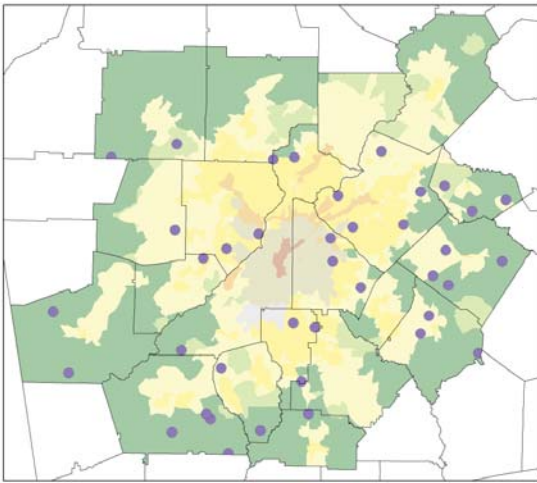
Defining Narrative and Place Issues

Village Centers, shown in lavender, are similar to Town Centers, but are developed at a smaller scale. They are traditional small towns that may not have a high concentration of jobs and are not the main employment center in a county. They are generally concentrated in Developing Suburbs and Rural Areas of the region. Village Centers may or may not be officially incorporated or provide services.
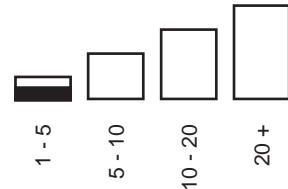
Village Centers should be connected to the regional transportation network. Village Centers allow for land uses similar to those of Town Centers, but lesser densities are typically more appropriate. Land use conflicts may occur if new development is taller and denser than existing development, however, local plans and policies should support efforts to encourage town centers to become accessible mixed-use centers with employment, retail, residential, and cultural amenities. As Village Centers develop over time, they may grow to a scale that would qualify them for Town Centers.
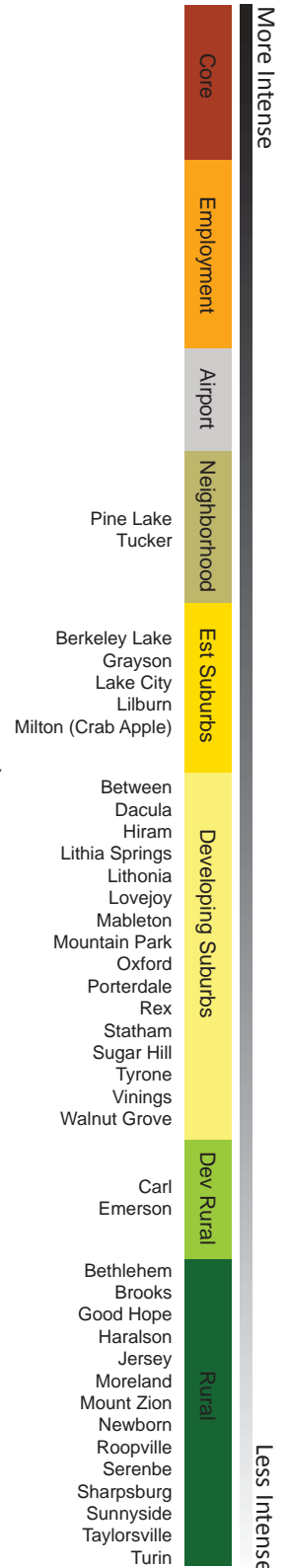
Recommended Densities
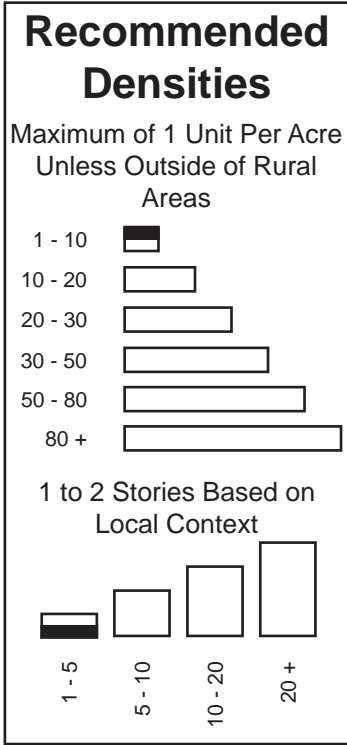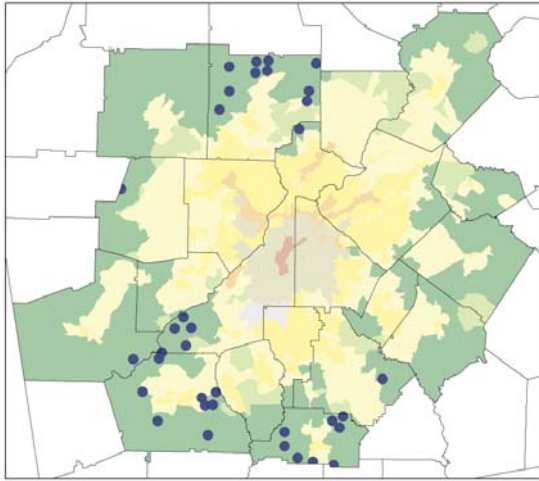
1 to 10 Units Per Acre Based on Transit and Infrastructure

1 - 10	■
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 3 Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

estimation of gross density - actual density may vary

More Intense

Core

Employment

Airport

Neighborhood
- Pine Lake
- Tucker

Est Suburbs
- Berkeley Lake
- Grayson
- Lake City
- Lilburn
- Milton (Crab Apple)

Developing Suburbs
- Between
- Dacula
- Hiram
- Lithia Springs
- Lithonia
- Lovejoy
- Mableton
- Mountain Park
- Oxford
- Porterdale
- Rex
- Statham
- Sugar Hill
- Tyrone
- Vinings
- Walnut Grove

Dev Rural
- Carl
- Emerson

Rural
- Bethlehem
- Brooks
- Good Hope
- Haralson
- Jersey
- Moreland
- Mount Zion
- Newborn
- Roopville
- Serenbe
- Sharpsburg
- Sunnyside
- Taylorsville
- Turin

Less Intense

Crossroad Communities

Recommended Densities

Maximum of 1 Unit Per Acre Unless Outside of Rural Areas

1 - 10

10 - 20

20 - 30

30 - 50

50 - 80

80 +

1 to 2 Stories Based on Local Context

1 - 5

5 - 10

10 - 20

20 +

estimation of gross density - actual density may vary

Defining Narrative and Place Issues

Crossroad Communities, shown in navy blue, are central points within largely undeveloped areas. They have potential to emerge as growth area for limited non-residential and mixed use development. Crossroad communities may have been associated with a historic place such as a general store, church or post. Those uses may have long disappeared, but the character of the community may still be defined by its historic identity.

Within undeveloped areas, Crossroad Communities may provide some level of convenience commercial or service amenities without predisposing the area to sprawling development of an inappropriate scale. These are not areas that would traditionally be served by transit or intensive infrastructure investments.

More Intense

Core

Employment

Airport

Neigh

Est Suburbs

Dev Suburbs

Dev Suburbs:
Fischer's Crossroads
Vineyard Crossroads
Willis Crossroads

Dev Rural:
Hutcheson Ferry Rd/ Atlanta -Newnan Rd/ Rico Rd
Johnson/ N. McDonough Rd
Orange Church Rd/ Hwy 20

Rural:
Birmingham
Blackjack Crossroads
Braswell
Cambellton-Redwine Rd/ Kite Rd/ Rico Rd
Clayton
Hutcheson Ferry Rd/ Cambellton- Redwine Rd/ Rico Rd
Hwy 81/ N. Ola Road
Hwy 369/ Hwy 372
Jackson/ N. McDonough
Mica
Rivertown Rd/ Cambellton- Redwine Rd
Rivertown Rd/ Cochran Mill Rd
Roscoe Crossroads
Rover
Salacoa Rd/ Hwy 140
Shoal Creek/ Hwy 108
Soap Creek Rd/ Damascus Rd
Stancil Rd/ Hwy 108
Stephens Crossroads
Stewart Crossroads
Sutallee
Vaughn and Rio
Weatherby Rd/ Hornage Rd
Welcome Crossroads
Zetella

Less Intense

Regional Town Centers
Town Centers
Village Centers
Crossroad Communities

Implementation Priorities

Priorities apply to all Places, unless the name of the Place is specifically identified for a given measure

- Enhance mobility and accessibility for all by creating Complete Streets that accommodate all modes of transportation (cars, transit, bicycles, and pedestrians)
- Prioritize enhancements and operations improvement rather than capacity expansion or development of new alignments
- Undertake parking studies to determine accurate parking needs
- Utilize wayfinding signage to improve direction and location
- Improve bicycle and pedestrian facilities in Regional Town Centers, Town Centers, and Village Centers
- Prioritize planning studies that will both improve safety while limiting transportation investments around Crossroad Communities

- Locate education facilities, including technical schools, satellite campuses, and continuing education opportunities in Regional Town Centers

- Promote vertically or horizontally integrated mixed use developments in Regional Town Centers and Town Centers
- Promote revisions to zoning ordinances that allow higher densities to make redevelopment economically viable in Regional Town Centers and Town Centers
- Consider Regional Town Centers, Town Centers, Village Centers and Crossroads Communities as potential receiving areas for a TDR program
- Promote developments that build on and/ or enhance the existing developed core of Regional Town Centers, Town Centers, and Village Centers
- Encourage low intensity, village scale, mixed use development in Village Centers and Crossroads Communities
- Incorporate appropriate zoning uses and densities to limit growth to a defined geography within Crossroads Communities

- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures
- Use alternative designs and materials to minimize impervious surfaces to the greatest possible extent
- Use rain gardens, vegetated swales or other enhanced water filtration design to enhance the quality of stormwater run-off
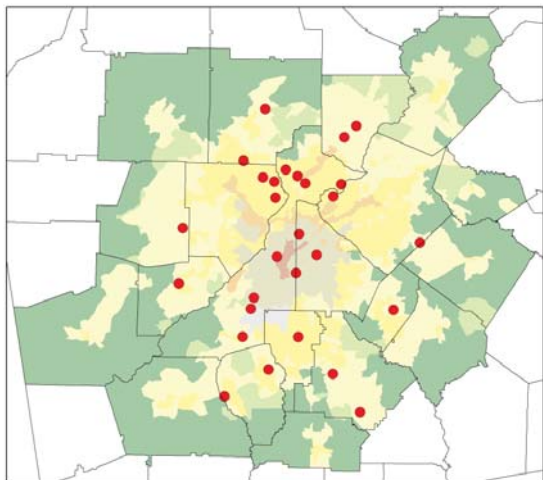
- Develop opportunities for heritage based tourism in Regional Town Centers, Town Centers, and Village Centers
- Promote development of CIDs and TADs to encourage and implement redevelopment and reinvestment in Regional Town Centers and Town Centers
- Utilize Crossroads Communities to provide limited commercial and service activities targeted toward the local population

DRI NOTE

If a proposed development is similar to a **Crossroad Community** in size and character, it should be developed in line with the principles and guidelines outlined here. Special attention should be paid to focusing development within a small compact location while protecting and preserving the rural character of the larger area. These new communities will be small mixed use pockets serving a very small and local market. New Crossroad Communities should be confined to an area no more than ¼ mile from the intersection around which it is located.
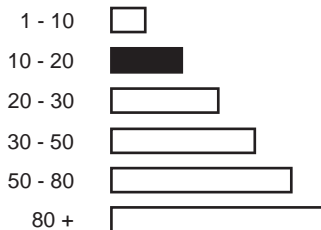
Defining Narrative and Place Issues

Major Retail Districts, shown in red, are concentrations of retail and commercial uses outside of Regional Centers and Community Activity Centers. People travel here from various parts of the region for shopping, entertainment and other social opportunities. As opposed to the mix of uses found in Regional Centers or Community Activity Centers, most Major Retail Districts consist primarily of only retail or commercial space. They are mostly surrounded by and serve residential areas. They were often developed in a suburban, auto-oriented way, and as a result, they are challenged by limited multi-modal options, which can lead to problems with congestion.
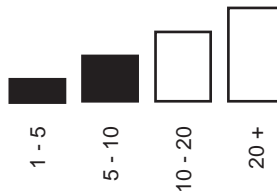
These places face high amounts of peak and off-peak congestion, have a limited employment market, and have little or no residential development or other mix of uses. In the short term, plans and policies for these places should focus on developing access management plans, retrofitting existing retail locations, and targeted infill development. As these places age, local and regional plans should encourage eventual reinvestment, redevelopment, and infill development. Future Major Retail Districts should include a residential component and public streets.

Recommended Densities

10 to 20 Units Per Acre Based on Transit and Infrastructure

- 1 - 10
- 10 - 20
- 20 - 30
- 30 - 50
- 50 - 80
- 80 +

1 to 10 Stories Based on Local Context

- 1 - 5
- 5 - 10
- 10 - 20
- 20 +

estimation of gross density - actual density may vary

More Intense

| Core |
| Employment |
| Airport |
| Neighborhood |
| Est Suburbs |
| Developing Suburbs |
| Dev Rural |
| Rural |

Less Intense

Holcomb Bridge Road-Old Alabama Road
Howell Mill

Camp Creek

Edgewood Retail
Greenbriar
N. DeKalb Mall
Town Brookhaven

Arbor Place

Alpharetta Hwy - Holcomb Bridge Rd
Conyers Crossing
Crossville Hwy - Woodstock Rd
Cumming Marketplace
Fayetteville Pavillion
GA 20/ I-575
GA 92-I/575
Hiram Crossroads
Johnson Ferry Rd - Roswell Rd
Johnson Ferry Rd - Sandy Plains Rd
Jonesboro Rd/ 1-75
Locust Grove
Loganville/ US 78
Medlock Bridge Rd - State Bridge Rd
Shallowford Rd - Johnson Ferry Rd
Southlake Mall
The Avenue Forsyth
The Avenue Peachtree City
The Forum on Peachtree Parkway
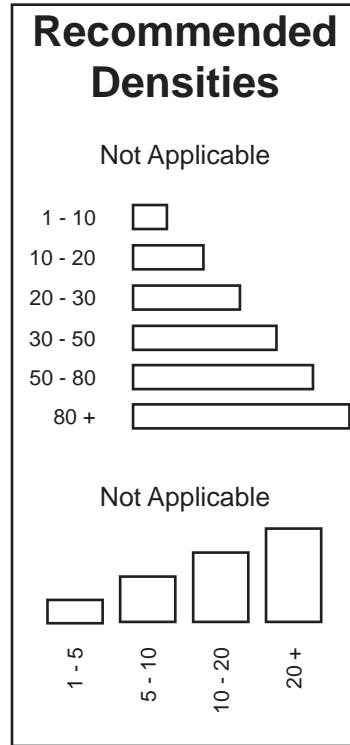Union Station

Recreation Districts
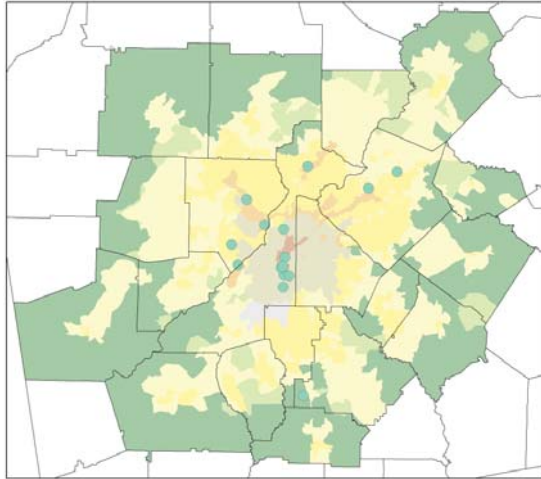
Defining Narrative and Place Issues

Recreation Districts, shown in teal, are the major stadiums, concert venues, cultural and recreational areas within the region. Locally, these places are seen as important to the regional economic development strategy. These places also have sporadic, but high impacts on the local and regional transportation network.

These districts may be good locations to focus additional growth and attract related and associated uses. Local jurisdictions should partner with managing organizations of these places to plan for and mitigate transportation and land use impacts.

In addition to Recreation Districts, Regionally Important Resources (RIRs) also identify places that provide recreational opportunities, such as National and State Parks, regional greenways and trails. However, given the unique value and vulnerability of Regionally Important Resources, including issues of environmental conservation and historic preservation, regional policy for these areas is comprehensively addressed in Regional Resource Plan.

Recommended Densities

Not Applicable

1 - 10
10 - 20
20 - 30
30 - 50
50 - 80
80 +

Not Applicable

1 - 5
5 - 10
10 - 20
20 +

More Intense	Core	Georgia Aquarium/ World of Coke/ Center for Civil and Human Rights
		Georgia World Congress Center/ Georgia Dome/ Phillips Arena
		Midtown Arts District
	Employment	Cobb Energy Performing Arts Center
		Encore Park
		White Water/ American Adventures
	Airport	
	Neighborhood	Chastain Park
		Grant Park
		Lakewood
		Turner Field
	Est Suburbs	Mablehouse Amphitheatre
	Dev Suburbs	Gwinnett Braves
		Gwinnett Civic Center
		Six Flags Over Georgia
	Dev Rural	
Less Intense	Rural	Atlanta Motor Speedway

Implementation Priorities

Priorities apply to both Places, unless the name of the Place is specifically identified for a given measure

- Develop minimum and maximum parking requirements for new and infill development
- Encourage better access to both pedestrian networks and transit options to promote the efficient assembling and dispersal of visitors to destinations in Recreation Districts and Major Retail Districts

- Maximize the usefulness of existing recreational facilities in addition to providing new recreational opportunities in Recreation Districts

- Encourage vertically and horizontally integrated mixed use developments that are locally appropriate in Major Retail Districts
- Encourage active ground floor, pedestrian scale design, and pedestrian amenities in new development and redevelopment of existing sites in Major Retail Districts
- Establish appropriate transitions and buffers between less intense areas and establish transitional zones using height plane standards in Major Retail Districts
- Encourage intense development to utilize existing infrastructure that includes energy efficient, environmentally friendly design elements and standards in Major Retail Districts and Recreation Districts
- Develop strategies to avoid land use conflicts between residential development and Recreation Districts, particularly in regard to noise, traffic and special events

- Improve the efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc

- Capitalize on Major Retail Districts and Recreation Districts as regional destinations
- Promote tourism opportunities and related uses in Recreation Districts

DRI NOTE

If a proposed development is similar to a **Major Retail District** in size and character, it should be developed in line with the principles and guidelines outlined here. Special attention should be paid to access management, the internal and external pedestrian environment, connections to adjacent properties developed or undeveloped, decreased surface parking areas, incorporation of housing, and the location of utilities to allow for future infill or redevelopment. The scale and character of this new district should align with that of the surrounding community.

If a proposed development is similar to a **Recreation District** in size and character, it should be developed in line with the principles and guidelines outlined here. Special attention should be paid to access to and from these districts as well as their impact on the surrounding community. These new districts should be developed as a part of the community rather than an isolated development which provides additional traffic with little or no community benefit.

University Districts
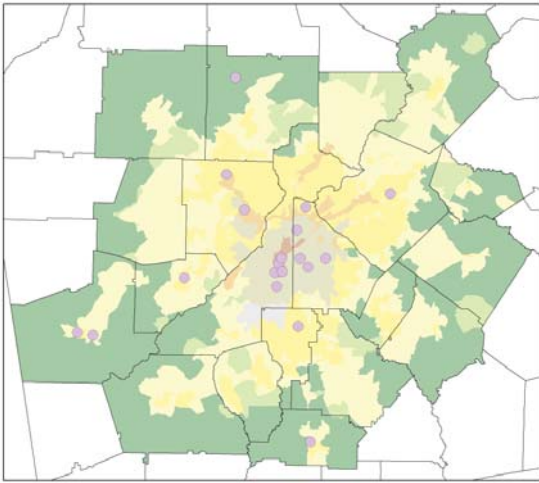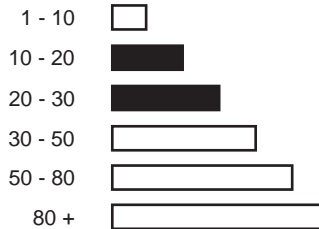

Defining Narrative and Place Issues

University Districts, shown in light purple, are centered around the major universities and colleges within the region. These districts provide a mix of employment and residential options, but primarily serve faculty and students affiliated with school moreso than the regional population.

Expansion to accommodate the new buildings and student housing can have significant impacts on established communities adjacent to the campus. Land use conflicts due to the growth of the university and its economic impact on surrounding properties can be a challenge for these places. However, many universities embrace unique opportunities for redevelopment and adaptive reuse of existing buildings and areas within communities adjacent to the campus. Recommended density for University Districts are 10 to 30 units per acre, however, in specific instances, such as development of student dormitories, higher densities (up to 50 units per acre) may be appropriate.
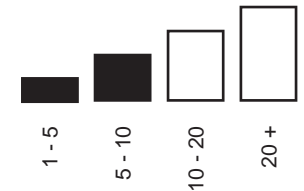
Impacts to transportation patterns as a result of student commuter traffic and a need for large parking areas are also a unique factor around University Districts. As universities continue to expand, emphasis should be placed on creating environments that are walkable and allow for alternatives such as bicycle use. When possible, bicycle facilities should connect to the regional transportation network.

Recommended Densities

10 to 30 Units Per Acre Based on Transit and Infrastructure

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 10 Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

estimation of gross density - actual density may vary

More Intense

Core
Georgia State University
Georgia Tech
Savannah College of Art and Design

Employment
Life University
SPSU

Airport

Neighborhood
Agnes Scott College
Atlanta Metropolitan College
Atlanta Tech
Atlanta University Center
DeKalb Tech
Emory University
Georgia Perimeter College
Oglethorpe University

Est Suburbs
Clayton State University
Georgia Perimeter College-Dunwoody
Kennesaw State
UGA-Griffin Tech

Developing Suburbs
Georgia Gwinnett College
University of West Georgia
West Georgia Technical College - Carroll Campus
West Georgia Technical College - Douglas Campus

Dev Rural

Rural
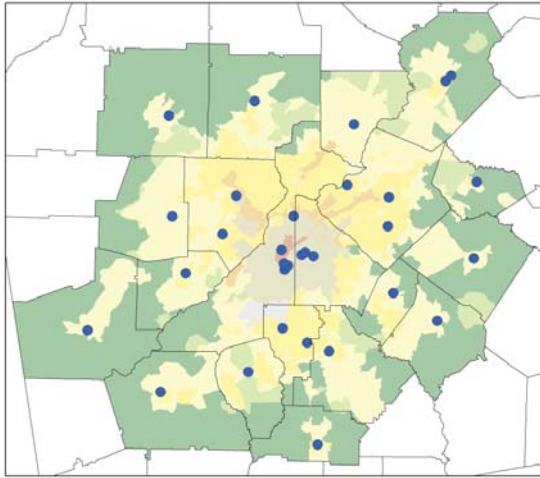Reinhardt College

Less Intense
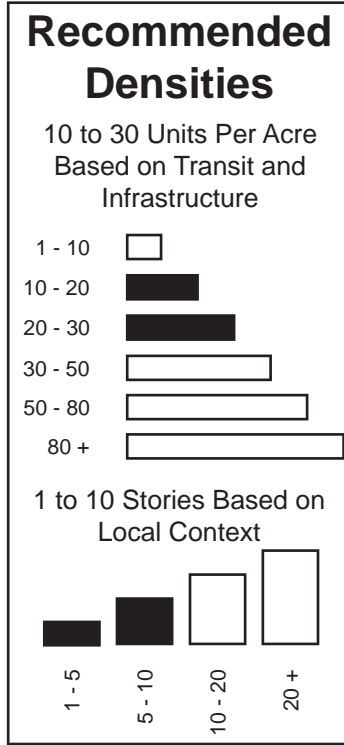
Wellness Districts

Defining Narrative and Place Issues

Wellness Districts, shown in blue, are located around the major hospitals within the region. These districts include master planned medical campuses as well as surrounding related uses. Healthcare is a significant growth sector for the Atlanta Region, and locally, these places are seen as locations for future employment growth within a particular jurisdiction.

Similar to University Districts, the medical buildings that form the core of Wellness Districts are often developed as a campus and may attract services to adjacent areas that serve the unique needs of a hospital, such as medical office buildings, research laboratories and temporary residential uses for those undergoing long-term recovery. Communities around Wellness Districts also see a distinct impact to traffic and transportation patterns and must be able to accommodate ingress and egress of emergency vehicles. Land use conflicts may arise with the expansion of hospitals and related services into adjacent established communities.

Wellness districts are seen as good locations for a variety of senior housing, therefore these districts should have an additional focus on Lifelong Communities principles to encourage aging in place and allow for development that is inclusive of older adults.

Recommended Densities

10 to 30 Units Per Acre Based on Transit and Infrastructure

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 10 Stories Based on Local Context

1 - 5   5 - 10   10 - 20   20 +

estimation of gross density - actual density may vary

More Intense

Core
- Atlanta Medical Center
- Emory Crawford Long
- Grady Hospital
- Piedmont Hospital

Emp
- Medical Center

Air

Neighborhood
- DeKalb Medical Center-Decatur
- Emory/ CDC
- Marietta-Kennestone
- VA Medical Center - Atlanta

Established Suburbs
- Cobb-Austell
- Emory Eastside Medical Center
- Gwinnett Medical Center
- Gwinnett Medical Center - Duluth
- Henry Medical Center
- Newton Medical Center
- Northeast Georgia Medical Center
- Rockdale Medical Center
- Southern Regional Medical Center
- Spalding Regional Hospital
- Spivey Station
- Tanner Medical Center
- Wellstar Douglas Hospital

Developing Suburbs
- Barrow Regional Medical Center
- Cartersville Medical Center
- Northeast Georgia Medical Center - Lanier Campus
- Northside Hospital - Cherokee
- Northside Hospital - Forsyth
- Paulding
- Piedmont Hospital - Fayette
- Piedmont Hospital - Newnan
- Walton Regional Medical Center

Dev Rural

Rural

Less Intense

Implementation Priorities

Priorities apply to both Places, unless the name of the Place is specifically identified for a given measure

- Encourage the enhancement, expansion, and connection of university circulators to regional transit stations and ensure that university circulators continue to be accessible by members of the general public
- Give consideration to issues of access and connectivity, particularly in regard to standards set forth for ADA compliance, recommendations of AARP, etc
- Incorporate appropriate end-of- trip facilities, such as bicycle racks, showers/ locker rooms, etc, within new and existing development
- Encourage the use of travel demand management (TDM) strategies in University Districts
- Encourage coordination between Employee Service Organizations (ESOs) and Transportation Management Associations (TMAs) in University Districts
- Develop parking management strategies tailored to the unique needs of each University District and Wellness Districts
- Enhance mobility and accessibility for all by creation Complete Streets that accommodate all modes of transportation (cars, transit, bicycles, and pedestrians) in University Districts
- Identify the need for improved Human Services Transport (HST) and connectivity to Wellness Districts
- Improve pedestrian connectivity around Wellness Districts
- Consider unique transportation needs of emergency vehicles, such as capacity improvements along shoulders, ITS, etc around Wellness Districts
- Promote improved sidewalk connectivity with traffic calming measures and refuge islands for more than two lanes of traffic around Wellness Districts
- Utilize strategies that make the environment feel safe, including sensory cues at decision points (junctions or grade changes), adequate pedestrian lighting, crossable streets, countdown crossing signals, and signal timing suitable for slower walking speeds around Wellness Districts

- Ensure input at all levels of planning from all facets such as future senior center location and senior center programming in Wellness Districts
- Develop educational partnerships with libraries, colleges, and universities to bring diverse populations together to learn about resources available to them in University Districts

DRI NOTE

If a proposed development is similar to a **Wellness District** in size and character, it should be developed in line with the principles and guidelines outlined here. Special attention should be paid to creating access to and from these districts, specifically accommodating of the elderly or disabled. Vanpools and shuttle services to, from, and within these areas will be important as many of the visitors and employees will relay on these.

While these districts may not be mixed use, the uses within the district should be located in close proximity to each other with the entire district functioning similar to a Community Activity Center.

If a proposed development is similar to a **University District** in size and character, it should be developed in line with the principles and guidelines outlined here. Special attention should be paid to creating a commercial, entertainment, and civic environment that serve the university or college.

Implementation Priorities, continued

- Promote coordination between existing land uses and expansion of university facilities within communities around University Districts
- Promote appropriate mixed-use development to serve the campus and community in Wellness Districts and University Districts
- Provide planning support and technical guidance for appropriate land uses and development patterns through programs such as Lifelong Communities in Wellness Districts

- Improve the efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Use rain gardens, vegetated swales or other enhanced water filtration design to enhance the quality of stormwater run-off

- Capitalize on the regional resources provided by University Districts and Wellness Districts to meet the workforce needs of existing and emerging economic sectors
- Develop the healthcare and eldercare sector of local economies to contribute toward meeting the wellness needs of the regional population through Wellness Districts
- Add business and technology incubator spaces in University Districts

Regionally Important Resources
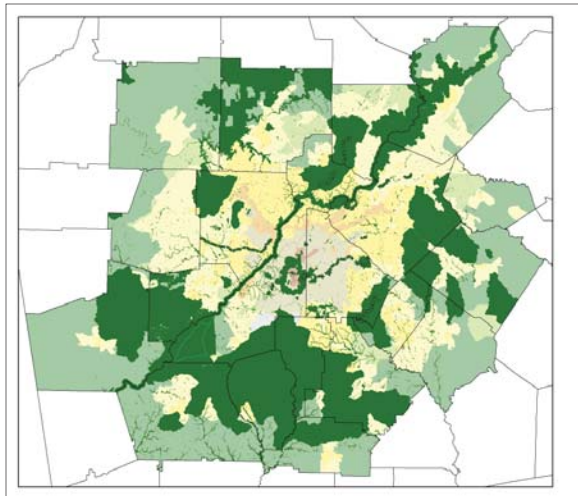
Defining Narrative and Place Issues

Regionally Important Resources (RIRs), shown in green, are natural and cultural resource areas identified throughout the region. RIRs include three broad categories of resources: Areas of Conservation or Recreational Value; Historic and Cultural Resources; and Areas of Agricultural and Scenic Value.

The Regional Resource Plan is incorporated herein by reference. It includes a detailed listing of individual RIRs, as well as a description of the regional value and unique vulnerabilities of each. Guidelines for Appropriate Development Practices and Policies and Protection Measures have been developed for each resource and serve to supplement the Implementation Priorities of this Development Guide.

Recommended Densities

Not Applicable

1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

Not Applicable

1 - 5   5 - 10   10 - 20   20 +
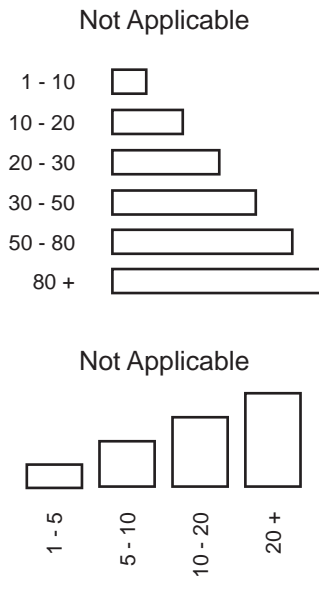
Resources Include

Water Supply Watersheds

Groundwater Recharge Areas

Wetlands

River Corridors

Mountain Protection

Regional Reservoirs

National Park Service Sites

State Parks and Other Recreation Areas

Regional Greenways and Multi-Use Trails

National Historic Landmarks

National Historic Districts

Olympic Legacy/ Centennial Olympic Park

Georgia Centennial Farms

Civil War Battlefields and Sites

Soapstone Ridge, Fort Daniel, Oakland Cemetery and Other Archaeological Resources

Scenic Highways

Pastoral Areas

Agricultural Areas

Station Communities
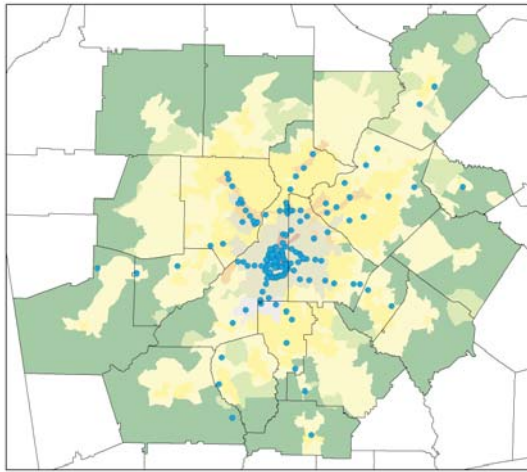
Recommended Densities

Minimum of 10 to 80+ Units Per Acre Based on Location

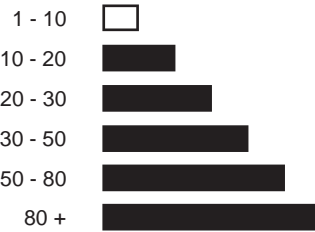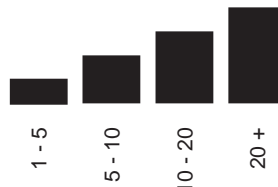|	
1 - 10	□
10 - 20	▬
20 - 30	▬
30 - 50	▬
50 - 80	▬
80 +	▬

1 to 20+ Stories Based on Local Context

1 - 5	5 - 10	10 - 20	20 +

estimation of gross density - actual density may vary

Defining Narrative and Place Issues

Station Communities, shown in light blue, represent ½ to 1 mile around existing and planned high capacity transit stations. While many transit stations are located in existing centers with transit supportive development and density, many transit stations are underutilized from a land use perspective. This makes it more difficult to fund and operate transit in these places, and transit supportive development will be critical to increase ridership in these locations. Based on the area and place type that station communities are found in, different station communities will have different levels of development and density. Transit ROW and future transit service areas and locations will need to be planned. In doing so, transit supportive densities for future stations will need to be considered.

It is recommended that Station Community densities exceed a minimum of 10 units per acre if located in Developing Suburbs, Established Suburb, Maturing Neighborhood, Town Centers, Wellness District , University District, a Major Retail Attractor, or located along a Redevelopment Corridor. Station Community densities should exceed 20 units per acre if located in Community Activity Center or a Regional Town Center, and exceed a minimum of 30 units per acre located in a Regional Center, Region Core, or a Regional Employment Corridor.

Core (More Intense)

North Avenue	*Cheshire Bridge*
Civic Center	*Northside/ 16th*
Georgia State	*Centennial Place*
Five Points	Arts Center
Dome/ GWCC/	Lindbergh Center
Philps/CNN	Peachtree Center
Garnett	King Memorial
Georgia Tech	Midtown
Northside/ 10th	Buckhead
	Lenox

Employment Corridors

Holcomb Bridge	Dunwoody
Windy Hill Road	*Northside*
Dobbins	*Northridge*
Southern	*Bells Ferry*
Polytechnic	*Indian Trail*
Jimmy Carter	*Shallowford*
Medical Center	*Roswell Road*
Sandy Springs	*Marietta*
North Springs	*Montreal*
Doraville	*Road*
	Tucker

Airport

	Red Oak
	Airport

Maturing Neighborhood

Cheshire Bridge	Oakland City
Shallowford	West End
Roswell Road	Kensington
Marietta	Inman Park-
Montreal Road	Reynoldstown
MLK	Edgewood-
Moreland	Candler Park
Glenwood	East Lake
Gresham	*Indian Creek*
Simpson Road	Vine City
Smyrna	Ashby
North Decatur	Bankhead
Scott Blvd	West Lake
Briarcliff	Hamilton E.
Decatur	Holmes
Avondale	Brookhaven
Chamblee	College Park
Lakewood-	East Point
Ft McPherson	*Tucker*

Est Suburbs

Lilburn	*Bells Ferry*
Reagan	*Indian Trail*
Parkway	*Morrow*
Union City	*Mableton*
Sugar Hill	*Forest Park*
Lovejoy	*Douglasville*
Northside	*Sigman Road*
Northridge	*Salem Road*

Dev Suburbs

Evans Mill	*Reagan*
Hampton	*Parkway*
Station	*Union City*
Suwanee	*Sugar Hill*
Oakwood	*Lovejoy*
Villa Rica	*Douglasville*
Tyrone	*Sigman Road*
Lilburn	*Salem Road*

Dev Rural

Temple
Tyrone

Rural (Less Intense)

Senoia

* Places in italics are Concept 3 Stations

Station Communities

Implementation Priorities

- Preserve existing right-of-way to support future transit development
- Undertake land use and transportation studies to plan and prepare for future transit
- Increase bike/ped facilities in Station Communities
- Integrate Lifelong Communities principles to ensure a comprehensive approach to connectivity and accessibility, including traffic calming measures strategies, adequate pedestrian lighting, crossable streets, and refuge islands for more than two lanes of traffic

- Promote public safety efforts to create a lively and safe 24 hours community

- Increase density around existing or planned transit stations to Transit Oriented Development (TOD) standards
- Develop policies and standards that encourage innovative or unconventional housing development including zoning with no minimum unit sizes, accessory dwelling units and recommended minimum residential densities
- Step down in height and intensity where a station community abuts another area or place of lower intensity
- Consider Station Communities, among other areas and places, as receiving areas for a TDR program
- Consider inclusionary ordinances to ensure a percentage of all residential units developed within ½ mile of planned or existing transit stations will provide a diversity of housing options and price ranges

- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest possible extent

- Encourage Transit Oriented Development (TOD) standards as one piece of the overall economic strategy in these places

Redevelopment Corridors
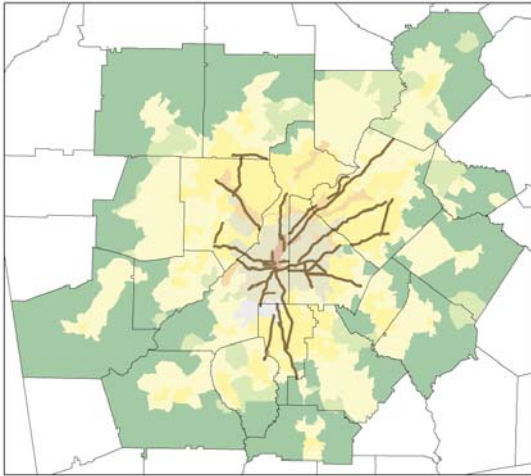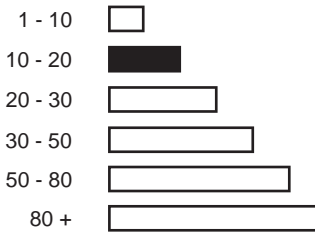

Defining Narrative and Place Issues

Redevelopment Corridors, shown in brown, are designated to reflect local policy. Some of these corridors function as retail centers for surrounding communities while many are major commuter routes for the region with high amounts of through traffic. The nature and needs of each may be unique to their location within the region.

While many of these areas can increase in employment and housing density, the amount of additional density depends on the local context especially the existing and planned transportation network. Many of these corridors are planned to have additional transit service within them including light rail, BRT and express bus.
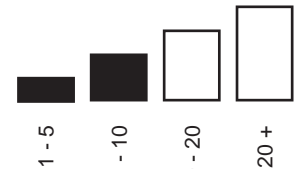
Redevelopment corridors may have high concentrations of aging commercial and retail space, and were often developed in a suburban, auto-oriented way. They are challenged by limited multi-modal options, which can lead to problems with congestion.

Recommended Densities

10 to 20 Units Per Acre Based on Transit and Infrastructure

Density	
1 - 10	
10 - 20	
20 - 30	
30 - 50	
50 - 80	
80 +	

1 to 10 Stories Based on Local Context

1 - 5
5 - 10
10 - 20
20 +

estimation of gross density - actual density may vary

More Intense

Core
SR 8/Bankhead/DL Hollowell
MLK Jr. Drive
Northside Drive
Prior Street/ Ridge Avenue
SR 10/ SR/ 12/ Hwy 278
Buford Highway
Piedmont Road
Ponce de Leon Avenue

Employment
SR 754/ Canton Road
Cobb Parkway
Buford Highway
SR 141 Peachtree Industrial Blvd
Roswell Road

Airport
SR 85
Old Dixie Highway
Tara Boulevard

Maturing Neighborhood
SR 754/ Canton Road
SR 8/ Bankhead/ DL Hollowell
Simpson Road
MLK Jr. Drive
Campbellton Road
Hwy 29/ SR 14
Cleveland Avenue
SR 85
Jonesboro Road
Prior Street/ Ridge Avenue
Glenwood Road
SR 10/ SR12/ Hwy 278
Scott Blvd/ Lawrenceville Hwy
Buford Highway
SR 141/ Peachtree Industrial Blvd
Roswell Road
Ponce de Leon Avenue
Tara Boulevard

Established Suburbs
Hwy 92/ Alabama Road
SR 754/ Canton Road
Cobb Parkway
Austell Road
SR 8/ Bankhead/ DL Hollowell
MLK Jr. Drive
SR 85
Old Dixie Highway
Jonesboro Road
SR 10/ SR 12/ Hwy 278
Scott Blvd/ Lawrenceville Hwy
Buford Hwy
SR 141/ Peachtree Industrial Blvd
Roswell Road
Tara Blvd

Dev Suburbs
Hwy 92/ Alabama Road
Cobb Parkway
SR 85
SR 10/ SR 12/ Hwy 278
Scott Blvd/ Lawrenceville Hwy
Buford Hwy
Tara Boulevard

Dev Rural

Rural

Less Intense

Redevelopment Corridors

Implementation Priorities

- Develop minimum and maximum parking requirements for new and infill development along Redevelopment Corridors
- Develop road design guidelines that will create a multi-modal environment and are specific to the unique needs of individual Redevelopment Corridors
- Develop access management strategies along major thoroughfares

- See General Priorities

- Develop policies and establish design standards to guide new and infill development along Redevelopment Corridors
- Encourage retrofitting of existing corridors to create vibrant and diverse places
- Encourage active ground floor, pedestrian scale design, and pedestrian amenities in new development and redevelopment of existing sites
- Encourage vertically and horizontally integrated mixed use developments that are well-connected to the regional transportation system and are locally appropriate

- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest extent possible

- Identify opportunities for redevelopment to enhance existing retail and service sector establishments and promote new economic development initiatives
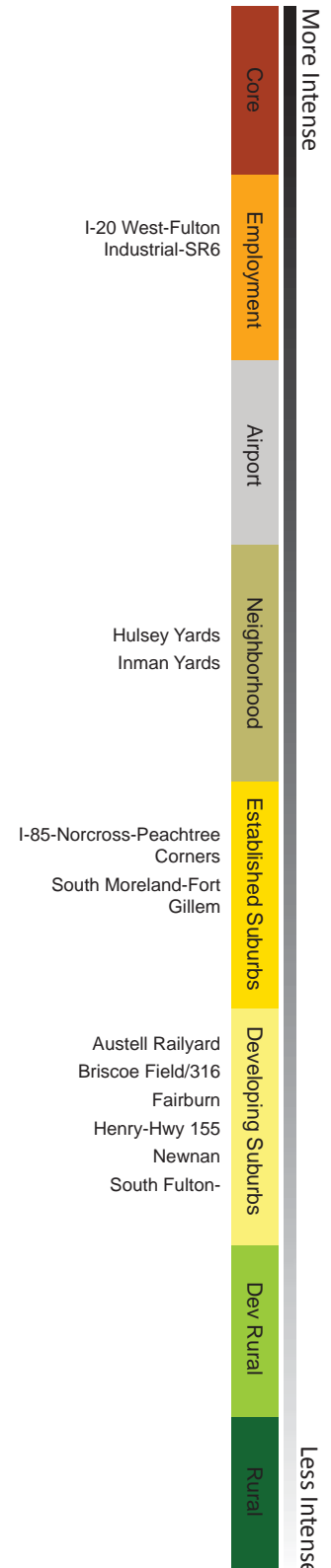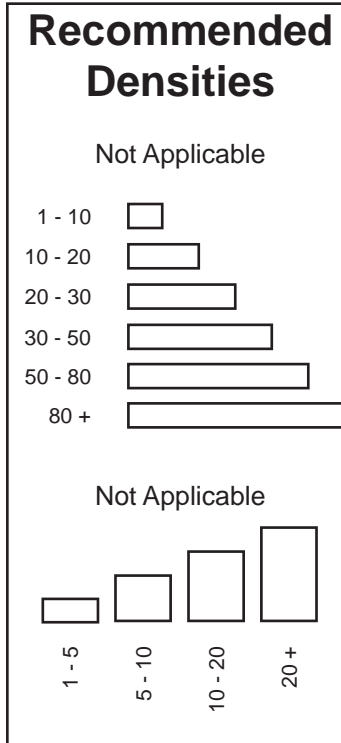
Industrial/ Logistics Areas
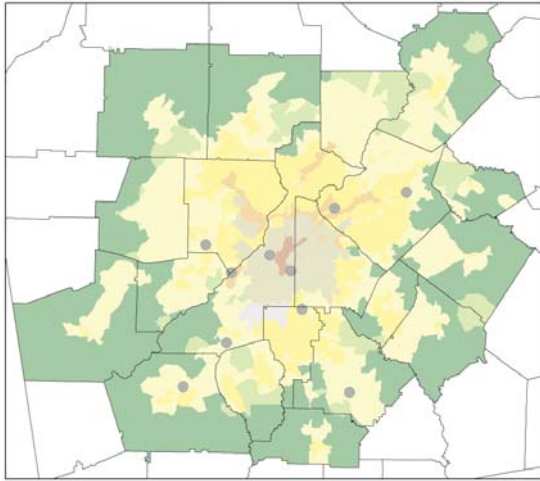
Defining Narrative and Place Issues

Industrial and Logistics Areas, shown in grey, represent the major intermodal freight facilities and major logistics centers of the region. As a strategic economic sector, the region should strive to protect these areas and ensure they are well served by the regional transportation network.

This area will see increased job growth in the form of industrial and logistics space. Strategies are needed to avoid residential and industrial conflicts while still allowing both uses in proximity to each other, without limiting the operations of industrial land users.

Recommended Densities

Not Applicable

1 - 10
10 - 20
20 - 30
30 - 50
50 - 80
80 +

Not Applicable

1 - 5
5 - 10
10 - 20
20 +

More Intense

Core
Employment
Airport
Neighborhood
Established Suburbs
Developing Suburbs
Dev Rural
Rural

Less Intense

I-20 West-Fulton Industrial-SR6

Hulsey Yards
Inman Yards

I-85-Norcross-Peachtree Corners
South Moreland-Fort Gillem

Austell Railyard
Briscoe Field/316
Fairburn
Henry-Hwy 155
Newnan
South Fulton-

Industrial/ Logistics Areas

Implementation Priorities

- Ensure the continued efficiency of cargo and freight transport with easy connectivity to trucking and shipping routes through the region

- See General Priorities

- Encourage intense development to utilize existing infrastructure that includes energy efficient, environmentally friendly design elements and standards
- Identify key areas to preserve for freight and industrial uses
- Protect Industrial and Logistics Areas by not allowing conflicting land uses in the vicinity
- Consider revised development codes and regulations that utilize standards such as Floor Area Ratio (FAR) to maximize the development of existing and proposed industrial, freight and office uses

- Improve the efficiency of existing buildings using energy audits, retro-commissioning, and building envelope enhancements
- Encourage the use of outdoor lighting fixtures in public spaces that have energy saving features such as solar cells, full cut-off fixtures, etc
- Retrofit existing areas and enhance new development by the use of alternative designs and materials to minimize impervious surfaces to the greatest possible extent

- Continue to promote Industrial and Logistics Areas as a major resource in recruiting future economic development prospects to the region
- Add incubator space for business and technology in Industrial and Logistics Areas

Matrix of Appropriate Land Uses

Land uses are generally appropriate in identified regional Areas and Places, but may not be appropriate within a specific context

Areas and Places	Appropriate Land Uses																
	Greenspace and Conservation					Agricultural and Rural Residential				Residential							
	Conservation Areas	Pedestrian and Bicycle Trails	Municipal, County and Regional Parks	Neighborhood Conservation Amenities	Historic and Cultural Sites	Traditional Farms and Forest Lands, Related Structures and Uses	Land Extensive Economic Uses, such as Landscape and Tree Farms	Rural Home Based Economic Uses	Caretaker Dwellings	Single Family Detached Residential	Multi-Family Attached Residential	Live-Work Residential	Accessory Dwelling Units	Mixed Residential Master Planned Communities	Residential Infill and Redevelopment	Conservation Subdivision/ Cluster	Senior –Supportive Housing, including Independent-Living, Assisted Living, and Nursing Facilities
Region Core	✓	✓	✓		✓						✓	✓	✓	✓	✓		
Regional Employment Corridors	✓	✓	✓		✓						✓	✓			✓		
Airport Investment Area	✓										✓				✓		✓
Maturing Neighborhoods	✓	✓	✓	✓	✓					✓	✓	✓	✓	✓	✓		✓
Established Suburbs	✓	✓	✓	✓	✓					✓	✓	✓	✓	✓	✓		✓
Developing Suburbs	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓	✓	✓	✓	✓
Developing Rural Areas	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		✓	✓	
Rural Areas	✓		✓	✓	✓	✓	✓	✓	✓	✓			✓		✓	✓	
Regional Centers	✓	✓	✓		✓						✓	✓	✓	✓	✓		
Station Communities	✓	✓	✓		✓						✓	✓	✓	✓	✓		
Redevelopment Corridors	✓	✓			✓								✓		✓		
Community Activity Centers	✓	✓	✓		✓						✓	✓	✓	✓	✓		
Major Retail Districts	✓	✓			✓										✓		
Recreation Districts	✓	✓	✓		✓										✓		
University Districts	✓	✓	✓		✓						✓			✓	✓		
Wellness Districts	✓	✓	✓		✓						✓			✓	✓		✓
Regional Town Centers	✓	✓	✓	✓	✓							✓	✓	✓	✓		✓
Town Centers	✓	✓	✓	✓	✓			✓				✓	✓	✓	✓	✓	✓
Village Centers	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓		✓	✓	✓
Crossroad Community	✓					✓	✓	✓	✓						✓		
Industrial/ Logistics Areas	✓														✓		
Regionally Important Resources	✓	✓	✓		✓	✓	✓								✓		

Matrix of Appropriate Land Uses

Land uses are generally appropriate in identified regional Areas and Places, but may not be appropriate within a specific context

Areas and Places	Appropriate Land Uses — Non-Residential																
	Master Planned Community Amenities, such as Recreational and Clubhouse Facilities	Limited Convenience-Commercial and Service Uses	Limited Neighborhood Commercial Development	General Commercial Retail Developments	Limited Office and Professional Developments	Office and Professional Developments	Commercial Infill Development and Redevelopment	Civic Facilities, including Government Buildings and Community Meetings Spaces	Cultural Event Facilities, including Venues for Visual and Performing Arts	Community Recreational Amenities, such as Ball Fields and Racquet Courts	Pre-K, Primary and Secondary Educational Facilities and Related Structure and Uses	Institutional Uses, such as Religious Venues	Light Industrial /Office Industrial	Heavy Industrial/ Manufacturing	Transit Options and Related Structures and other Alternative Transportation Modes	Mixed Use Developments that Incorporate Residential, Office and Retail Uses	Public Utilities and Infrastructure and Related Uses
Region Core				✓		✓	✓	✓	✓		✓	✓	✓		✓	✓	✓
Regional Employment Corridors				✓		✓	✓	✓	✓		✓	✓	✓		✓	✓	✓
Airport Investment Area				✓		✓	✓	✓	✓				✓	✓	✓		✓
Maturing Neighborhoods	✓		✓		✓				✓		✓	✓	✓			✓	✓
Established Suburbs	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
Developing Suburbs	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓			✓	✓
Developing Rural Areas	✓	✓							✓		✓	✓	✓				✓
Rural Areas		✓									✓	✓					
Regional Centers				✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
Station Communities			✓	✓	✓	✓	✓	✓	✓		✓	✓			✓	✓	✓
Redevelopment Corridors				✓		✓	✓	✓	✓		✓	✓	✓		✓	✓	✓
Community Activity Centers			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓
Major Retail Districts				✓		✓	✓	✓	✓			✓			✓	✓	
Recreation Districts										✓		✓			✓		
University Districts	✓		✓		✓				✓	✓	✓	✓			✓	✓	
Wellness Districts	✓		✓		✓	✓				✓		✓			✓	✓	
Regional Town Centers	✓			✓		✓	✓	✓	✓	✓	✓	✓			✓	✓	
Town Centers	✓		✓		✓		✓	✓	✓	✓	✓	✓				✓	
Village Centers	✓	✓	✓		✓			✓	✓	✓	✓	✓				✓	
Crossroad Community		✓															
Industrial/ Logistics Areas							✓						✓	✓			✓
Regionally Important Resources																	

Matrix of Recommended Density and Height

Areas and Places	Recommended Density*		Recommended Building Height	
	Minimum (units per acre)	Maximum (units per acre)	Minimum (stories)	Maximum (stories)
Region Core	10	80+	3	20+
Regional Employment Corridors	10	80+	3	20+
Airport Investment Area	10	30	1	20
Maturing Neighborhoods	2 (outside of Places)	5 (outside of Places)	1	10
Established Suburbs	1 (outside of Places)	5 (outside of Places)	1	10
Developing Suburbs	1 (outside of Places)	5 (outside of Places)	1	5
Developing Rural Areas	n/a	1 unit per 5 acres (outside of Places)	1	2
Rural Areas	n/a	1 unit per 5 acres (outside of Places)	1	2
Regional Centers	30	80+	2	20+
Station Communities	10	80+	1	20+
Redevelopment Corridors	10	20	1	10
Community Activity Centers	10	40	1	10
Major Retail Districts	10	20	1	10
Recreation Districts	n/a	n/a	n/a	n/a
University Districts	10	30	1	10
Wellness Districts	10	30	1	10
Regional Town Centers	10	40	2	10
Town Centers	10	20	1	10
Village Centers	1	10	1	3
Crossroad Community	n/a	1 unit per acre (unless outside of Rural)	1	2
Industrial/ Logistics Areas	n/a	n/a	n/a	n/a
Regionally Important Resources	n/a	n/a	n/a	n/a

*estimation of gross density – actual density may vary based on local context, transit and infrastructure

Matrix of Quality Community Objectives

The Department of Community Affairs established statewide goals and a number of Quality Community Objectives (QCOs) that further elaborate the state goals, based on growth and development issues identified in local and regional plans, throughout the state. These goals and objectives are intended to provide guidance, or targets for regional Commission to achieve in developing and implementing their regional plans (Rules of the Georgia Department of Community Affairs, Regional Planning Requirements, Chapter 110-12-6.06). The statewide QCOs are defined below and followed by a matrix that identifies which QCOs are pursued in Areas and Places throughout the Region.

Regional Identity Objective: Regions should promote and preserve an "identity," defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Appropriate Businesses Objective: The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the community, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Educational Opportunities Objective: Educational and training opportunities should be readily available in each community – to permit community residents to improve the job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

Employment Options Objective: A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Heritage Preservation Objective: The traditional character of a community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.

Open Space Preservation Objective: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/ wildlife corridors.

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Regional Cooperation Objective: Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.

Matrix of Quality Community Objectives

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater uses of alternate transportation should be encouraged.

Regional Solutions Objective: Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Housing Opportunities Objective: Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.

Traditional Neighborhood Objective: Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

Infill Development Objective: Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Sense of Place Objective: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

Matrix of Quality Community Objectives

Areas and Places	Quality Community Objectives														
	Regional Identity	Growth Preparedness	Appropriate Businesses	Educational Opportunities	Employment Options	Heritage Preservation	Open Space Preservation	Environmental Protection	Regional Cooperation	Transportation Alternatives	Regional Solutions	Housing Opportunities	Traditional Neighborhood	Infill Development	Sense of Place
Region Core	✓	✓	✓	✓	✓	✓			✓	✓		✓		✓	✓
Regional Employment Corridors		✓	✓		✓				✓	✓					
Airport Investment Area		✓	✓		✓				✓	✓	✓				
Maturing Neighborhoods	✓					✓						✓	✓	✓	✓
Established Suburbs	✓				✓	✓	✓					✓	✓	✓	
Developing Suburbs							✓	✓				✓	✓		
Developing Rural Areas							✓	✓				✓	✓		
Rural Areas	✓				✓	✓	✓	✓							✓
Regional Centers		✓	✓		✓							✓		✓	
Station Communities	✓	✓							✓	✓	✓	✓		✓	
Redevelopment Corridors		✓	✓		✓				✓	✓	✓				
Community Activity Centers		✓	✓		✓										
Major Retail Districts		✓	✓		✓										
Recreation Districts		✓	✓		✓	✓									
University Districts		✓	✓	✓	✓										
Wellness Districts		✓	✓		✓										
Regional Town Centers	✓				✓	✓							✓	✓	✓
Town Centers	✓				✓	✓							✓	✓	✓
Village Centers	✓				✓	✓							✓	✓	✓
Crossroad Community		✓	✓												
Industrial/ Logistics Areas		✓	✓		✓				✓						
Regionally Important Resources	✓					✓	✓	✓	✓			✓			✓