

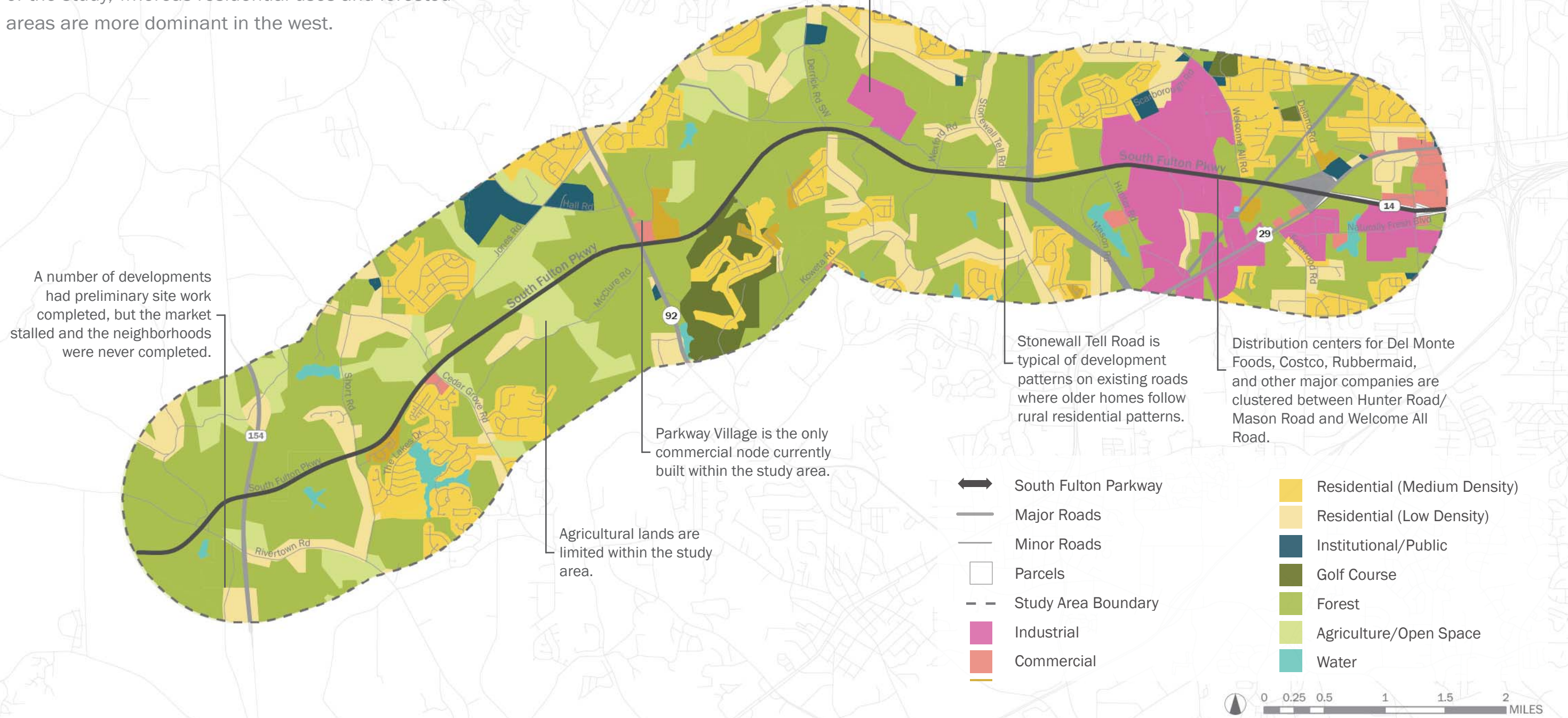


EXISTING CONDITIONS

LAND USE

Land uses throughout the study area corridor are mixed, but generally transition from more urbanized in the east to less developed and more rural in the west. Approximately half of the study area is undeveloped: about 42 percent (6,472 acres) is classified as forested, and 7.5 percent (1,133 acres) is agricultural. Industrial uses are concentrated in the eastern half of the study, whereas residential uses and forested areas are more dominant in the west.

A number of developments had preliminary site work completed, but the market stalled and the neighborhoods were never completed.



A new Wal-Mart distribution center was recently built east of Derrick Road; although visually buffered from the Parkway, the community had to confront the issue of clear-cutting trees required to develop the site for warehousing.

Stonewall Tell Road is typical of development patterns on existing roads where older homes follow rural residential patterns.

Distribution centers for Del Monte Foods, Costco, Rubbermaid, and other major companies are clustered between Hunter Road/Mason Road and Welcome All Road.

Parkway Village is the only commercial node currently built within the study area.

Agricultural lands are limited within the study area.

- South Fulton Parkway
- Major Roads
- Minor Roads
- Parcels
- Study Area Boundary
- Industrial
- Commercial
- Residential (Medium Density)
- Residential (Low Density)
- Institutional/Public
- Golf Course
- Forest
- Agriculture/Open Space
- Water



Figure 17: Land Use

ZONING

Zoning in the study area is primarily controlled by Fulton County and the City of Union City. The most prevalent Union City district along the Parkway is TCMU, which allows for a broad variety of uses and densities. However, many of these districts are interspersed with Fulton County's AG-1, which primarily accommodates agricultural uses and single family dwellings. Almost all of the parcels in unincorporated Fulton County are subject to one of four zoning overlays: South Fulton Parkway, Cedar Grove, Cedar Grove Agricultural, or Cliftondale. The intent of these overlays is to protect and enhance areas of different character throughout Fulton County, and monitor the suitability of certain uses.

Mixed-use districts are most heavily concentrated near the intersection of the Parkway and Highway 92

Heavy industrial is limited to a narrow strip of land adjacent to the railroad tracks

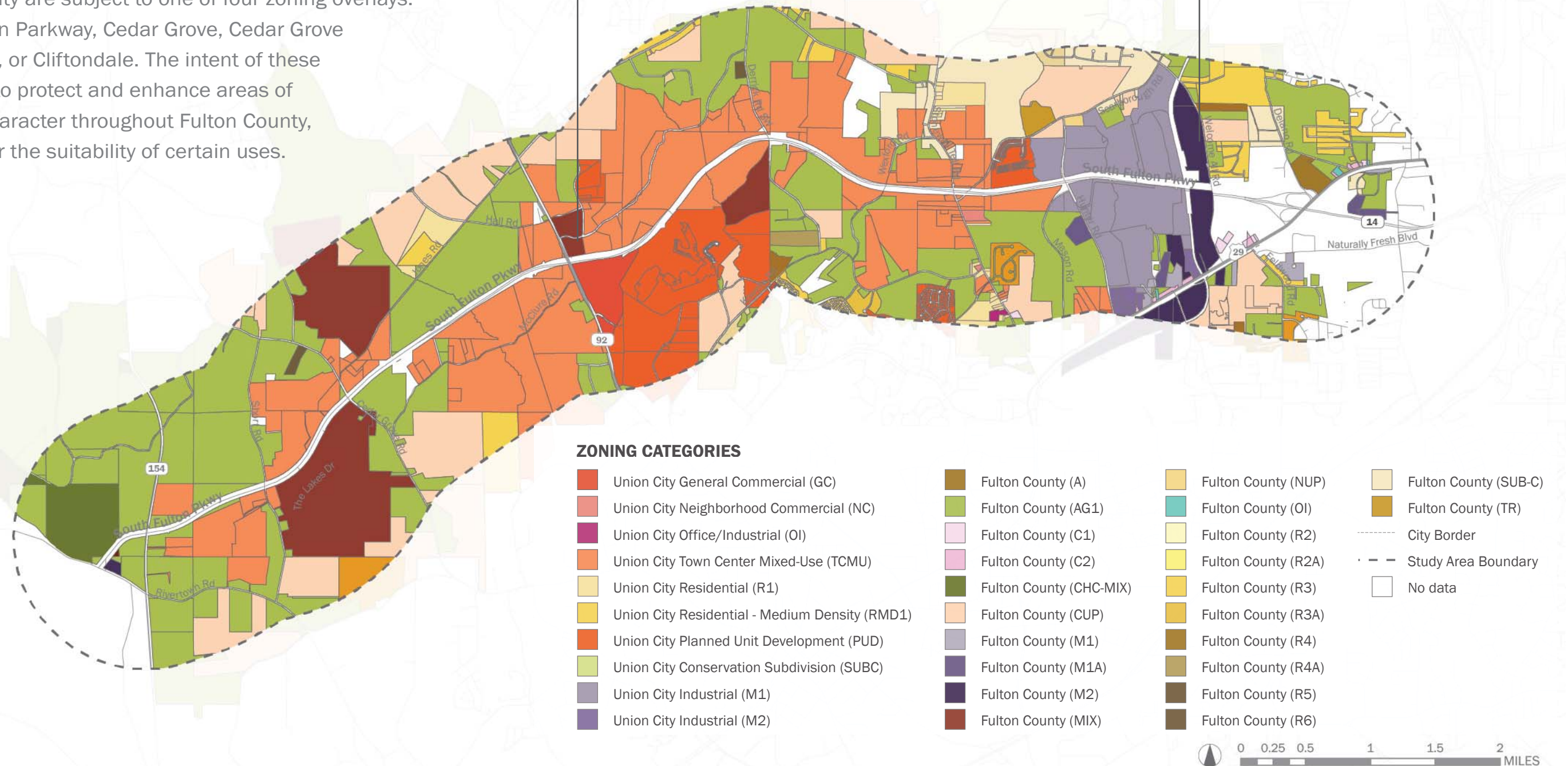


Figure 18: Zoning

TRANSPORTATION

As a four-lane divided highway, South Fulton Parkway is classified as a Major Urban Arterial roadway. Currently, most of the Parkway's intersections are at-grade with signals and turn lanes. Recent traffic studies determined that the Parkway's Levels of Service (LOS) are largely acceptable, and congestion is only an issue at concentrated locations during peak travel times. Beyond the Parkway, however, the roadway network is extremely limited and there are no viable parallel routes for local trips. There are also no bicycle facilities in the study area, and sidewalk networks vary between developments, but generally do not connect to one another.

Both Highway 154 (Cascade-Palmetto Highway) and Highway 92 are currently designated as truck routes.

Jones Road is one of the few roadways that has sidewalks connecting neighborhoods.

The Derrick Road intersection has crosswalks, but does not connect to any sidewalks.

Intersection spacing currently meets minimum standards for both rural and urban areas.

Most freight in the study area travels north-south across the Parkway, rather than using the Parkway itself.

Some neighborhoods, such as the Lakes at Cedar Grove, have very strong internal sidewalk networks. However, these do not connect to surrounding neighborhoods.

The intersection at Cedar Grove Road has pedestrian facilities (crosswalks); however, only one crosswalk connects to a sidewalk.

Highway 92 is a major corridor that provides access to Douglas County.

Welcome All Road and the CSX railroad tracks are the only two grade-separated crossings of the Parkway in the study area.

MARTA bus routes 82, 180, and 181 serve the eastern quarter of the study area.

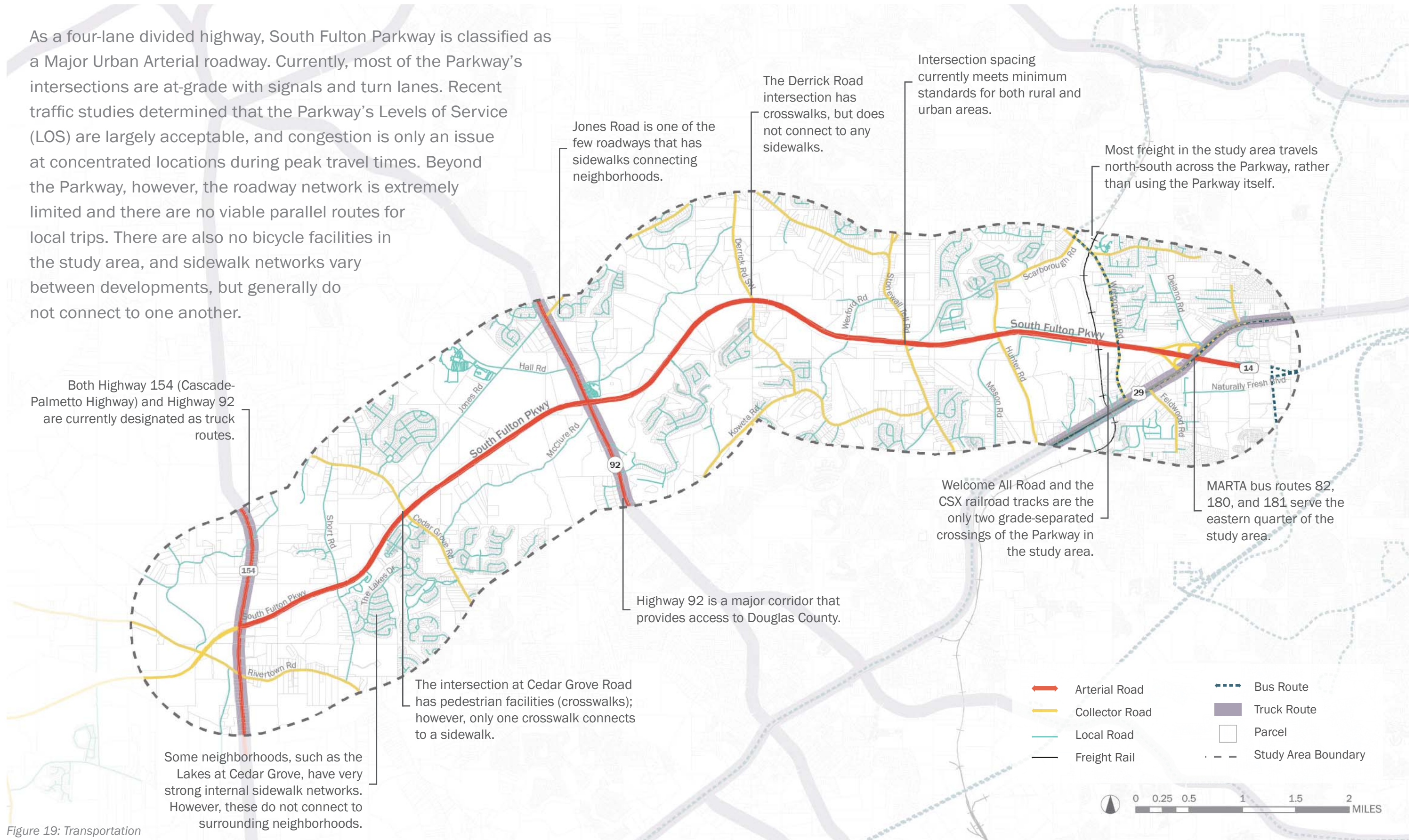


Figure 19: Transportation

ENVIRONMENT

The study area is rich in environmental resources, including multiple stream corridors, ponds, small lakes, floodplains, and forested areas. Although the study area is in the Chattahoochee River Basin, it is in close proximity to the Flint River Basin and one of its major creeks, Morning Creek. The multiple stream corridors and floodplains limit development potential in some areas, as do the approximately 980 acres under conservation easement.

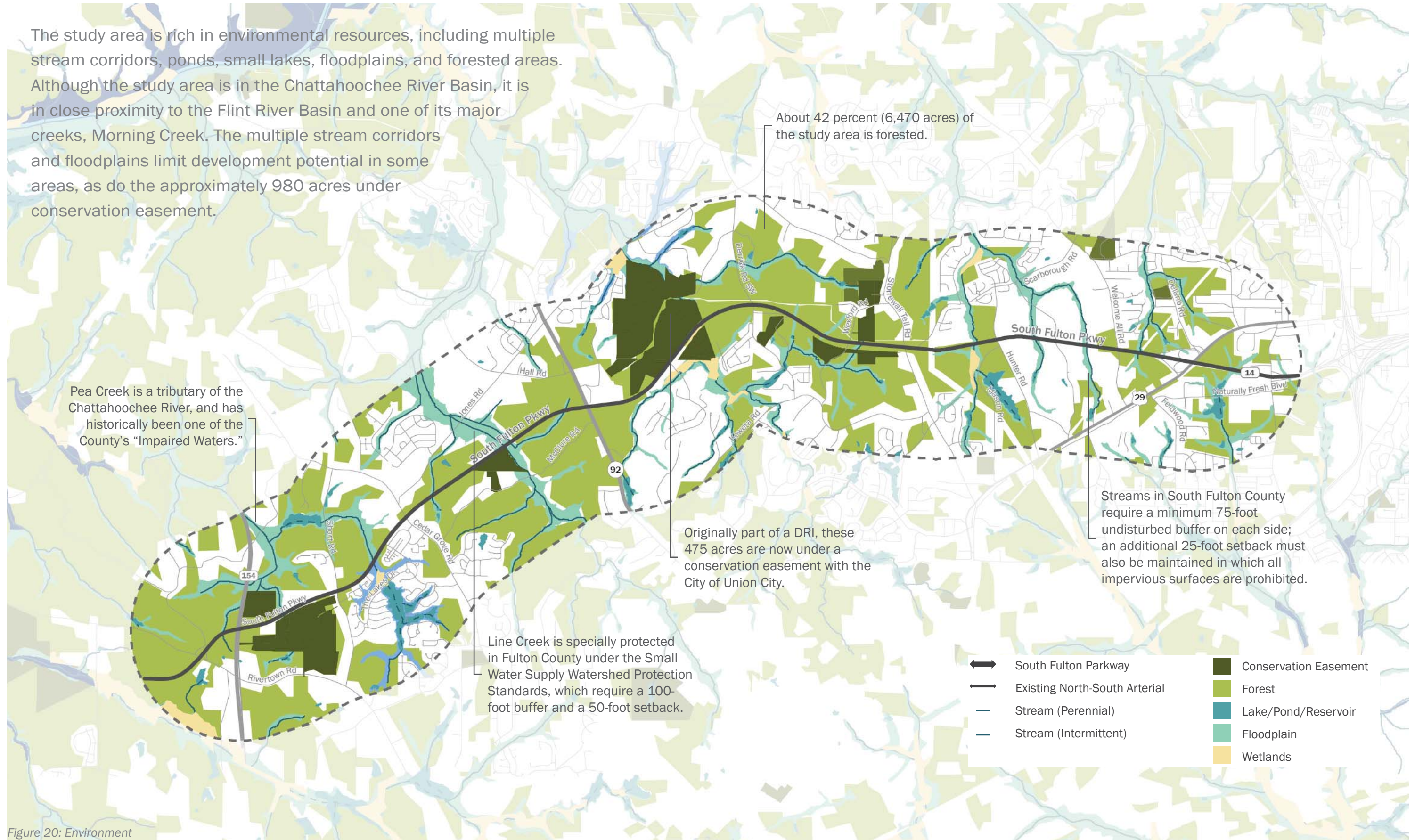


Figure 20: Environment

TOPOGRAPHY

As a rule of thumb, land that has slopes over 15 percent is considered very difficult to develop. Approximately 26 percent of the study area has slopes steeper than 15 percent, which will limit the intensity of development in some areas.

Like the name implies, the Deep Creek area is home to steep topography. Although the steepest sections are unlikely to be developable, the presence of nearby neighborhoods such as Brookwood demonstrate that development is possible despite topography challenges.

Land surrounding Line Creek and its tributaries has some of the steepest slopes in the study area, and will be some of the most difficult to develop.

Milder slopes in the eastern half of the study area typically indicate land that has already been graded and developed, such as the warehouses in Majestic Industrial Park.

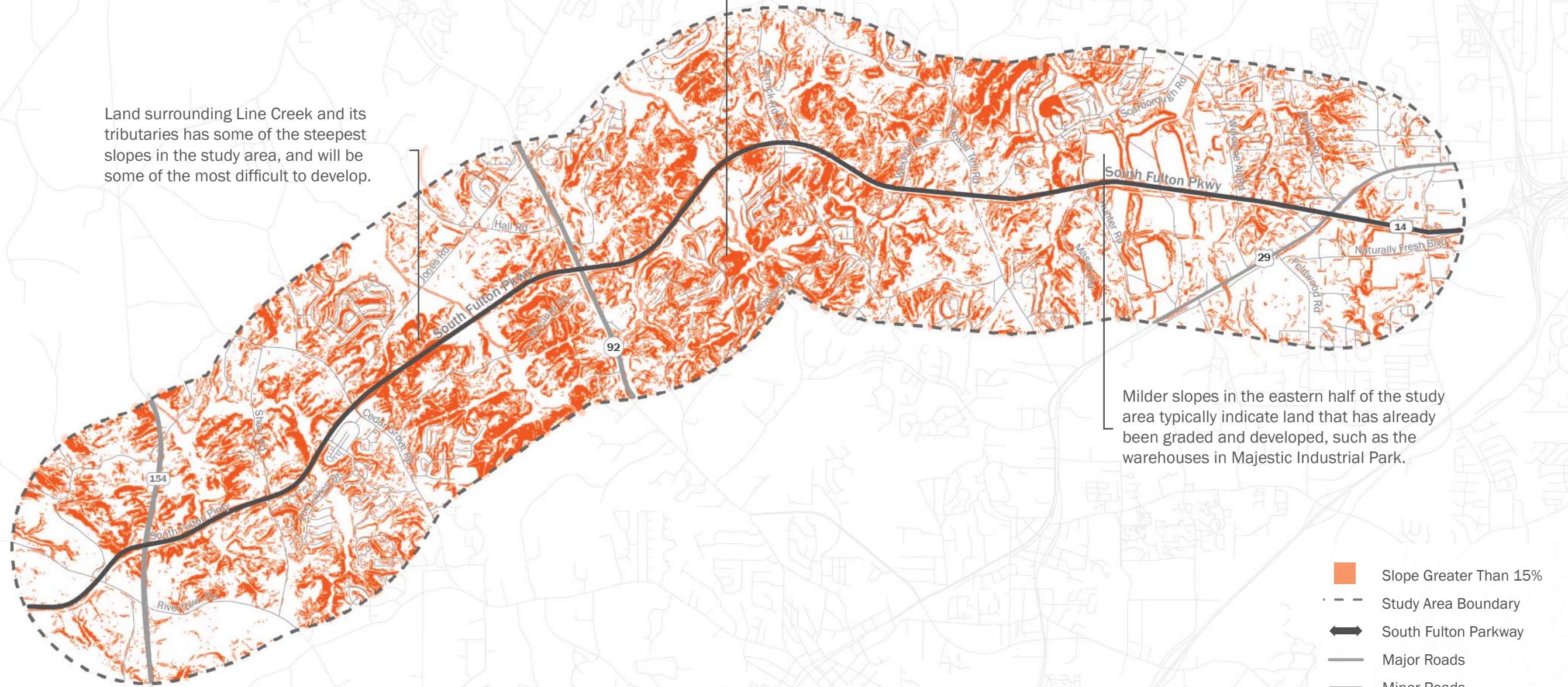


Figure 21: Topography

COMMUNITY AND CULTURAL ASSETS

Most community facilities and historic/cultural resources in South Fulton County are located outside the study area corridor along Highway 29/Roosevelt Highway and near the historic town centers of Palmetto, Fairburn, and Union City. Within the study area, there is a cluster of public schools along Jones Road to the west, and a number of churches scattered throughout the length of the corridor.

There are no structures on the National Register of Historic Places in the study area, but there are two historic markers in the east.

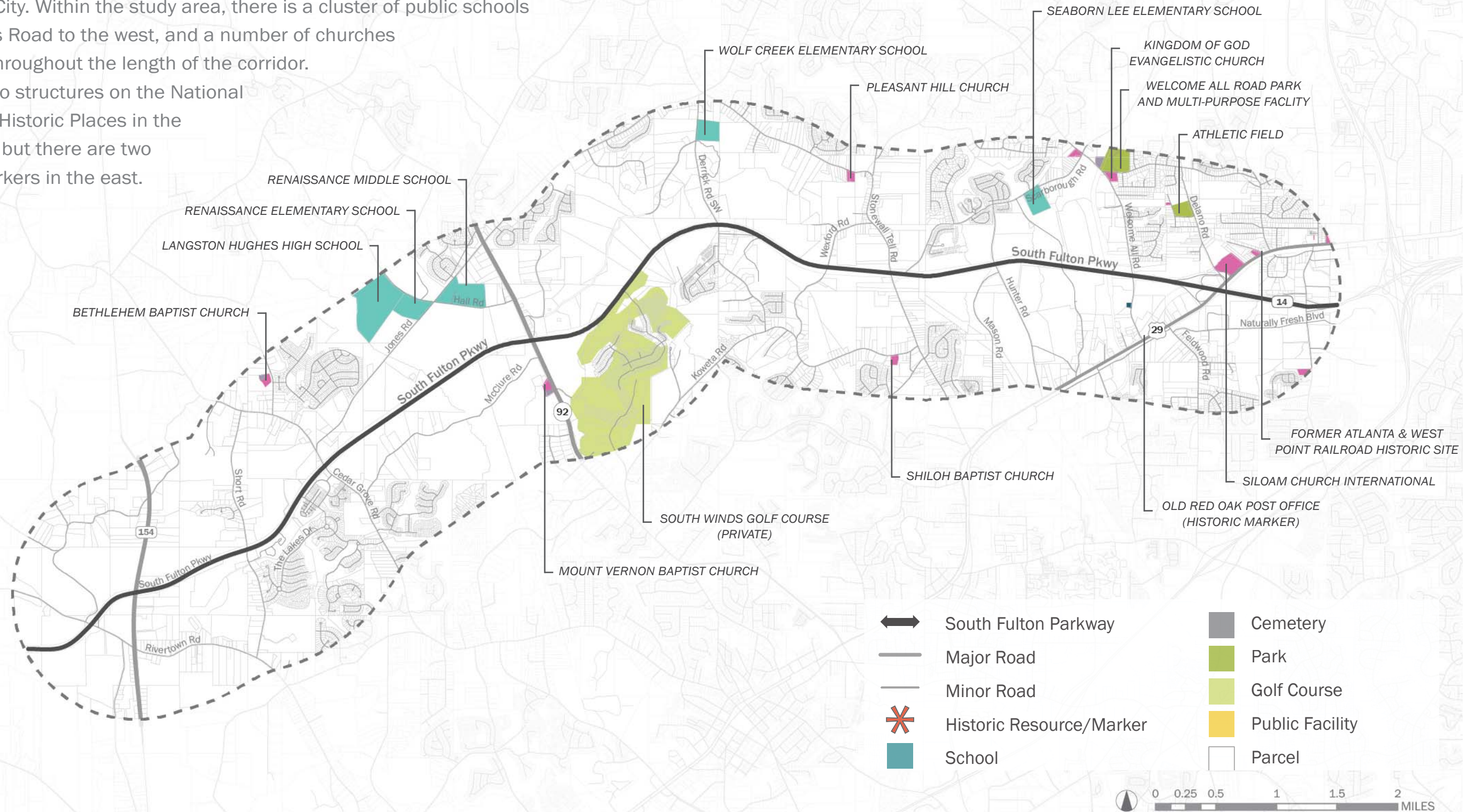


Figure 22: Community Facilities

DEVELOPMENTS OF REGIONAL IMPACT

Since the late 1990s, there have been a number of approved DRIs in the study area, totaling approximately 7,300 acres. If all are completely realized, these DRIs would result in 16,700 housing units, over 3 million (M) square feet (SF) of commercial, 2.9M SF of office, and over 1,200 acres of industrial. Very few of the DRIs have come to pass as of 2016.

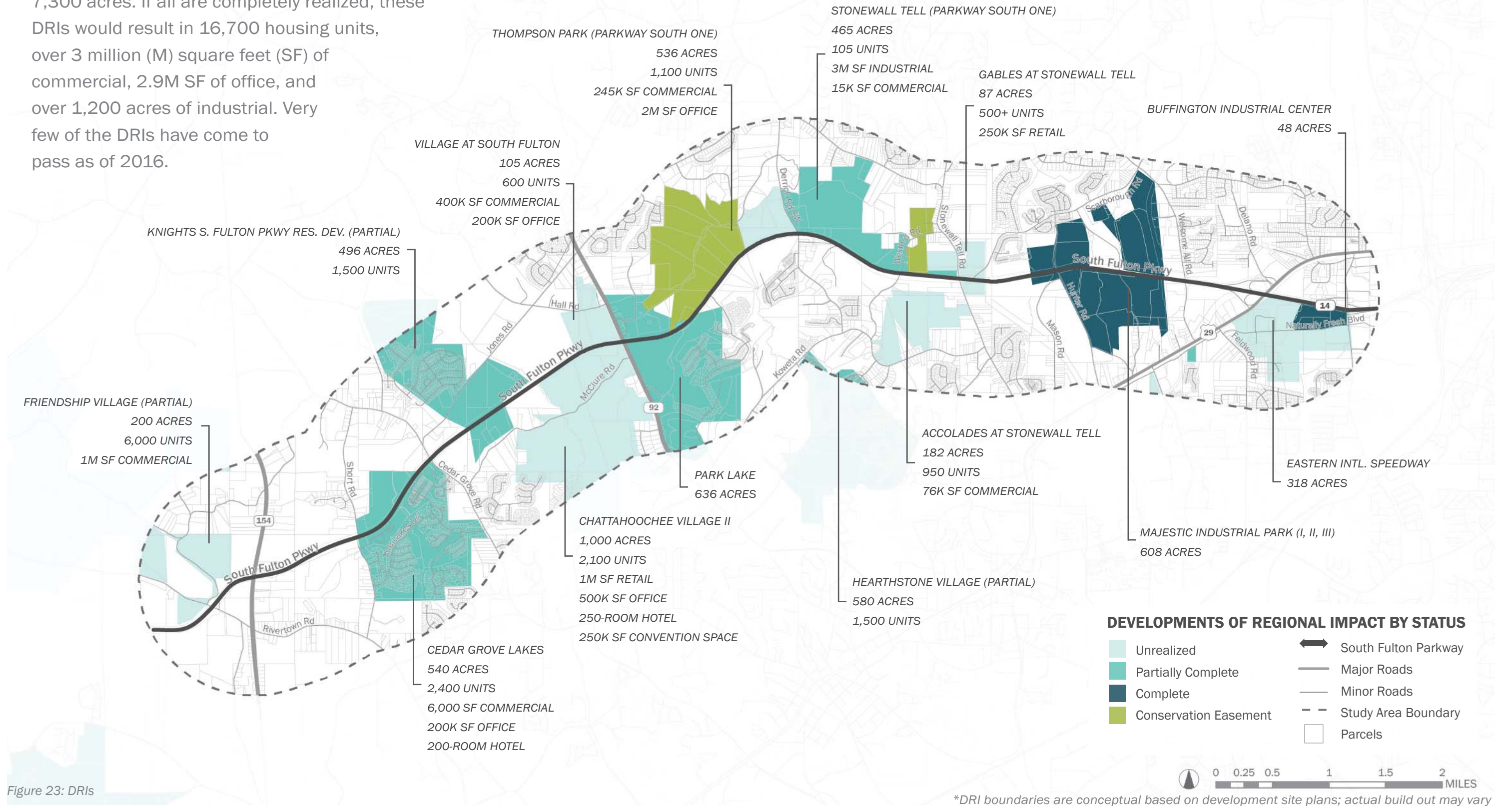


Figure 23: DRIs

*DRI boundaries are conceptual based on development site plans; actual build out may vary

DEVELOPABLE AREA

Despite the large tracts of undeveloped land, very little of the study area is easily developable. For the purposes of this study, developable land is defined as having slopes of 15 percent or less; is outside of Fulton County stream buffers; and is classified as forested, agricultural, or undeveloped. Parcels that have low development difficulty are those in which 72 to 100 percent of their area meets all of the above criteria. Moderate difficulty are those in which 37 to 72 percent of their area meets the developable criteria, and high difficulty parcels have fewer than 37 percent of their area meeting criteria. Although there are some challenges to developing many of the large parcels, the topography and tree cover are also opportunities to create beautiful, memorable places.

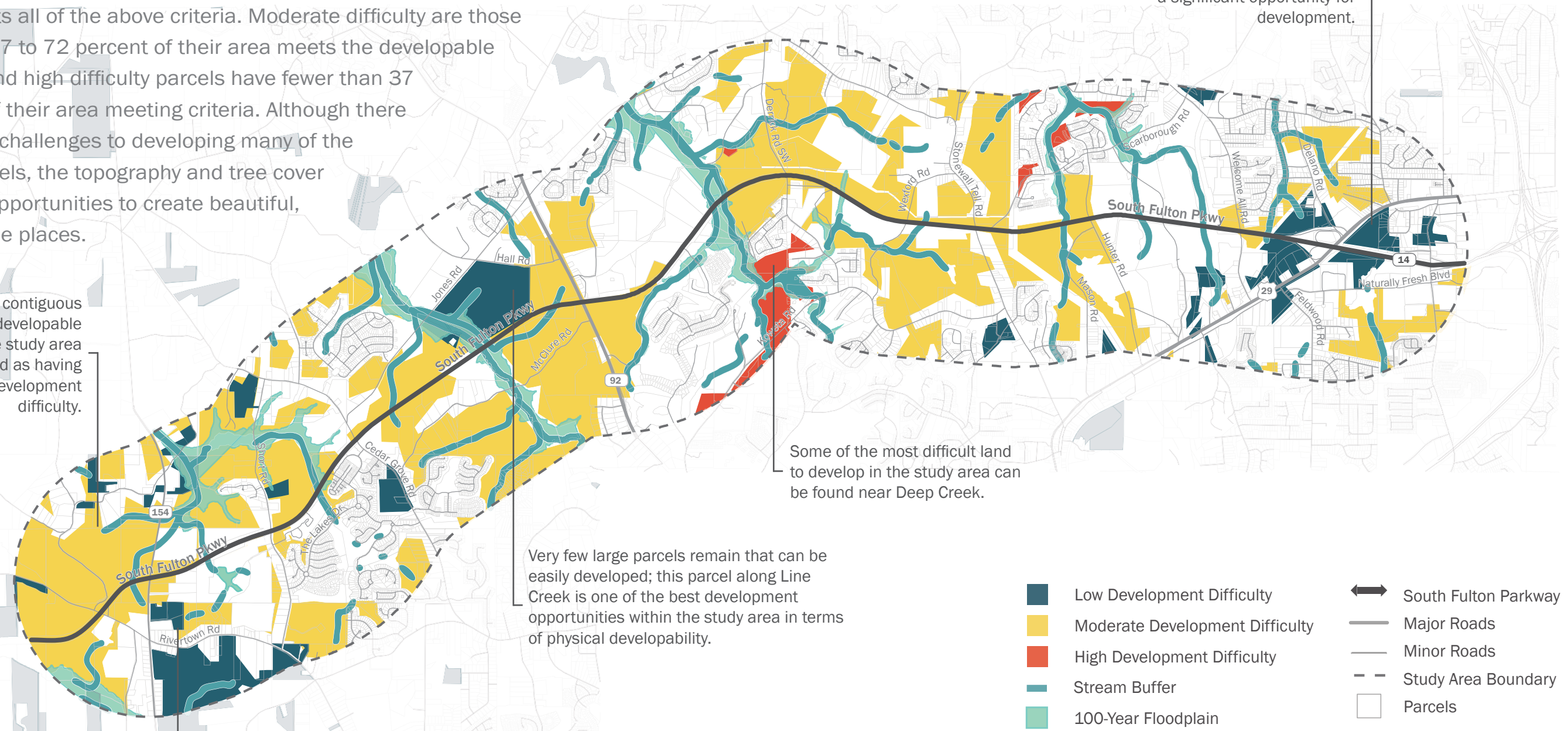
All of the large, contiguous parcels of developable land in the study area are classified as having moderate development difficulty.

The relatively flat topography of this site, along with its location at the study area's biggest crossroads, makes this parcel a significant opportunity for development.

Some of the most difficult land to develop in the study area can be found near Deep Creek.

Very few large parcels remain that can be easily developed; this parcel along Line Creek is one of the best development opportunities within the study area in terms of physical developability.

Despite the presence of a stream, this group of parcels south of Rivertown Road also has significant development potential.



- Low Development Difficulty
- Moderate Development Difficulty
- High Development Difficulty
- Stream Buffer
- 100-Year Floodplain
- South Fulton Parkway
- Major Roads
- Minor Roads
- Study Area Boundary
- Parcels



Figure 24: Developable Land

SUMMARY OF FINDINGS

South Fulton Parkway represents one of the last major development opportunities near the core of the Atlanta region. Although urbanization is moving slowly west, approximately half of the study area remains undeveloped. However, these current land uses could change significantly based on the higher density, predominantly mixed-use zoning that has been applied to the area.

From a transportation perspective, the study area is not ready to accommodate the growth that its zoning portends. The Parkway has relatively low LOSs and few intersections, but the secondary roadway network is limited and infrastructure is scarce for alternative modes of transportation.

Part of this lack of development and infrastructure can be attributed to the natural environment, which is characterized by dense forest, steep slopes, and multiple creek systems. Although these features make the area attractive, they impede growth because of the high costs traditionally required to grade and clear sites.

Lack of development in the area is also a reflection of the market in South Fulton County. Since the mid-1990s, multiple DRIs in the study area have been approved by ARC but very few have come to fruition. The most successful DRIs are those that had industrial components. Many mixed-used DRIs have not been realized, or have only seen residential units constructed. This suggests that the real estate market has not quite caught up to the plans envisioned in the DRIs, or for the intensities zoned by Union City and Fulton County.

ANALYSIS

Taken together, these existing conditions indicate an area that has significant acreage for development, but faces multiple obstacles to growth. In developing a single vision for the study area's future, the following specific growth assets and challenges should be considered:

ASSETS

- **Location.** The Parkway's location just minutes from Hartsfield-Jackson International Atlanta Airport is an opportunity that few places in the world can match. The study area is also within easy striking distance of Interstate 85 (I-85), Fulton Industrial Parkway, and Camp Creek Parkway.
- **Undeveloped Land.** Unlike most other parts of the Atlanta region, the study area still has multiple large parcels that are not developed.
- **Stakeholders.** The Parkway has a deep network of stakeholders who are committed to the area's future. Although their specific interests differ, there is a spirit of cooperation and collaboration among the primary stakeholders.
- **Character.** Large tracts of forest and rural character still abound along the Parkway. This character provides a sense of place that sets the study area apart from other metropolitan area parkways with development potential. Nearby developments such as Serenbe are examples on how development can successfully integrate the natural beauty of the area with new construction.
- **Diversity of Communities.** Union City, Fairburn, Palmetto, Chattahoochee Hills, and College Park all have distinct-yet different-characters, ranging from the rural feeling of Chattahoochee Hills, to the historic downtowns of Palmetto and Fairburn, to the growing urbanization of Union City and College Park. This kind of diversity is an essential ingredient in facilitating vibrant communities.
- **Nearby Amenities/Resources.** Natural resources such as Cochran Mill Park and the Chattahoochee River are crown jewels of the region's natural and recreation resources.
- **The Parkway itself.** Access to a four-lane, divided highway with a large right of way (ROW) is the key to unlocking short-term economic development potential. Additionally, the Parkway's relatively low traffic volumes are a feature that is treasured by residents and stakeholders.

CHALLENGES

- **Connectivity - Regional.** One of the main reasons that the study area has not developed intensely yet is the Parkway's position in the region. There is not yet a significant destination to the west that currently draws people-or investment.
- **Connectivity - Local.** Although the Parkway is a robust piece of transportation infrastructure, there is a lack of supporting roadway network, transit, and bicycle/pedestrian facilities. This shortage is felt most acutely in the lack of a parallel network of roadways near the Parkway, forcing all trips onto the same road.
- **Competition.** There are thousands of opportunities for investment in the Atlanta region. The challenge for the study area will be how to set itself apart from the rest to capture both private and public dollars.
- **Existing development.** Although there are large parcels of undeveloped land, there are also a number of developments that are complete or partially completed. These developments limit aggregation of very large areas, and will prevent some desired roadway connections from being realized.
- **Zoning.** Aligning zoning and development controls along the Parkway to a single vision will present significant coordination challenges.
- **Topography.** Much of the study area can be characterized by moderate to steep slopes and significant stream corridors. Although these natural features do not preclude development, they do make it more limited and more expensive.
- **Perception.** Historically, the northern communities of the Atlanta region have been perceived as the more desirable places to live, work, and invest in. Communities in the south metropolitan area continue to fight negative perceptions.
- **Multiple jurisdictions.** Within the study area there are five municipalities that have jurisdiction: Fulton County, the City of Union City, the City of Chattahoochee Hills, the City of College Park, and the City of East Point. Furthermore, GDOT has jurisdiction over the Parkway itself. The number of jurisdictions presents challenges in terms of coordination.
- **Multiple interests.** In addition to the municipalities, there are a number of stakeholders and interest groups. Although this is an asset, it is also a challenge in that each group has its own interests and in many cases, its own vision for the Parkway.

AREAS OF OPPORTUNITY

Driving down the Parkway today, the nearly unbroken forest lining the roadway gives the impression of a completely undeveloped corridor. However, existing neighborhoods and industrial developments punctuate the Parkway, thereby preventing a complete “blank slate” approach to development. When land that is already developed is removed from further evaluation, four major areas of opportunity emerge. For the purposes of this study, these areas have been identified as Areas A, B, C, and D.

These four areas, along with the Parkway ROW itself, present the most substantial opportunities for growth and change in the study area. Following is an overview of each of these areas.

PARKWAY ROW

Most of the Parkway ROW is 300 feet, but at certain locations the ROW is much narrower:

- Near the intersection with Highway 92 (170-195 feet)
- Segment between Rosewood Place and Deep Creek (215 feet)
- Segment between Deep Creek and Derrick Road (220-280 feet)
- Near Welcome All Road (220-300 feet)

In its current four-lane configuration, the majority of the Parkway is approximately 100 feet wide, including the 40-foot median. At major intersections, the addition of turn lanes increases the developed ROW to about 130 feet wide. Depending on the location along the Parkway, there is 40 to 200 feet of ROW available for roadway expansion, fixed-guideway transit, sidewalks, and/or trails.

AREA A

Acres:	approximately 1,800
Jurisdictions:	City of Chattahoochee Hills (CH), City of Union City (UC), Fulton County (FC)
Zoning:	AG-1, CHC-MIX, M-2, CUP (FC) TCMU (UC) RL, VL (CH)

This area is the gateway to the City of Chattahoochee Hills. The combination of its contiguous undeveloped parcels, and its location at the confluence of the Parkway, Highway 154/Cascade-Palmetto Highway, and Rivertown Road make it a significant development opportunity.

Previous Plan Recommendations/Components:

- Contains the eastern edge of the Friendship Village DRI, which was approved for 6,000 units and 1 million square feet of commercial uses

- Development of a “Regional Center” mixed-use node (Fulton County Comprehensive Plan)
- Development of a mixed-use office/corporate campus district (Union City Comprehensive Plan, Parkway South Plan)
- Grade separation of Highway 154/Cascade-Palmetto Highway and the Parkway (South Fulton County CTP)
- Widening of Highway 154/Cascade-Palmetto Highway (South Fulton County CTP)
- Construction of a multi-use trail on Northcutt Road/W Teel Road/Terry Porter Road and Rivertown Road (South Fulton County CTP)
- Construction of a new east-west roadway that connects to Jones Road (South Fulton Parkway Access Management Plan)
- Site of a proposed TOD/transit stop (South Fulton Parkway Transit Feasibility Study)

AREA B

Acres:	approximately 2,400
Jurisdictions:	City of Union City, Fulton County
Zoning:	AG-1, CUP, MIX, R-2, R-6 (FC) TCMU, CUP, GC, PUD (UC)

Area B is primarily focused on the undeveloped land between Jones Road and McClure Road. Its eastern edge encompasses the Parkway’s intersection with Highway 92, and includes the area’s only existing commercial node. It is also adjacent to the study area’s largest concentration of public schools. The large tracts of agricultural land within the opportunity area are some of the most developable in the corridor. Although the Line Creek system poses some limits to development, it is an excellent opportunity for a greenway.

Previous Plan Recommendations/Components:

- Has portions for four DRIs: Park Lake, Chattahoochee Village II, Village at South Fulton, and Knights S. Fulton Parkway Residential Development ; these DRIs range from residential communities to mixed-use centers with hotels and conference centers
- Development of a mixed-use corridor and transitional zone (Fulton County Comprehensive Plan)
- Development into the South Fulton Corridor District, (mixed use), urban open space, and mixed-use office/corporate campus districts (Union City Comprehensive Plan)
- Development into a mix of green space, corporate campuses, and mixed-use villages with an expanded local roadway network (Parkway South Plan)
- Grade separations at Highway 92 and Cedar Grove Road (South Fulton County CTP)
- Widening of Highway 92 (South Fulton County CTP)
- Construction of multi-use trails along the Parkway, Cedar Grove Road (north of the Parkway), and through

agricultural land to the cluster of Fulton County Schools (South Fulton County CTP)

- Paving of McClure Road (South Fulton Parkway Access Management Plan, South Fulton Parkway Corridor Plan)
- Upgrading Jones Road (South Fulton Parkway Access Management Plan)
- Construction of north-south roadway connecting Jones Road and McClure Road in existing agricultural land, with intersection on Parkway (South Fulton Parkway Access Management Plan)
- Site of a proposed TOD/transit stop (South Fulton Parkway Transit Feasibility Study)
- Construction off a new roadway connection between McClure Road and the Parkway (South Fulton Parkway Corridor Plan)
- Construction of bicycle/pedestrian facilities along Line Creek (South Fulton Parkway Corridor Plan)
- Construction of two new north-south variable access roads (South Fulton Parkway Corridor Plan)

AREA C

Acres:	approximately 2,300
Jurisdictions:	City of Union City, Fulton County
Zoning:	AG-1, M-1A, R-3, R-4, R-6, SUB-C (FC) TCMU, PUD, RMD1, NC, M1 (UC)

Area C is the most dispersed of the four and has two notable “holes”: the new Wal-Mart distribution center off of Derrick Road north of the Parkway, and the High Grove community south of the Parkway. The area has one of the best opportunities for building a parallel east-west route along the Thompson Road corridor, of which approximately 1 mile is not yet built.

Previous Plan Recommendations/Components:

- Includes parts of Thompson Park and Stonewall Tell (Parkway South One), Accolades at Stonewall Tell, and Gables at Stonewall Tell DRIs; all four of these DRIs are a mix of residential and commercial/retail uses
- Development into a mixed-use corridor and transitional zone (Fulton County Comprehensive Plan)
- Development into a mixed-Use office/corporate campus district, urban open space, and mixed-use South Fulton Parkway Corridor district (Union City Comprehensive Plan)
- Koweta Road becomes a “Suburban Corridor” (residential); Derrick Road and Wexford Road become urban corridors (mixed use); and Stonewall Tell Road becomes an urban corridor (residential) (Union City Comprehensive Plan)
- Development into a mix of corporate campuses, and mixed-use districts with a system of green space and two new signalized intersections on the Parkway (Parkway South Plan)
- Grade separation of Derrick Road and Stonewall Tell Road

(Fulton County CTP) at the Parkway

- Completion of Thompson Road (South Fulton CTP) and extension to Scarborough Road (South Fulton Access Management Plan, South Fulton Parkway Corridor Plan)
- Construction of new roadway connections between Derrick Road and Koweta Road, and Derrick Road and Wexford Road (South Fulton CTP)
- Construction of three new north-south roadway links, two of which will result in new intersections with the Parkway (South Fulton Parkway Access Management Plan)
- Upgrade of Koweta Road (South Fulton Parkway Access Management Plan)
- Site of a proposed TOD/transit stop (South Fulton Parkway Transit Feasibility Study)
- Construction of a new east-west roadway south of the Parkway between Derrick Road and Hunter Road
- Construction of bicycle/pedestrian facilities along floodplains and new roadways (South Fulton Parkway Corridor Plan)
- Development of a new transit route north of the Parkway on a proposed local roadway network (South Fulton Parkway Corridor Plan)

AREA D

Acres:	approximately 1,200
Jurisdictions:	City of College Park Fulton County
Zoning:	A, AG-1, C-1, C-2, CUP, M-1, M-2, R-3, R-4, R-4A, SUB-C (FC)

Area D is the most fragmented of the four. As a result, most development opportunities within Morning Creek will be smaller, infill-type projects. The D in advantages of the of its opportunity area is its proximity to the Roosevelt Highway/Parkway interchange and to I-85. It also has significantly more infrastructure in place, and is well-suited for additional light industrial and commercial uses.

Previous Plan Recommendations/Components:

- Previous DRIs were industrial in nature, such as Eastern International Speedway and Buffington Industrial Center DRIs
- Development into a business park and suburban neighborhoods (Fulton County Comprehensive Plan)
- Addition of more transit along Roosevelt Highway (South Fulton County CTP)

AREAS OF OPPORTUNITY

Area A is the least developed and—along with Area B—has the most contiguous undeveloped land. Previous plans for this area call for intensive mixed-use development, which largely does not align with the City of Chattahoochee Hills’ vision to preserve rural character. Pea Creek and its tributaries are an opportunity to ensure that natural features are preserved, and could be an opportunity to create a green link to Cochran Mill Park.

Area B has a large amount of continuous, undeveloped land located a major crossroads. Line Creek is the backbone of the area; the creek and its tributaries can serve as a green framework for growth

Area C is currently the area most in flux; recent projects have extended industrial uses as far west as Derrick Road, but most parcels remain residential. This planning effort is an opportunity to define a clear direction for the area, whether it be industrial, residential, or mixed use. The Deep Creek system is an opportunity to integrate trails, natural areas, and green infrastructure.

Area D does not have vast tracts of undeveloped land but could accommodate a number of substantial infill projects, particularly industrial and commercial developments. Like the other areas, there is significant opportunity to develop a network of greenway and trails.

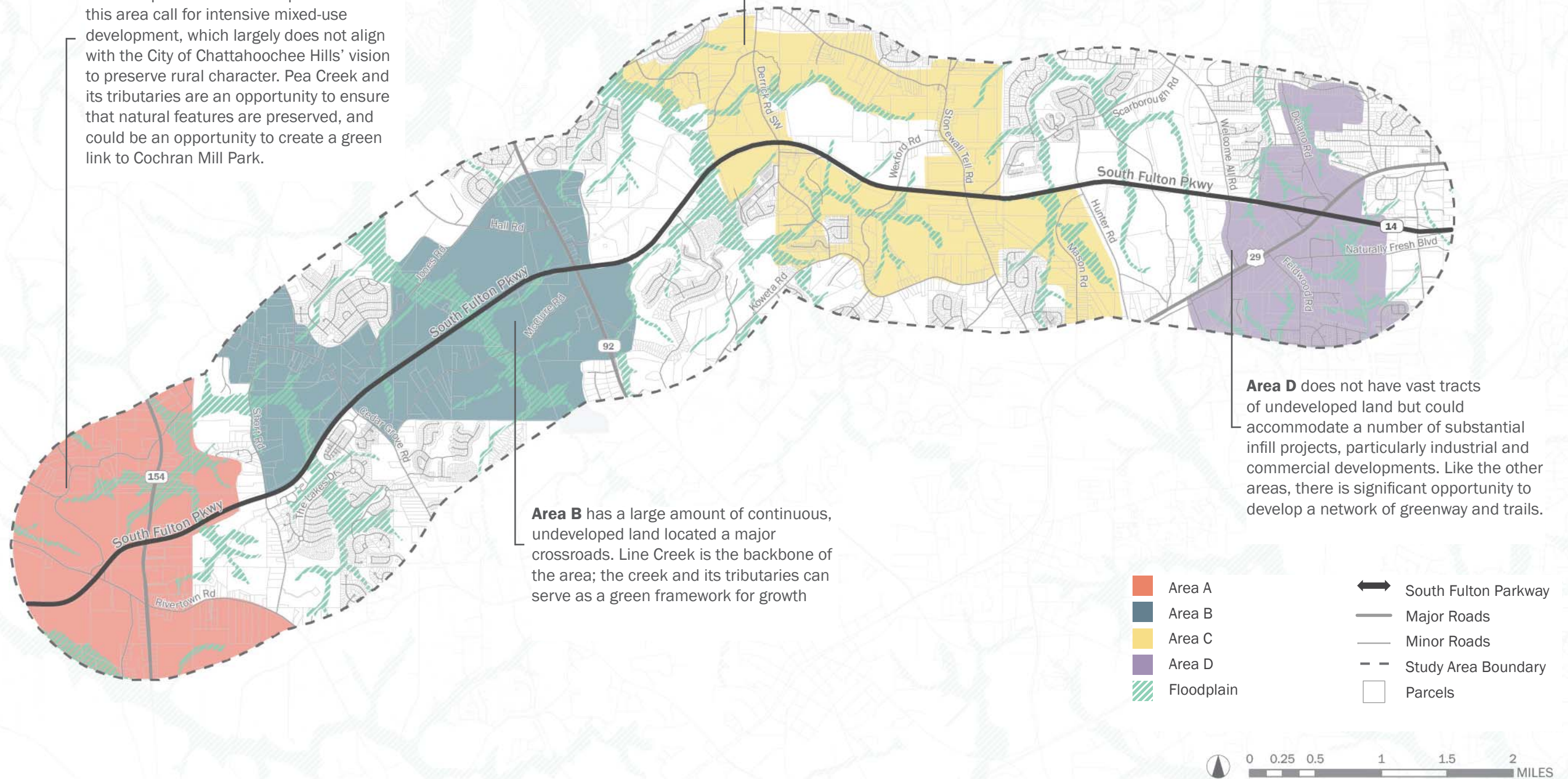


Figure 25: Opportunity Areas