

## **PREFERRED CONCEPT**

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## OUR LEGACY: THE NEW CENTER OF SOUTH FULTON

The preferred concept for the study area is a combination of the Green Corridor and the Mega-Node: it folds in the intensity and activity of the Mega-Node east of Highway 92, with the village-based growth pattern and greenway system of the Green Corridor. This vision leverages the study area's location, and maximizes growth potential in balance with the Parkway's natural character. If realized, the preferred concept has the potential to be the urban center of South Fulton County and a destination region-wide.

### LAND USE VISION

The land use vision is to orient development in a way that keeps the study area's character intact but also provides opportunities for more urban services. In general, the intensity of development tapers off from high-intensity industrial and office uses in the east near the airport to more rural, lower-intensity land uses in the west near Chattahoochee Hills.

### TRANSPORTATION VISION

The transportation system will be significantly upgraded to accommodate the expected growth. The Parkway will be widened, and in the densest parts of the study area, intersections will be grade-separated to preserve mobility. Off the Parkway, a robust network of secondary and tertiary roads will provide more route options for local trips, as will the system of multi-use trails. Premium transit is envisioned to serve the highest intensity urban centers east of Highway 92, and ROW will be reserved to the west for future transit expansion. Improvements shown along the Parkway can be accommodated in the existing ROW

### HOW WE GOT HERE

The preferred vision is based on public input, primarily the desire to combine the best elements of both the Green Corridor and the Mega-Node concepts. It responds to existing residents' desire to limit industrial uses from occurring near neighborhoods, protecting lower-density communities further west on the Parkway, and enriching the area with opportunities for recreation and entertainment. Detailed input from landowners about their properties was also incorporated, such as showing the true shape and density of Friendship Village as currently planned, and 10-year agricultural easements on properties in the west.

This preferred concept was vetted by the community during the charrette, and represents a general consensus for growth moving forward.

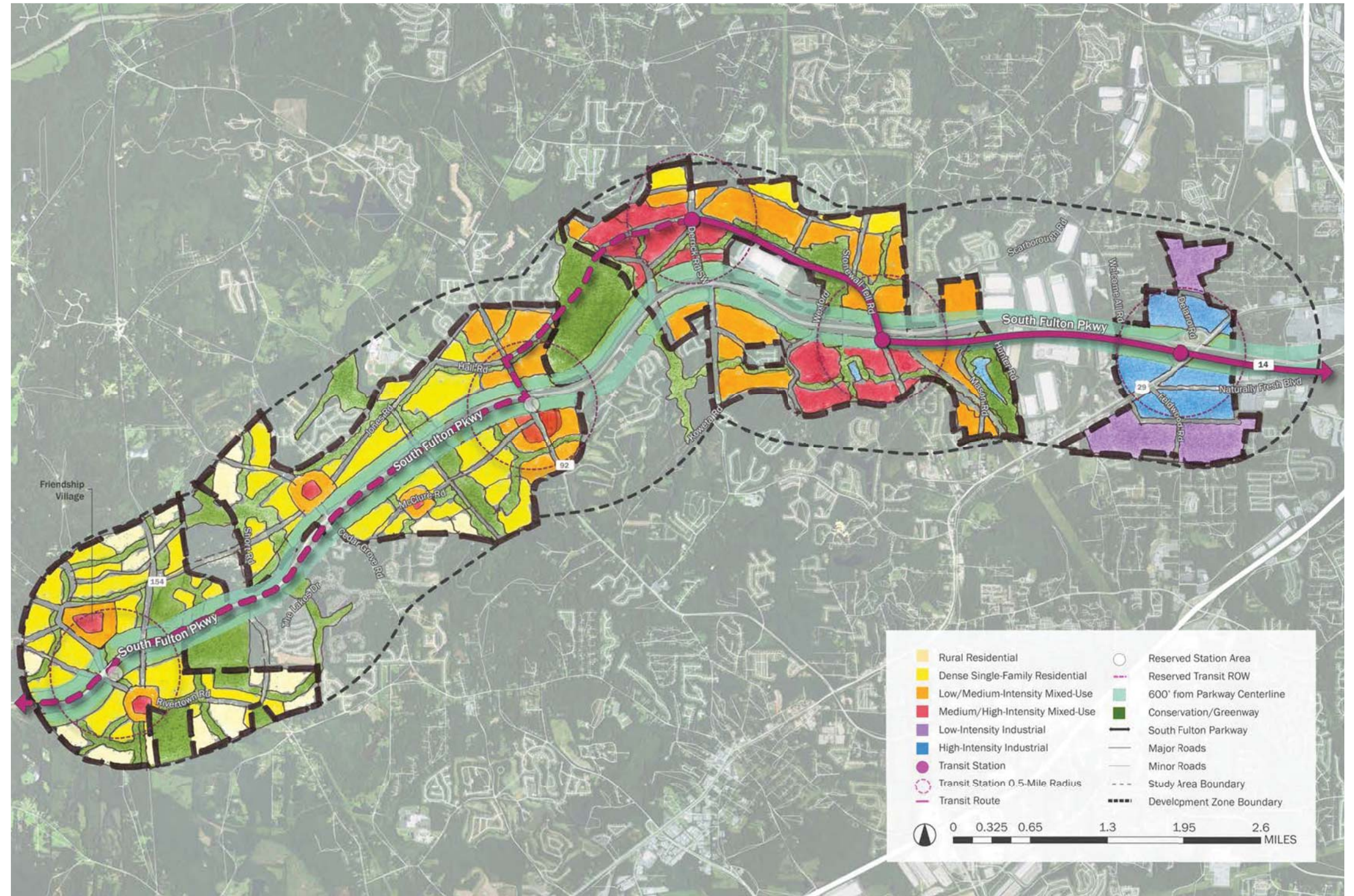


Figure 29: Preferred Concept

Note: the Preferred Concept is a high-level representation of the vision. It is not intended to show exact locations and quantities of land uses and transportation infrastructure.

## MAJOR FEATURES



### High-density development surrounding transit nodes

East of Highway 92, the highest density would be focused around transit stations, emphasizing walkability and easy access to transportation alternatives.



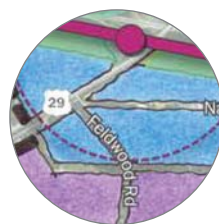
### Series of small towns and villages

Rather than sprawling growth, new homes, retail, and office would be concentrated into comparatively dense towns and villages west of Highway 92.



### Robust, interconnected greenways and trails

Over 3,000 acres would be part of a linked system of greenways, trails, stormwater treatment, and parks.



### Industrial uses remain in the east

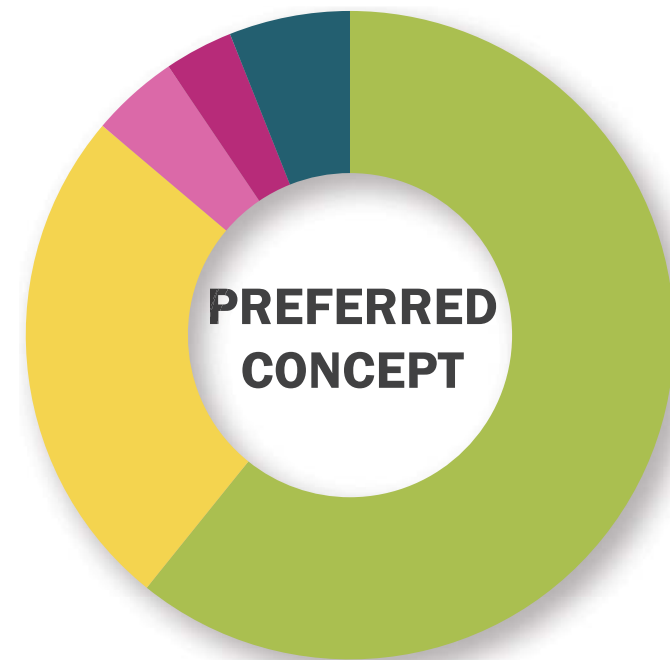
Industrial use would grow in areas that are already industrial in character and closest to I-85 and the airport.



### Widening of Parkway according to intensity

The Parkway will be widened according to surrounding intensities: to the east, it would be eight lanes, but to the west it would be six lanes or remain four.

## IN 50 YEARS, WE ESTIMATE:



### FUTURE DEVELOPMENT (ACRES)

61%	OPEN SPACE AND ROW
25%	RESIDENTIAL
4%	OFFICE
3%	RETAIL
6%	INDUSTRIAL



58,600

NEW RESIDENTS



25,500

NEW RESIDENTIAL UNITS



12,770,000

ADDITIONAL SQUARE FEET OF OFFICE



3,190,000

ADDITIONAL SQUARE FEET OF RETAIL



6,430,000

ADDITIONAL SQUARE FEET OF INDUSTRIAL



304,000

NEW TRIPS GENERATED DAILY

## GUIDING PRINCIPLES

As South Fulton evolves, the vision must be flexible enough to adjust and remain relevant. The following principles represent a framework for future decision-making:

- **Leverage location.** The Parkway's location near Hartsfield-Jackson Atlanta International Airport is key, as is its proximity to I-85.
- **Invest equitably.** All of the communities along the Parkway should benefit from new growth regardless of their size and location.
- **Shift perception.** The Parkway's future is an opportunity to demonstrate that high-quality growth and development can occur in South Fulton County.
- **Differentiate.** Pursue opportunities that set the Parkway apart from other development in the region.
- **Stay South Fulton.** To stand out in the region, the Parkway vision must stay true to South Fulton—but the best possible version of itself.
- **Think Long-Term.** Prioritize long-term benefits over short-term gains.
- **Collaborate.** Work together to implement the vision.

## AREA A

The western-most part of the study area is envisioned to be the lowest intensity in the corridor. Two villages are shown in the preferred concept: one to the north of the Parkway and one to the south.

The northern village represents Friendship Village as currently planned. Although not yet permitted, the plans show a commercial center with a focus on retail uses and medium-intensity housing near the village core. Outside of the study area Friendship Village contains a series of residential neighborhoods that are tucked between natural features of the land, connected by a system of paths. See Appendix B for the site plan.

To the south is another village, located in the vicinity of the intersection of Rivertown Road and Cascade-Palmetto Highway; a high-level illustrative concept for this area is shown on the opposite page. This village would be to the west of land that is currently under agricultural easement.

These two villages will be connected to each other and to other destinations through a series of new secondary roadways, greenways, and trails. Additionally, there is a reserved ROW shown along the Parkway for future transit, with land set aside to the south for a future station area.

The Parkway is envisioned to remain four lanes in this area, with a multi-purpose trail on at least one side.

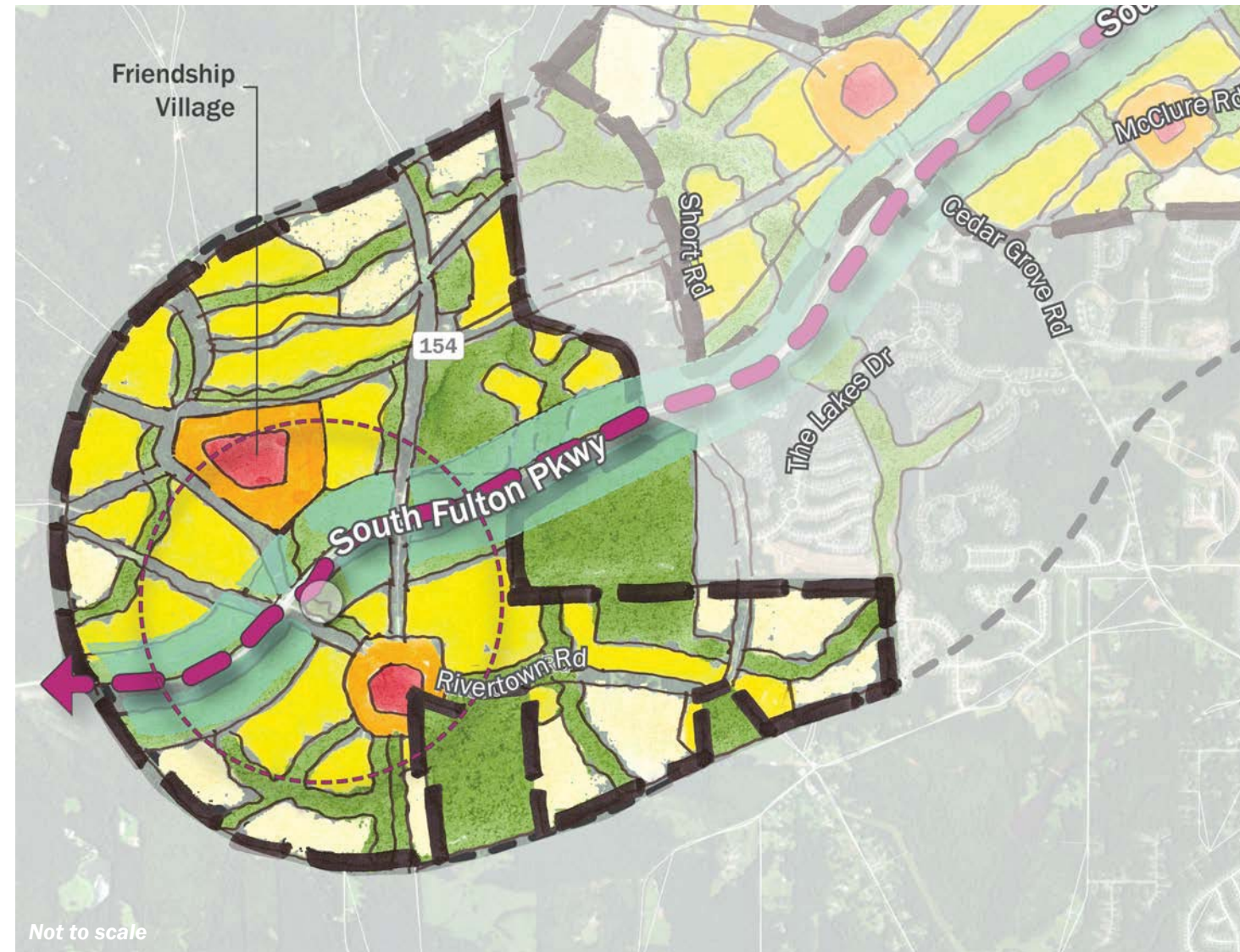


Figure 30: Area A Detail

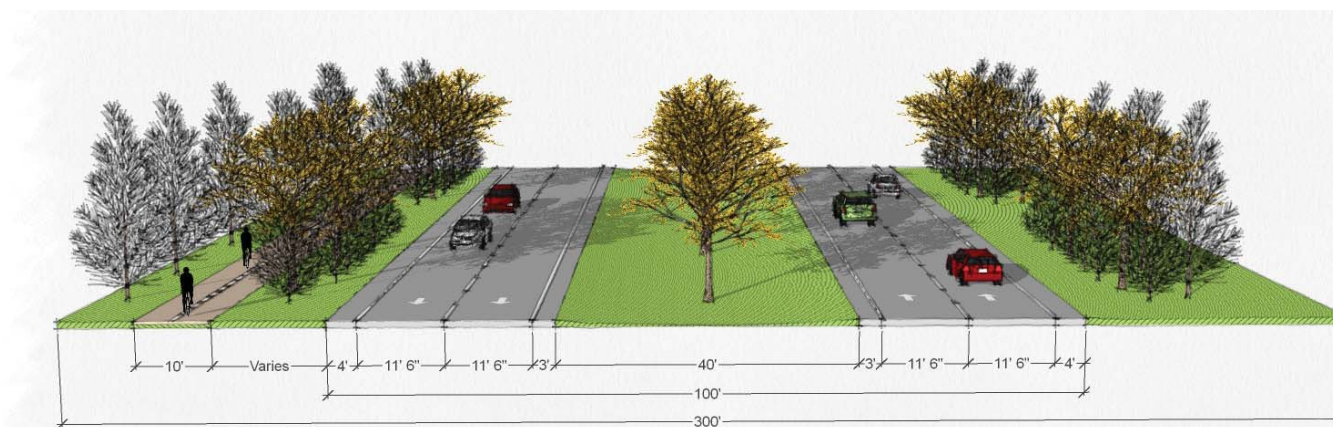


Figure 31: Area A Parkway Cross-Section

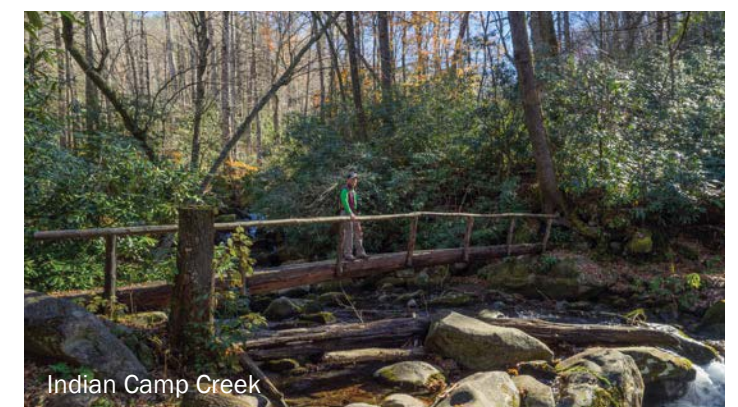




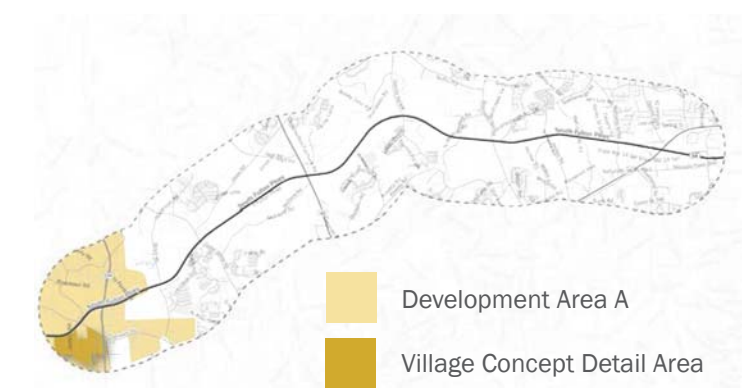
Figure 32: Illustrative Village Concept

### ILLUSTRATIVE VILLAGE CONCEPT

The vision for development in this area is rooted in a pattern of compact villages that respect the agricultural and rural character of the area. Shown at left is a concept of development intensity for the southern village in Area A.

As illustrated, the village would be centered on a traditional public square with the highest intensity of development concentrated around this green space and the reserved future station area. Intensity would step down from here to medium-density residential, single-family residential, and a more rural residential pattern.

The concept also shows a 600-foot strip of land immediately adjacent to the Parkway. This area is not intended to be used solely as a buffer, but as a mix of transportation ROW, vegetated buffer, and potential area for development.





















## AREA B

In the preferred concept, Area B serves as a transitional zone between the high intensity of the urban center and the lower intensity of the towns and villages. Here Line Creek marks the soft “end” of the new urban center and the more rural, agricultural character to the east.

Between Short Road and Line Creek are two new villages/towns. The village north of the Parkway is shown in the vicinity of Cedar Grove Road, and the village to south is shown along an improved McClure Road. Like in Area A, these villages are connected to destinations along the corridor through a system of new secondary roadways and trails. A new roadway is shown intersecting the Parkway near Line Creek—this is the only new at-grade intersection shown in the entire preferred concept.

A higher intensity center is shown to the south of the intersection of the Parkway and Highway 92, recognizing the current development capacity of this area and its key location at the crossroads of “Main and Main.” The further west one travels from this center, the lower the intensity of growth becomes.

The Parkway is envisioned to have six lanes in this section and at-grade intersections. The preferred concept shows a reserved ROW for future transit entering the area from an area around Hall Road from the east, traveling down Highway 92, and entering the Parkway ROW on the south. A future station area is shown to serve the “Main on Main” population center.

- |   |  |
|---|--|
|  Rural Residential               |  Reserved Station Area        |
|  Dense Single-Family Residential |  Reserved Transit ROW         |
|  Low/Medium-Intensity Mixed-Use  |  600' from Parkway Centerline |
|  Medium/High-Intensity Mixed-Use |  Conservation/Greenway        |
|  Low-Intensity Industrial        |  South Fulton Parkway         |
|  High-Intensity Industrial       |  Major Roads                  |
|  Transit Station                 |  Minor Roads                  |
|  Transit Station 0.5-Mile Radius |  Study Area Boundary          |
|  Transit Route                   |  Opportunity Area Boundary    |

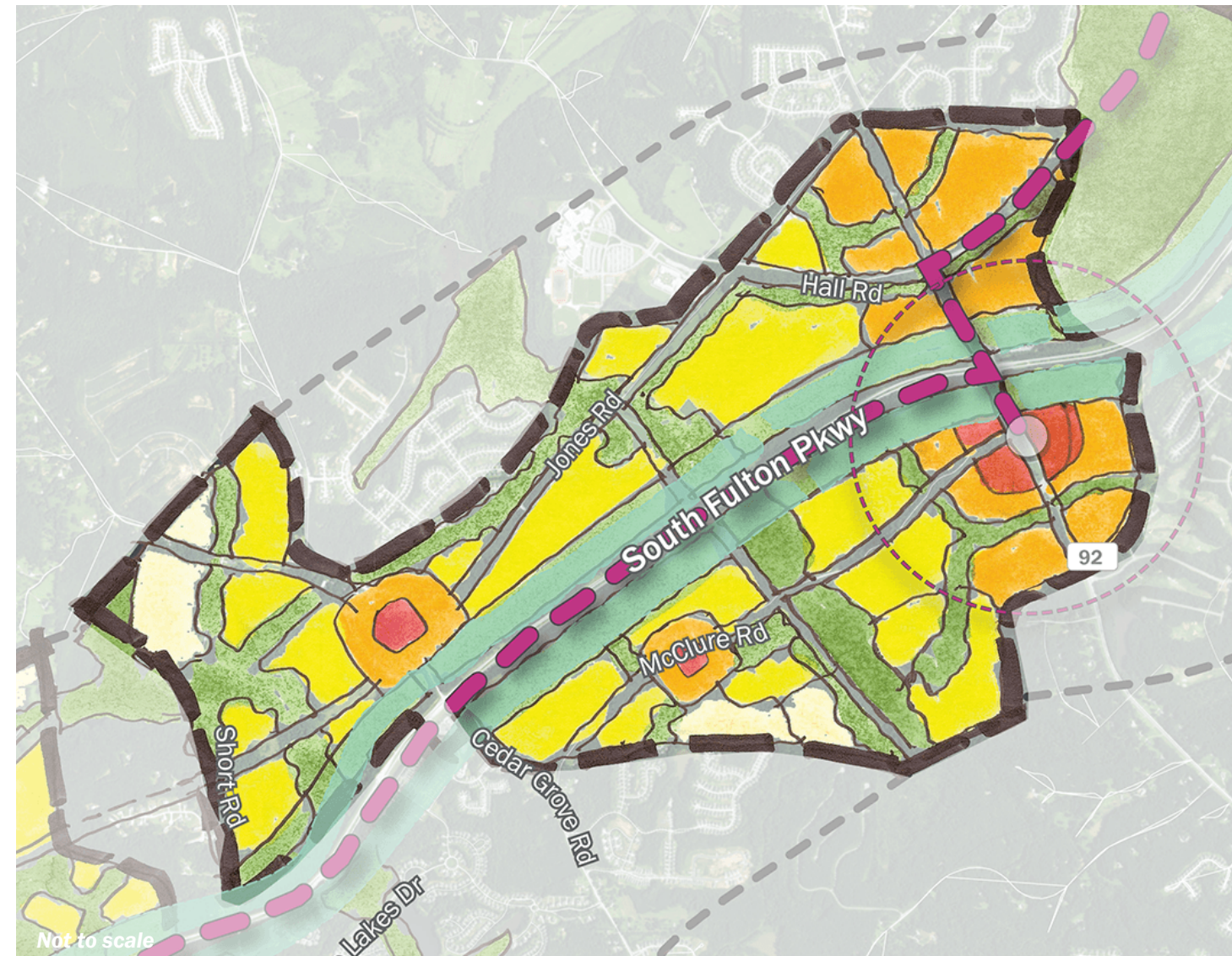


Figure 33: Area B Detail

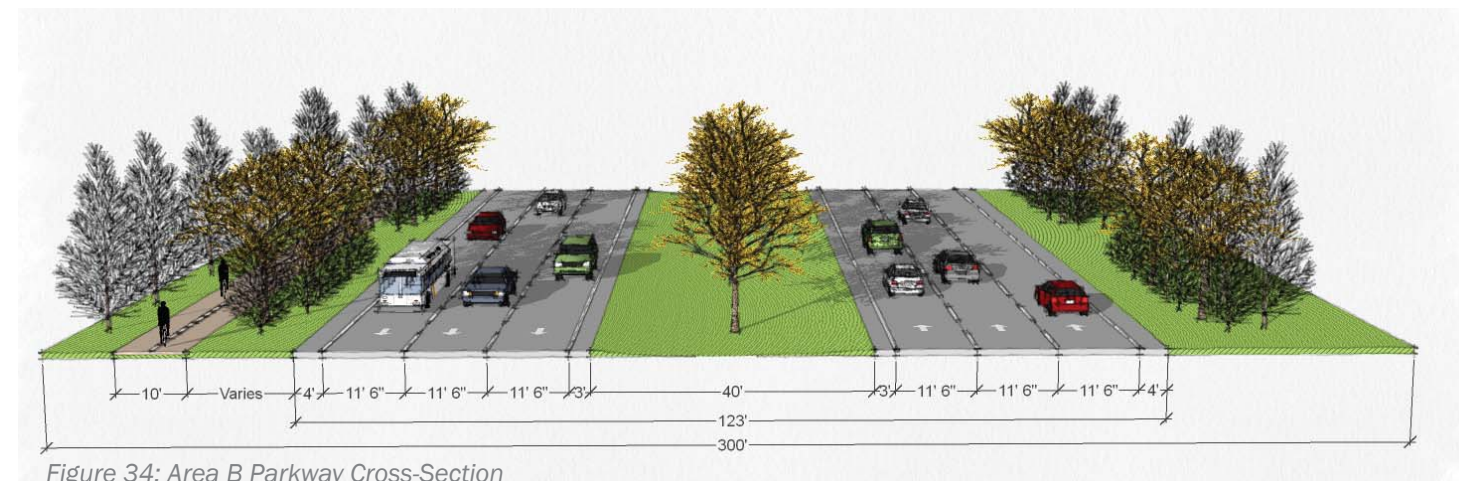


Figure 34: Area B Parkway Cross-Section





Note: the Illustrative Town Concept is a high-level representation of the vision. It is not intended to show exact locations and quantities of land uses and transportation infrastructure.

Figure 35: Illustrative Town Concept

### ILLUSTRATIVE TOWN CONCEPT

This high-level concept shows a potential configuration for the developable property southwest of the intersection of Highway 92 and the Parkway. It illustrates a medium-high intensity core with the potential for a future transit station, and then gradually steps down density towards the west. The types of density envisioned include a range of housing types including multi-family condominiums, townhomes, and single-family homes. McClure Road is envisioned to be the main east-west roadway in this development, and would be mirrored by an east-west greenway further to the south. A new access point to the Parkway is shown east of Line Creek, and reflects previous plans for a new secondary roadway in this location.

The spine of the illustrative concept is Line Creek. This large natural system provides a greenway and recreational focal point from which smaller open space “fingers” stretch and connect to other parts of the study area.

In keeping with the transition of density, land west of Line Creek is shown in a village-type pattern of growth.

The concept also shows a 600-foot strip of land immediately adjacent to the Parkway. This area is not intended to be used solely as a buffer, but as a mix of transportation ROW, vegetated buffer, and potential area for development.



## AREA C

Area C is the heart of new growth in the preferred concept—it is here that the new urban center of South Fulton County would develop.

The preferred concept shows two primary centers for intensive growth: one north of the Parkway near Derrick Road, and one south of the Parkway between South Wexford Road and Stonewall Tell Road. Both of these are envisioned to be intensive, mixed-use TODs centered on premium transit stations. Between and around these growth centers would be medium-intensity mixed use, which would transition down to dense single-family residential uses at the edges of the study area.

To serve the transportation needs of the intensive growth in this area, the preferred concept shows a premium transit line with two stops: one north of the Parkway near Derrick Road and one south of the Parkway near Stonewall Tell Road. The Parkway would be expanded to eight lanes in this area, with grade-separated intersections (“flyovers”) at Stonewall Tell Road, Derrick Road, and a new road near the western edge of Area C. An extensive network of secondary and tertiary roadways would provide an adaptive framework for growth, and would be augmented by a series of multi-purpose trails that could serve local trips.

If the preferred concept is implemented at the envisioned intensities, it is feasible that surrounding land uses would eventually redevelop. Nearby industrial uses can be integrated or transitioned in the long term, and land beyond the study area could also grow to become part of the new urban center.



Figure 36: Area C Detail

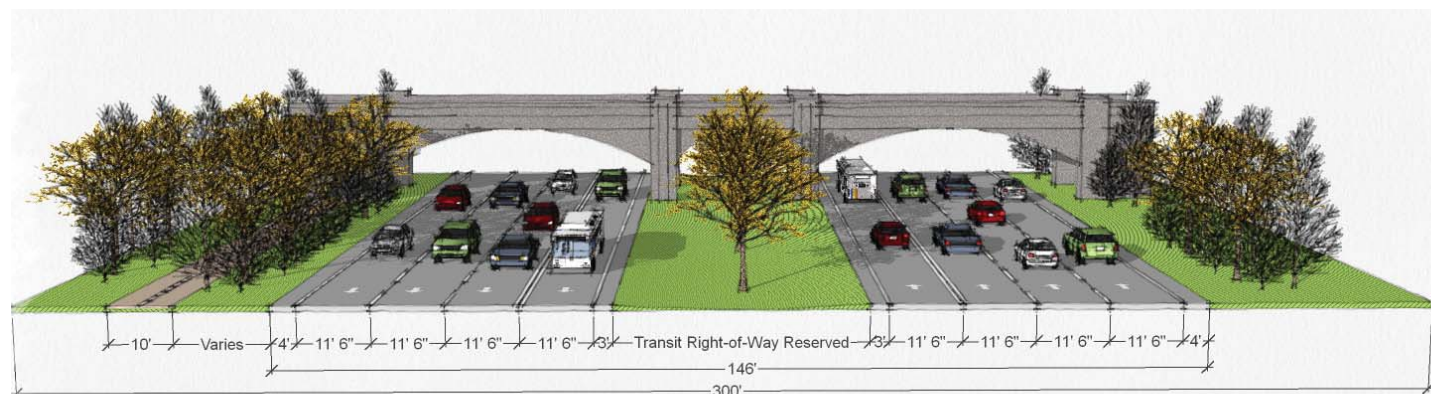


Figure 37: Area C Parkway Cross-Section

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| <span style="display: inline-block; width: 10px; height: 10px; background-color: #f9e79f; border: 1px solid black; margin-right: 5px;"></span> Rural Residential                   | <span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; margin-right: 5px;"></span> Reserved Station Area               |
| <span style="display: inline-block; width: 10px; height: 10px; background-color: #f1c40f; border: 1px solid black; margin-right: 5px;"></span> Dense Single-Family Residential     | <span style="display: inline-block; width: 10px; height: 10px; border: 1px dashed black; margin-right: 5px;"></span> Reserved Transit ROW                                   |
| <span style="display: inline-block; width: 10px; height: 10px; background-color: #f39c12; border: 1px solid black; margin-right: 5px;"></span> Low/Medium-Intensity Mixed-Use      | <span style="display: inline-block; width: 10px; height: 10px; background-color: #e0f2f1; border: 1px solid black; margin-right: 5px;"></span> 600' from Parkway Centerline |
| <span style="display: inline-block; width: 10px; height: 10px; background-color: #e91e63; border: 1px solid black; margin-right: 5px;"></span> Medium/High-Intensity Mixed-Use     | <span style="display: inline-block; width: 10px; height: 10px; background-color: #4caf50; border: 1px solid black; margin-right: 5px;"></span> Conservation/Greenway        |
| <span style="display: inline-block; width: 10px; height: 10px; background-color: #9c27b0; border: 1px solid black; margin-right: 5px;"></span> Low-Intensity Industrial            | <span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; margin-right: 5px;"></span> South Fulton Parkway                                    |
| <span style="display: inline-block; width: 10px; height: 10px; background-color: #2196f3; border: 1px solid black; margin-right: 5px;"></span> High-Intensity Industrial           | <span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; margin-right: 5px;"></span> Major Roads   |
| <span style="display: inline-block; width: 10px; height: 10px; background-color: #9c27b0; border-radius: 50%; border: 1px solid black; margin-right: 5px;"></span> Transit Station | <span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; margin-right: 5px;"></span> Minor Roads   |
| <span style="display: inline-block; width: 10px; height: 10px; border: 1px dashed black; border-radius: 50%; margin-right: 5px;"></span> Transit Station 0.5-Mile Radius           | <span style="display: inline-block; width: 10px; height: 10px; border: 1px dashed black; margin-right: 5px;"></span> Study Area Boundary                                    |
| <span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; margin-right: 5px;"></span> Transit Route  | <span style="display: inline-block; width: 10px; height: 10px; border: 2px dashed black; margin-right: 5px;"></span> Opportunity Area Boundary                              |





**ILLUSTRATIVE URBAN CENTER:  
RETAIL FOCUS**

During the engagement process, the public consistently noted a desire for more shopping, entertaining, and recreation opportunities. This illustrative concept shows how a retail center in the middle of the study area could serve as the fulcrum between the predominantly residential areas to the west and the more mixed and office uses to the east.

In this concept, the retail center is organized around an extension of Derrick Industrial Road. This roadway would be a human-scaled, pedestrian-oriented boulevard that links the proposed transit station to the large “Central Park” conservation area/nature park to the west. The boulevard would be flanked with medium-high intensity retail on the ground floor with residences in higher stories. Off this main boulevard would be a mix of multi-family residences, retail, and office space, and would gradually transition to medium-intensity mixed as one moves further north and south. A new link—either a grade-separated roadway or pedestrian bridge—would connect this retail center with medium-intensity growth across the Parkway to the south.

The concept also shows a 600-foot strip of land immediately adjacent to the Parkway. This area is not intended to be used solely as a buffer, but as a mix of transportation ROW, vegetated buffer, and potential area for development.



- Development Area C
- Urban Node (Retail) Concept Detail Area

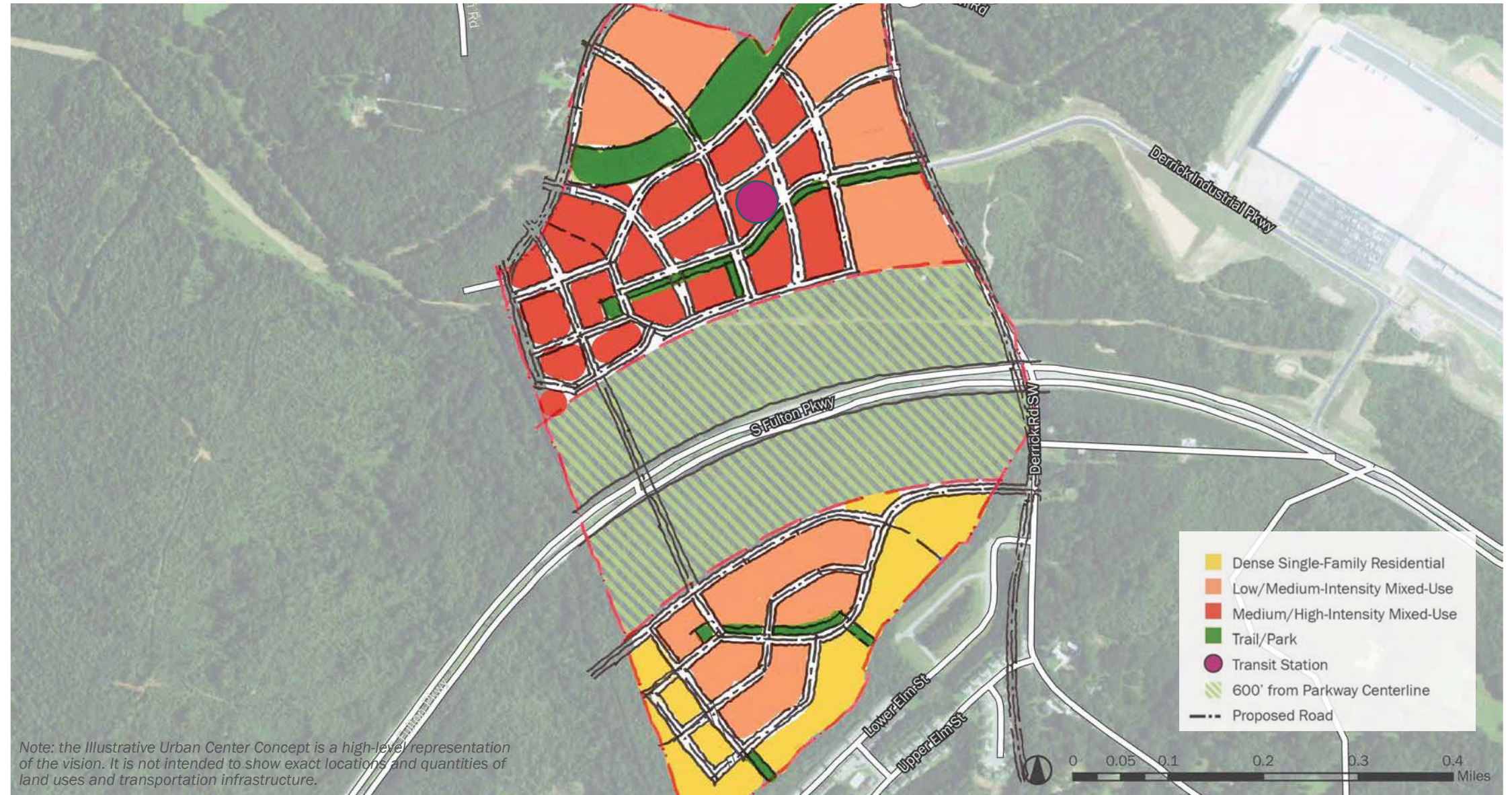


Figure 38: Illustrative Urban Center - Retail Focus



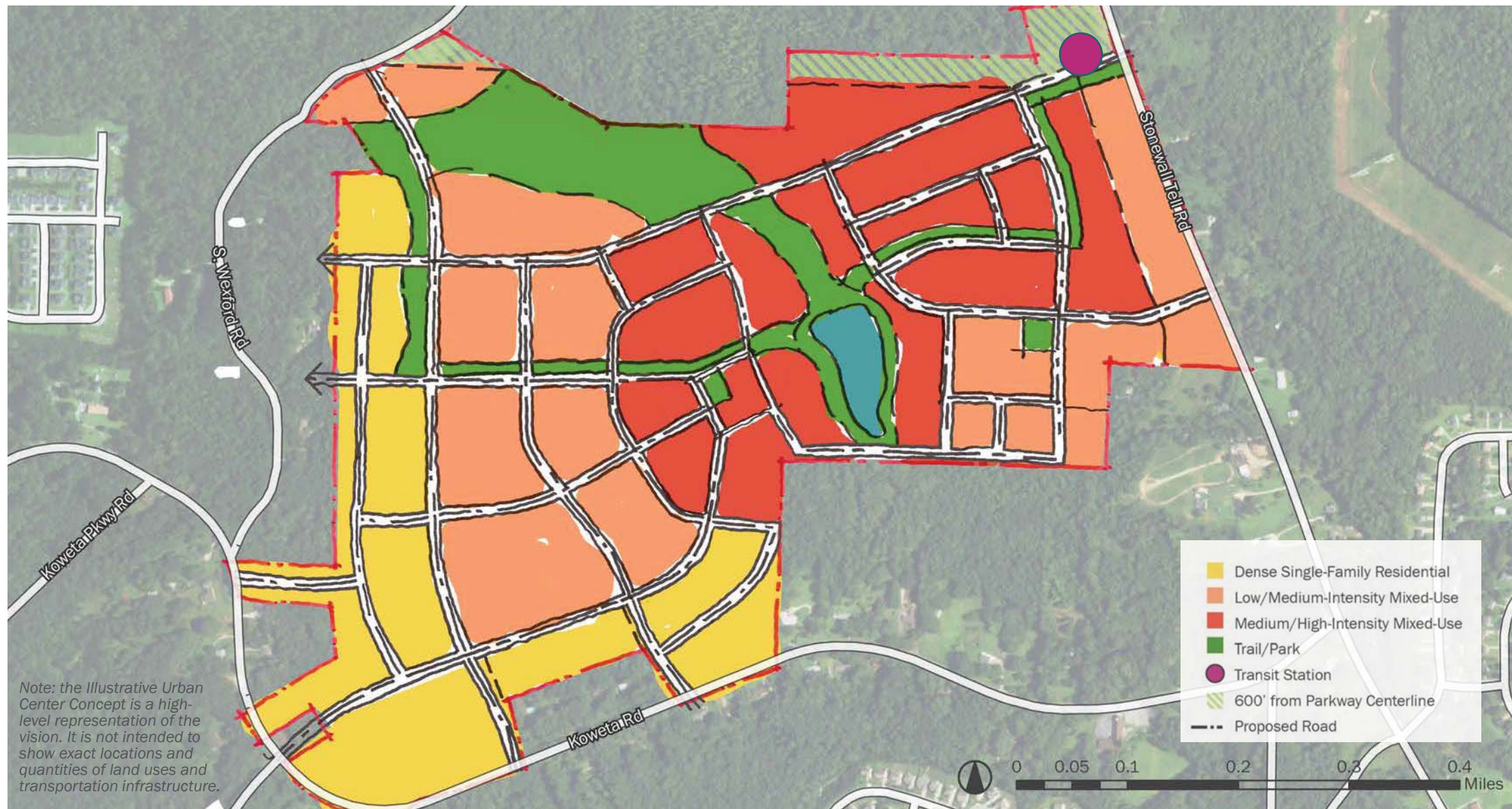


Figure 39: Illustrative Urban Center - Office Focus

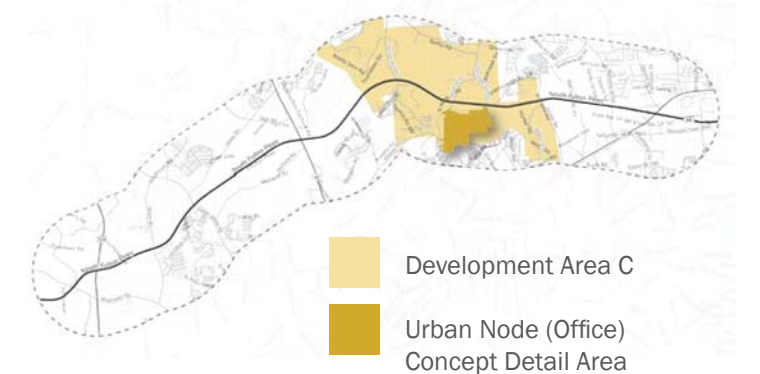
### ILLUSTRATIVE URBAN CENTER: OFFICE FOCUS

One of the most sizable development opportunities lies between South Wexford Road and Stonewall Tell Road. This large tract of land is largely undeveloped and has many beautiful natural features. In this high-level concept, the existing lake serves as a focal point for a mixed-use center with an emphasis on office uses.

Shown at left, the concept illustrates medium-high intensity growth stretching from the proposed station near Stonewall Tell Road to the lake. These two “anchors”—the station and the lake—frame up the prime real estate in this growth center. Medium-intensity mixed use would surround this employment center, with an emphasis on medium-density housing and local commercial services. The central lake is connected to the greenway system, and land currently under conservation easement along the Parkway.

A dense network of new secondary and tertiary roadways would provide a framework for growth, and would be augmented by a network of multi-use trails and sidewalks. The greenway trail system would link growth at the edges directly to the transit station, encouraging the use of alternative transportation.

The concept also shows a 600-foot strip of land immediately adjacent to the Parkway. This area is not intended to be used solely as a buffer, but as a mix of transportation ROW, vegetated buffer, and potential area for development.



## AREA D: MORNING CREEK

At the time of this planning process, the study area's most immediate development opportunity is for industrial uses. The preferred concept shows intensive industrial areas concentrated in Area D near the interchange of the Parkway with Roosevelt Boulevard. Industrial uses are focused in this area for three reasons:

- **Access** – Area D has the best access to Hartsfield-Jackson International Airport, I-85, and existing freight rail
- **Adjacent land uses** – many of the surrounding land uses of Area D are already industrial
- **Community input** – residents and stakeholders frequently voiced strong concern about protecting neighborhoods from truck traffic and other impacts from industrial use

To serve this emerging job center, a new transit station is shown near the Parkway. The secondary roadway network would be improved to help facilitate interconnectivity, and also provide adequate routes for truck access. Industrial uses next to residential areas would be buffered.

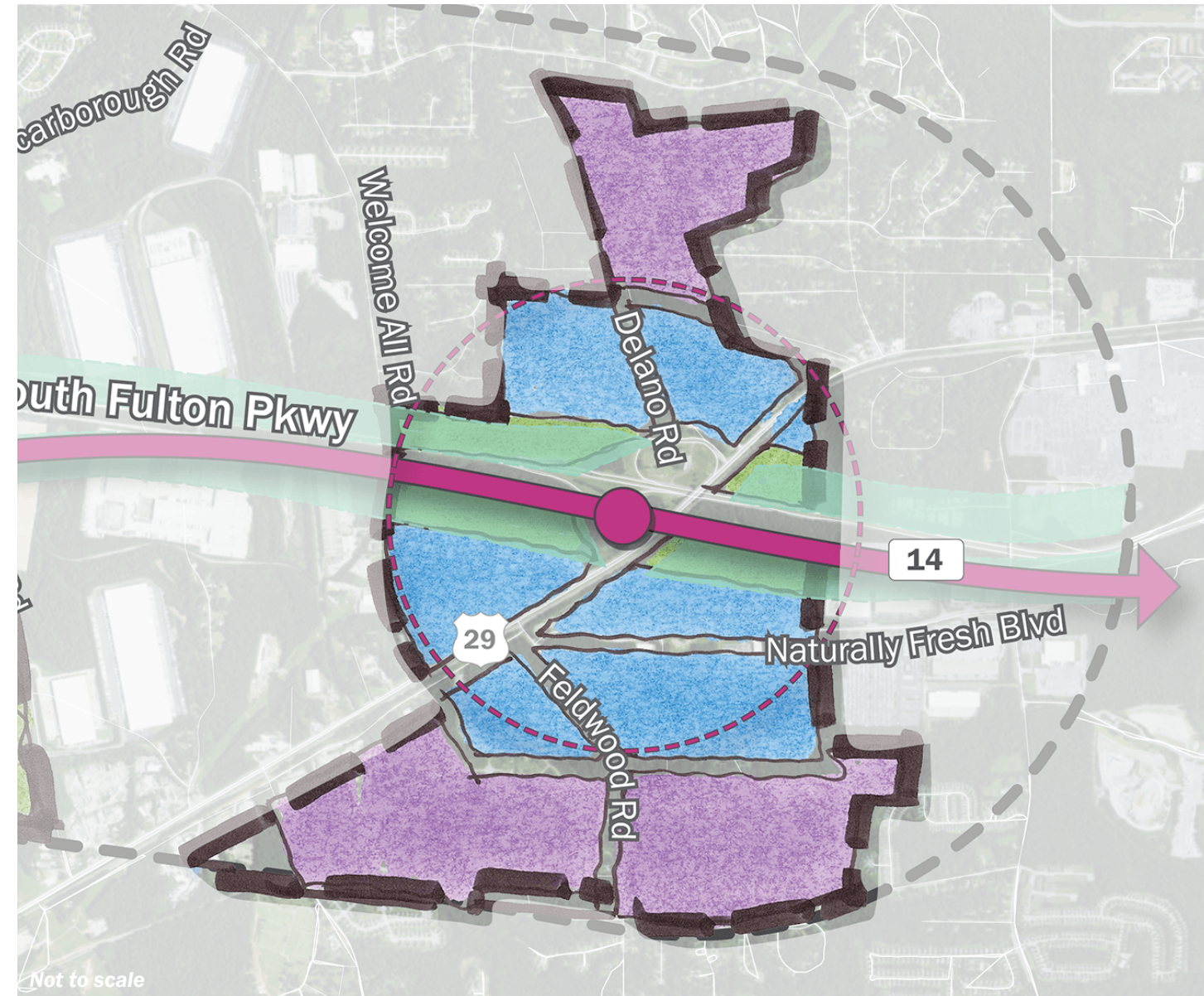


Figure 40: Area D Detail

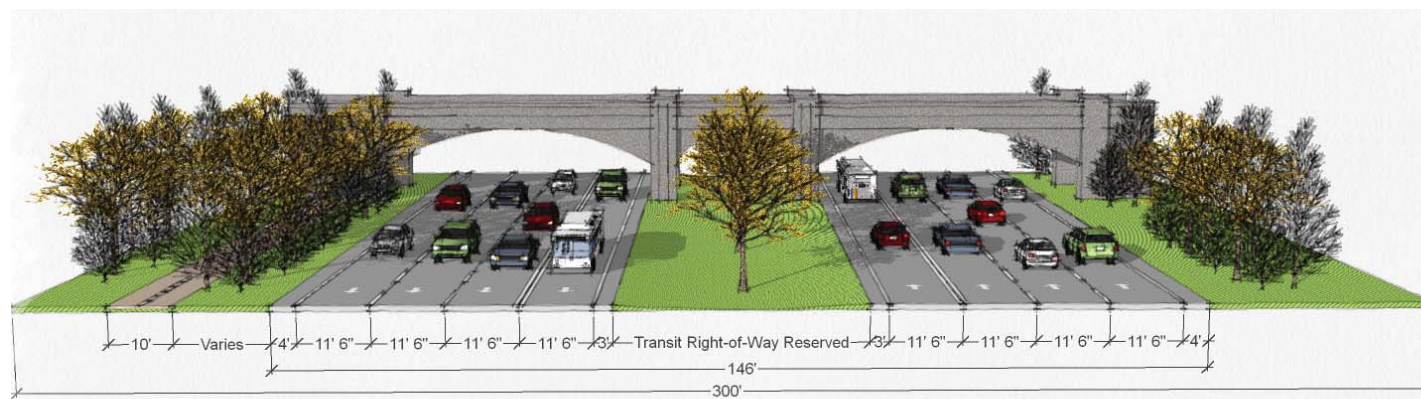
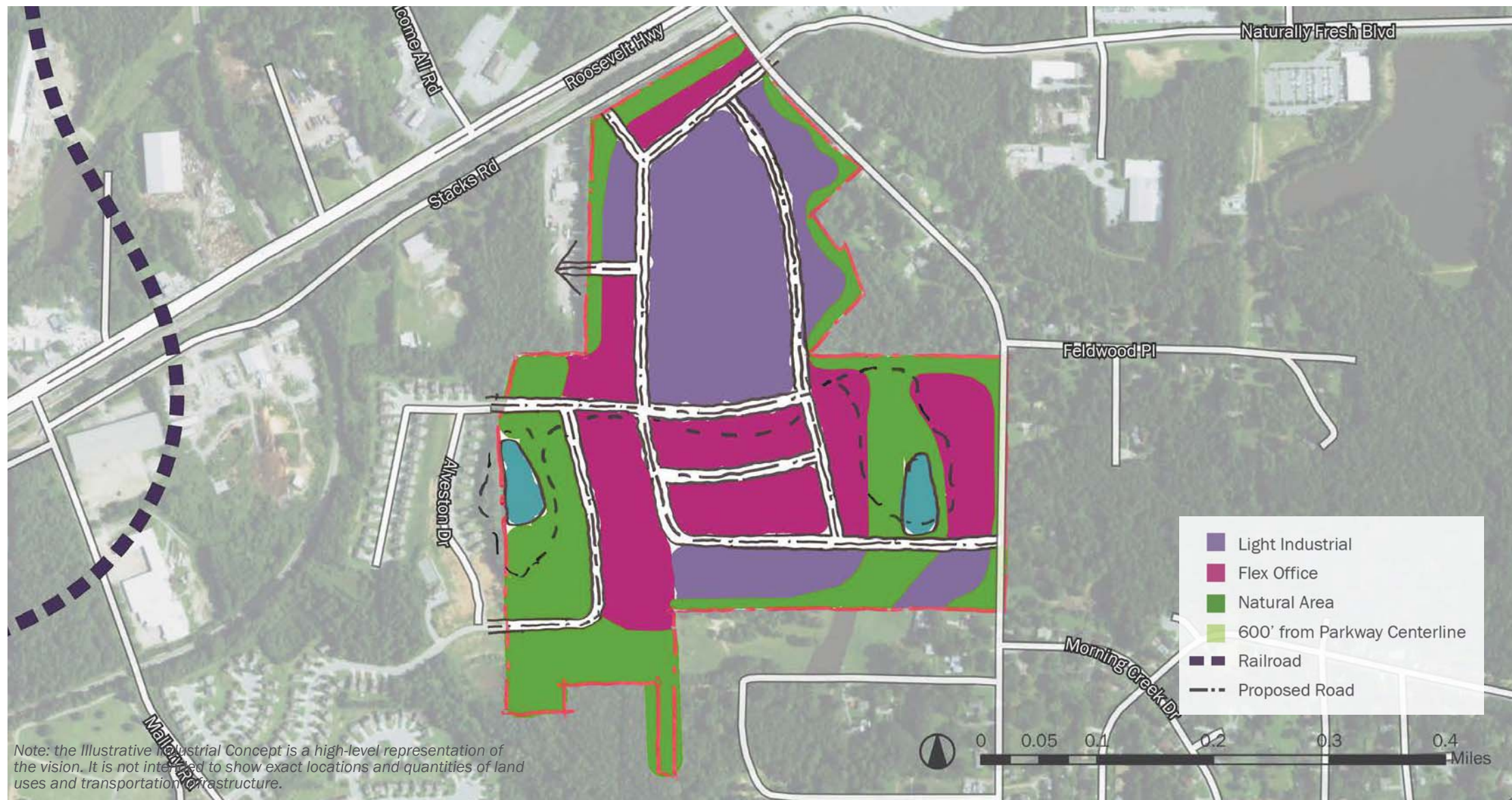


Figure 41: Area D Parkway Cross-Section

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>■ Rural Residential</li> <li>■ Dense Single-Family Residential</li> <li>■ Low/Medium-Intensity Mixed-Use</li> <li>■ Medium/High-Intensity Mixed-Use</li> <li>■ Low-Intensity Industrial</li> <li>■ High-Intensity Industrial</li> <li>● Transit Station</li> <li>○ Transit Station 0.5-Mile Radius</li> <li>— Transit Route</li> </ul> | <ul style="list-style-type: none"> <li>○ Reserved Station Area</li> <li>--- Reserved Transit ROW</li> <li>■ 600' from Parkway Centerline</li> <li>■ Conservation/Greenway</li> <li>— South Fulton Parkway</li> <li>— Major Roads</li> <li>— Minor Roads</li> <li>--- Study Area Boundary</li> <li>--- Opportunity Area Boundary</li> </ul> |
|---|--|





### ILLUSTRATIVE INDUSTRIAL CONCEPT

The largest aggregation of parcels with a single landowner in Area D is southwest of the corner of Stacks Road and Feldwood Road. In this concept, more intense industrial uses are shown in the northeast, with less intensive flex office uses to the south and around its edges. A large green buffer would be kept between the new industrial uses and the existing neighborhoods to the west and to the south, and would link into the corridor-wide system of greenways.

A new road off Feldwood Road would loop through the development, and be supplemented by a smaller network of roadways to provide access to the different industrial uses. If Stacks Road were to be upgraded a point of access could be added to the north to divert some truck traffic off of Feldwood Road.

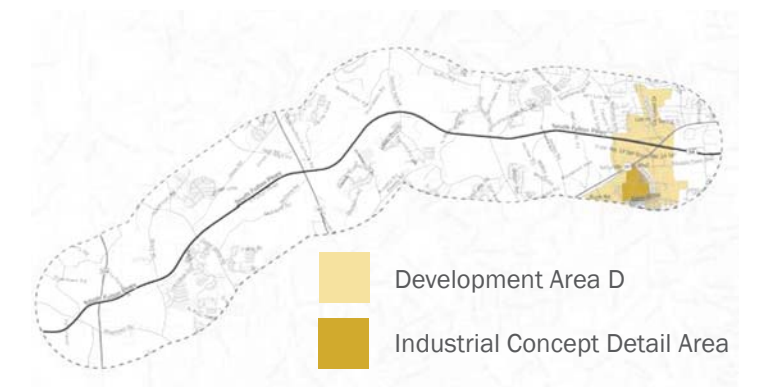


Figure 42: Illustrative Industrial Concept



FedEx Distribution Center



Turtle Island Foods Plant (LEED) | Hood River, Oregon



Derse Headquarters and Warehouse (LEED) | Milwaukee, WI