

# Palmetto

LIVABLE CENTERS INITIATIVE STUDY



Prepared by Urban Collage, Inc.  
in association with Market+Main and Grice & Associates  
January 2009



Inclusion of a mixed-use zoning category is a key part of the plan

### 1.1 LIVABLE CENTERS INITIATIVE (LCI) PROGRAM AND PROJECT GOALS

The Livable Centers Initiative is a regional program administered by the Atlanta Regional Commission (ARC) aimed at encouraging increased residential development, mixed-uses and connectivity around existing transit and activity nodes. Listed below are the overall goals of the LCI program along with ways in which the Palmetto LCI Study responds to these goals:

1. *Efficiency/Feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.*

The Palmetto LCI Study outlines an overall land use and development framework for where future residential, commercial, mixed-use, institutional and open spaces should go within the study area. The overarching goal of these recommendations, which are based on smart growth planning practices, is to foster sustainable economic development within Palmetto's existing core activity center. The plan pays particular attention to the Downtown area, proposing a mixture of housing types and price points to capture existing and future housing markets (see market analysis) and support future Downtown goods and services. The plan also outlines changes needed to the city's existing ordinance to accommodate these future land uses, including the addition of a Mixed-Use zoning category and the incorporation of commercial and residential design guidelines.

2. *Transportation demand reduction measures.*

The plan seeks to develop alternative modes of transportation, including a dedicated multi-use trail and bicycle network between downtown destinations and the Chattahoochee Hill Country, integrated with future PATH facility plans. The plan also includes recommendations for improving existing MARTA Bus Service. Additionally, the development of more and expanded housing types in and around the downtown will reduce short-distance automobile trips by allowing Palmetto residents to utilize alternative forms of transportation to access local goods and services.

3. *Internal mobility requirements – traffic calming, pedestrian circulation, transit circulation, bicycle circulation including safety and security of pedestrians.*

The plan recommends public improvements that complement new development and support a connectivity of land uses. Streetscape improvements are proposed along Main, Toombs, Church and Cobb Streets that include new lighting, street trees, sidewalks, on-street parking, curbing and roadway striping to facilitate safe travel routes for pedestrians and bicyclists while calming traffic. The plan focuses on improved connectivity between east and west sides of the railroad line, identifying a dedicated pedestrian/bicycle underpass at Thornton Street, improved underpasses at Church and Toombs and an integrated bike route via Cobb street. Accommodations for safe routes to school are also included along Carlton Rd around the Elementary School. Improvements to MARTA Bus facilities and routes are included as well.



Potential streetscape improvements on Palmetto's Main Street



Palmetto's historic mill area was identified as a rehabilitation opportunity

*4. Mixed-income housing, job/housing match and social issues.*

Overall, the plan promotes varied housing types and mixed-income development. Residential typologies such as townhomes, lofts, condos and apartments are proposed downtown in an effort to provide affordable housing options that would be easily-accessible to goods and services. Accommodations for senior housing (largest existing housing market in Palmetto) are also discussed within the Mill redevelopment and conceptually within new neighborhoods in the study area. Improved connections to centralized public spaces, activities, goods and services in downtown are made to historically-low-income neighborhoods to the east of downtown. New jobs would be certainly be created as the downtown commercial and retail market picks up in the future.

*5. Continuity of local streets in the study area and development of a network of minor roads.*

In addition to proposing a series to key street improvements, the plan identifies and addresses several problematic connectivity breaks within the study area. New streets shown in the Downtown Conceptual Vision Plan would extend the downtown grid to the north, thereby improving the area's circulation. A northern dead-end on Cobb Street would be repaired by a new connection to Phipps Road. One-way conversions are proposed on Church and Toombs Streets that would improve geometric, topographic and right-of-way issues, significantly improving east-west circulation.

*6. Need/identification of future transit circulation systems.*

The plan includes recommendations for enhancing existing MARTA bus service and ridership. Although preliminary alternatives were considered, a supplemental study or separate MARTA-sponsored study is needed to look into improved station facilities and investigate improved route and frequency within the study area. Generally, the plan promotes clustered residential development to enhance transit opportunities and potential ridership.

*7. Connectivity of transportation system to other centers.*

One of the main themes of the plan is to enhance connectivity between Downtown Palmetto and other activity centers such as the Chattahoochee Hill Country and destinations east of Palmetto as well as future developments such as Friendship Village and Foxhall Village. As explained in the following pages, some of these connections would be made by new/improved bicycle and pedestrian facilities via Hutcheson-Ferry Road, Cascade-Palmetto Highway, Fayetteville Road and along Bear Creek.



The plan includes recommendations for improving existing MARTA Bus Service



Participants at the first of four public meetings

*8. Center development organization and management, promotion and economic restructuring.*

The plan calls for a Downtown Business Plan, the reinforcement of existing downtown retail and commercial uses and the phased addition of new uses in the form of new mixed-use development. Palmetto City leaders maintain the organization and management of downtown development/redevelopment as a priority issue.

*9. Stakeholder participation/support.*

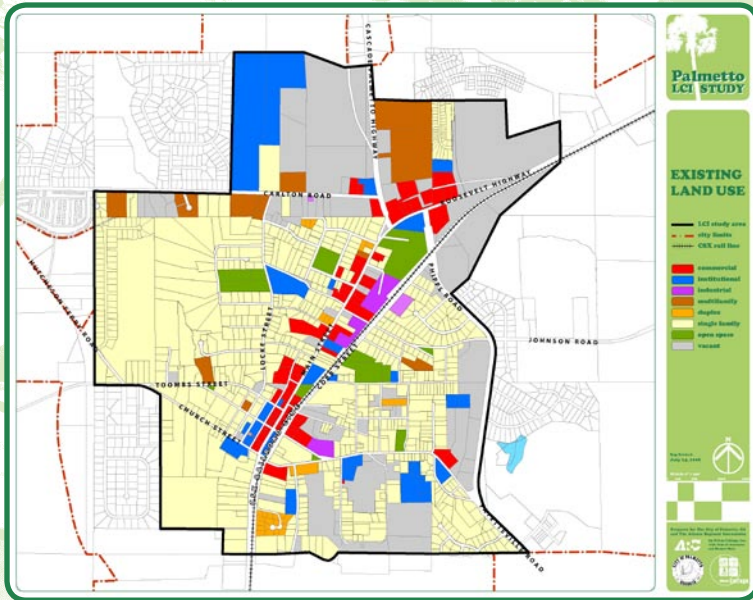
The Palmetto LCI Planning Process included participation of an involved Core Team, City Council and City Staff as well as extensive public input through stakeholder interviews and four (4) public meetings/design workshops. While many varied opinions were expressed, future growth vision concepts and strategies are firmly rooted in consensus points from these sessions (see Stakeholder and Community Involvement section as well as detailed meeting notes found in the Appendix).

*10. Public and private investment policy.*

Public improvements outlined in this plan such as streetscape projects, transportation enhancements, improvement/addition of open spaces and upgrades to existing infrastructure are opportunities to use public investment to catalyze private development in the area. The city will need to take a leading role in marketing this vision, following-through on potential funds, facilitating public improvements and realizing future development through public-private partnerships.



Concept for a new open space in Downtown Palmetto



The planning team conducted an extensive “windshield” survey of the entire study area to validate land uses and document other physical characteristics.

## 1.2 PLANNING PROCESS AND METHODOLOGY

Between June 2008 and January 2009, the Palmetto LCI Planning Team, led by Urban Collage, Inc., followed a three-phase process aimed at assembling an accurate cross section of existing conditions and developing a community consensus-based growth and redevelopment vision. The process included:

### PHASE I : INVENTORY AND ASSESSMENT

The initial phase of work consisted of an inventory and assessment of the existing physical, demographic and socioeconomic conditions. The planning team conducted a series of stakeholder interviews to help identify potential issues and opportunities. A “Core Team” of neighborhood leaders was established to act as a “sounding board” for forthcoming planning issues and strategies. Parallel assessments were conducted for transportation facilities as well as for market conditions. A community “kickoff” meeting was held that centered around a series of interactive consensus-gathering exercises.

### PHASE II : CONCEPTUAL MASTER PLAN

The second phase of work was focused around two interactive community design charrettes. Consensus points relating to land use, market, architectural design and transportation strategies were drawn from a series of “breakout group” sessions and were used as the basis for a series of framework plans. Based on community feedback, conceptual development and transportation graphics were generated, which were aimed at fostering sustainable growth and mobility patterns within the study area. The concepts continued to be refined over the course of several Core Team meetings and discussions as part of this phase.

### PHASE III : ACTION PLAN

Based on analysis and concepts generated in the first two phases, the third phase focused on prioritizing land use and transportation projects, developing realistic implementation strategies and identifying potential funding sources. A final public meeting was held that focused on prioritizing key LCI transportation projects to be pursued.



Public Design Charrette held as part of Phase II

## PLANNING PROCESS

### phase **ONE** **Inventory and Assessment**

2 Months

#### **TASKS:**

Establish Project Management Team and Core Team

Conduct Stakeholder Interviews

Compile Inventory and Assessment:

- Land Use Analysis
- Market Analysis
- Transportation and Circulation Analysis
- Evaluation of Urban Design Elements

Develop "Palmetto Compass" Survey

Conduct Public Kick-Off Meeting

Complete Inventory and Assessment Report

#### **PLANNING PRODUCTS:**

Inventory and Assessment Report

#### **PLANNING MEETINGS:**

Project Management Team (2)  
Core Team (1)  
Stakeholder Interviews (Misc.)  
Public Kick-Off Meeting (1)

### phase **TWO** **Conceptual Master Plan**

2 Months

#### **TASKS:**

Conduct Second Public Workshop

Prepare Concepts & Alternatives:

- Land Use and Development
- Transportation and Parking
- Open Space and Pedestrian Circulation

Compile Conceptual Master Plan

Review Conceptual Master Plan with Project Management Team and Core Team

#### **PLANNING PRODUCTS:**

Conceptual Master Plan

#### **PLANNING MEETINGS:**

Project Management Team (2)  
Core Team (2)  
Public design charrettes (2)  
Transportation Coordination Meeting (1)

### phase **THREE** **Action Plan**

2 Months

#### **TASKS:**

Prepare Draft Plan:

- Implementation Strategy
- 5-Year Action Plan
- Market/Fiscal Feasibility
- Population/Employment Projections
- Process & Methodology
- Public Participation Process
- LCI Study Goals

Present Draft Action Plan at Third Public Meeting

Revise Plan

Approve and Adopt Palmetto LCI Plan

#### **PLANNING PRODUCTS:**

Palmetto Livable Centers Initiative  
Investment Policy Study

#### **PLANNING MEETINGS:**

Project Management Team (2)  
Core Team (1)  
Draft Plan Presentation - Public (1)  
Final Plan Presentation - Council (1)

### 1.3 STAKEHOLDER AND COMMUNITY INVOLVEMENT



Group results from the land use exercise given during the second public meeting

Aside from the extensive involvement of the Core Team, City Council and City Staff, the planning team conducted over twenty (20) one-on-one stakeholder interviews, a business owners meeting and a total of four (4) public workshops.

In the early stages of the planning process, the stakeholder interviews assisted the Planning Team in assembling an accurate picture of existing conditions as well as issues and forces affecting Palmetto. Represented parties in stakeholder interviews included Palmetto City Council members, local developers, local historians, South Fulton Chamber of Commerce, Fulton County Commissioner, Palmetto Community Association, CSX Railroad, MARTA, the City of Chattahoochee Hills, several local business owners and dozens of residents.

Four open public meetings and workshops were held during the Palmetto LCI Process, which were attended by area residents, property owners and business owners (among others). The presentations and activities for each of the workshops were tailored to focus on a particular issue or phase of the study process and utilized a series of large and small group exercises to gather community comment and input.

The first public meeting, which was held on 8/21/08, included presentations of ARC's LCI Program and an overview of the Palmetto Study Area as well as summaries of Existing Conditions, overall transportation issues, demographic information and market conditions. This meeting also included an interactive validation of project issues and opportunities (see graphic on following page), a visual "compass" survey and a written survey.

The second and third public meetings, which were held on 09/18/08 and 10/16/08, included presentations of concepts and alternatives, but focused around small-group design activities. The second workshop centered around identifying future land uses and redevelopment opportunities for the *entire* Study Area; the consensus points of which became the Development Framework. The third public workshop zoomed-in on the Downtown Focus Area, addressing public space improvements, streetscapes and future development; participants used building blocks to represent future development within the Downtown (see photo to left). Many of the consensus points of this last exercise became the Downtown Conceptual Vision Plan.

The final public workshop, held on 12/11/08, discussed conceptual long-term development schemes, but mainly focused on preferred transportation projects. Attendees participated in an interactive "money" exercise to vote on transportation projects to be explored in more detail.

*See the Appendix at the end of this report for sign-in sheets and detailed results from the sessions discussed above.*



Downtown Focus Area exercise at the third public meeting



High-Ranking Development Types



High-Ranking Residential Development Types



High-ranking Open Space Characteristics



High-Ranking Signage Types

### 1.4 ISSUES AND OPPORTUNITIES

Many community/stakeholder input methods were conducted as part of the first phase, yielding many common issues and opportunities affecting the study area (see appendix for detailed results). The major “themes” that came out of these sessions were:

- **Truck Traffic** on Main Street is a huge detriment to the Downtown’s Quality of Life
- Downtown Palmetto could be considered the “Downtown” for the **Chattahoochee Hill Country**
- The **quality of housing** currently being built is very poor
- Current **restoration of the train depot** should act as a historic preservation precedent
- The CSX **railroad underpasses** are important and need a “facelift”
- **Choices for local retail**, restaurants and other goods and services are extremely limited
- **Overhead utility lines** within the Downtown are an eyesore
- The poor **quality of local public schools** needs to be addressed
- There is a lack of active **recreation space for youth**
- Although growth is coming, Palmetto needs to **retain its “small town” feeling**

Visual “Compass” Survey - things that ranked high:

- storefront retail
- outdoor dining
- historically-compatible homes
- bicycle facilities
- street trees/streetscapes
- ANY/ALL open spaces
- historic marker signage
- boutique retail signage

Visual “Compass” Survey - things that ranked low:

- strip commercial development
- apartments
- contemporary architectural elements
- large transportation infrastructure
- freestanding commercial signs
- contemporary signage



Land Use & Development	Economic Development	Housing	Historic & Natural Resources	Traffic & Transportation	Community Facilities	Urban Design
Utility lines should be buried in downtown <b>11</b>	Downtown Palmetto could be considered the "downtown" of the Chattahoochee Hill Country <b>12</b>	Quality of new housing needs to improve <b>11</b>	The railroad underpasses are important components but they need to be fixed-up <b>11</b>	Truck traffic on Main Street is a problem <b>12</b>	The poor quality of local public schools needs to be addressed <b>9</b>	Connections between the two sides of the railroad need to be improved <b>6</b>
There is visual blight along the railroad-side of Main Street downtown from vacant buildings and retail clutter <b>6</b>	Choices for local retail, restaurants and other goods and services are limited in Palmetto <b>11</b>	Housing foreclosures in Palmetto are a problem that needs to be addressed <b>5</b>	Restoration of the Train Depot should be a precedent for other preservation projects <b>11</b>	Main Street is unsafe for pedestrians and bicyclists <b>3</b>	There is a lack of active recreation space for youth in downtown <b>9</b>	There is no civic "center" in Palmetto <b>6</b>
The Carlton Road/Cascade-Palmetto Highway area should be studied to accommodate future growth <b>4</b>	Although growth is coming, Palmetto needs to retain its "small-town" feeling <b>8</b>	Some apartment complexes are poorly maintained <b>5</b>	The city has many historic resources but little documentation and regulatory protection <b>6</b>	Carlton Road has a significant amount of pedestrian traffic but few if any sidewalks <b>3</b>	Crime is a problem in some areas of town <b>9</b>	There is a lack of clear definition to Main Street in the downtown area – curb cuts are excessive and uncontrolled <b>1</b>
The Foxhall Village development can be an asset to Downtown Palmetto <b>2</b>	Downtown Palmetto should be an attraction for other cities or areas in the region <b>7</b>	More single-family attached housing (duplexes, townhouses) should be built downtown <b>1</b>	Downtown Palmetto should be marketed as a historic destination <b>4</b>	MARTA Bus service is a good asset, but quality and frequency needs to be improved <b>2</b>	Community Facilities/gathering spaces need to be more centrally-located to Downtown <b>1</b>	Rural elements of city give a sense of place, but many are disappearing <b>1</b>
	Bicycle riders are an underutilized asset <b>1</b>			Maximize the connectivity potential of the proposed Hill Country greenway <b>2</b>		
				There is a parking problem downtown that needs to be addressed <b>1</b>		



ISSUES MATRIX

**PALMETTO ISSUES MATRIX**

The numbers above represent "votes" by local stakeholders for the importance of each issue. They have been reordered for this report so that the issues with the most votes are at the top of the matrix.

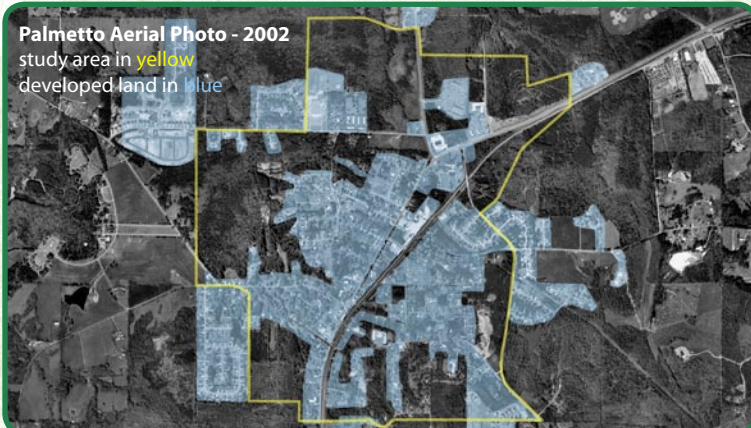
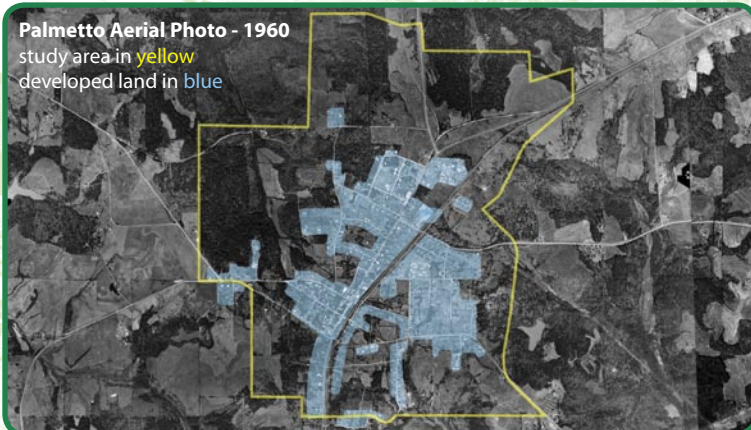
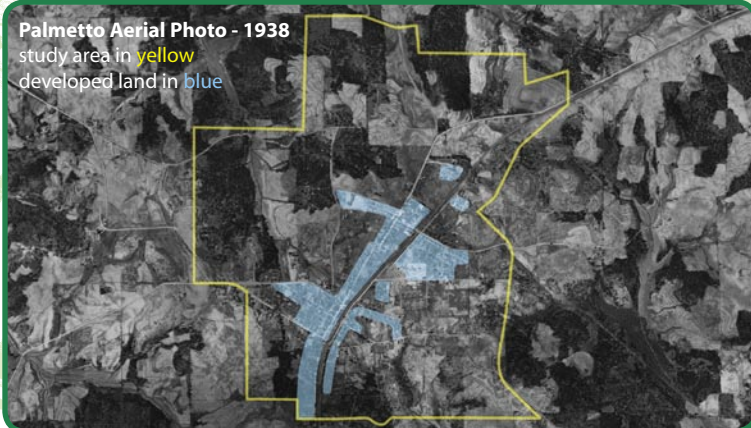
August 21, 2008

Prepared for The City of Palmetto, GA and The Atlanta Regional Commission

by Urban Collage, Inc. with Gertie G. Amadio and Mark H. Hale



**1.5 : STUDY AREA CONTEXT**

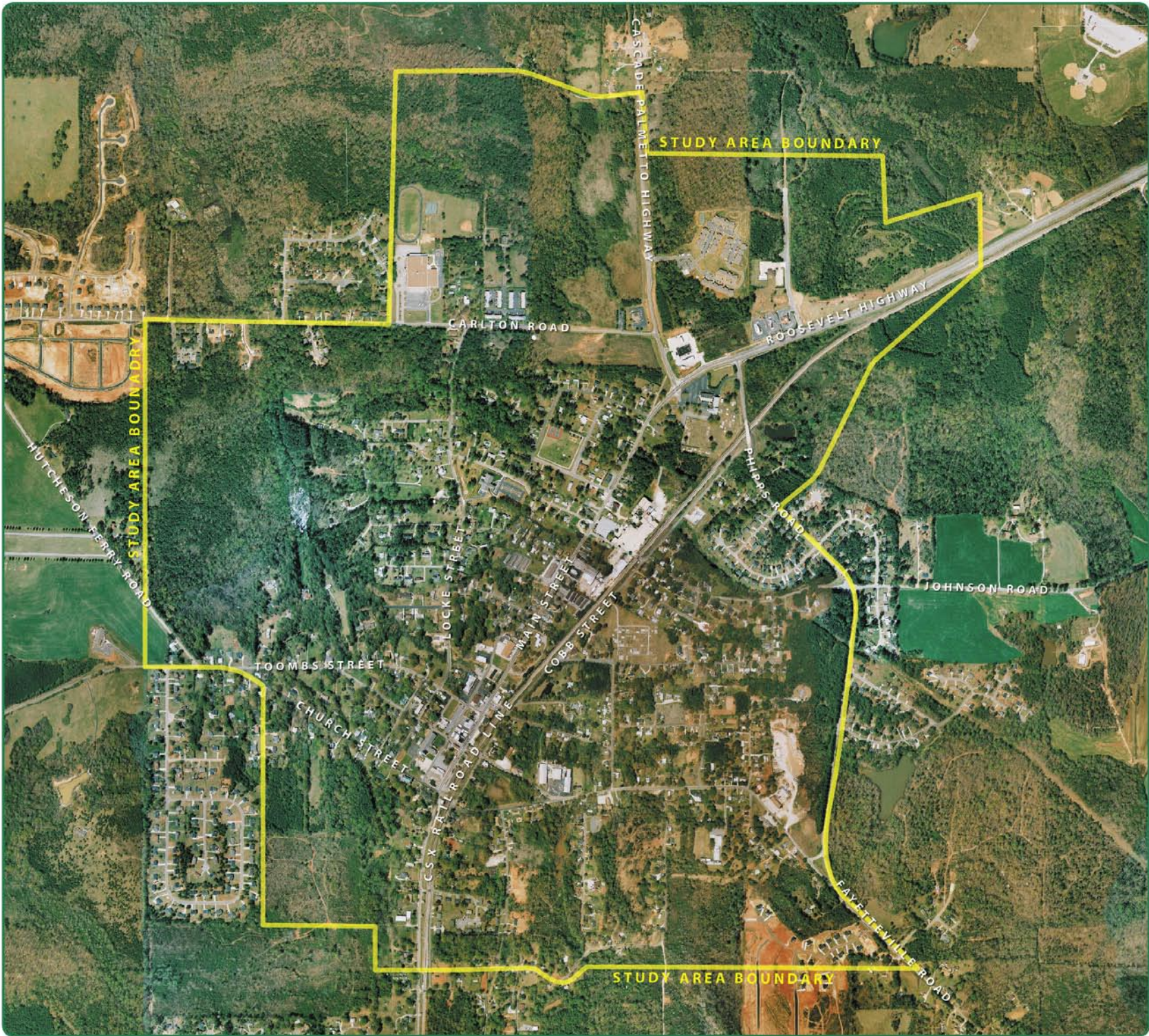


Although Palmetto has not experienced the accelerated sprawl that many other activity centers around Metro Atlanta have seen, it has witnessed recent growth...and more is coming. The historic aerial photos to the left, for instance, show how much development has occurred within the study area over the past 70 years. This imagery, compounded with the fact that the population in the Study Area increased almost 40% between 2000 and 2008, drives home why planning is so important for the health and vitality of Palmetto. Given that growth is definitely coming, Palmetto is now poised to enact policies that capitalize on this growth by allowing development to positively build-upon its history and character instead of eroding it.

The City of Palmetto is located about 27 miles southwest of Downtown Atlanta. In comparison to Conyers (26 miles SE of Downtown), Lawrenceville (31 miles NE of Downtown) and Kennesaw (28 miles NW of Downtown), Palmetto still retains a small-town feel, seemingly far removed from the growth of most Metro Atlanta suburbs. Despite this, however, the negative impacts of recent unregulated buildout have begun to take their toll on the area’s charming character. Strip malls line several key streets - auto-centric, absent of interparcel connectivity and including only the most minimal of pedestrian amenities. Recent “starter home” residential developments have sprung up with little to no regard for sustainability, local context, safety, or overall quality of life. The Downtown, once the center for activity, has become stagnant and the market is slow.

These challenges aside, the city has many assets to capitalize on. Recent developments such as Serenbe in the nearby Chattahoochee Hill Country have begun to bring this area of Metro Atlanta into the forefront of desirable places to live. Recreational bicyclists are drawn to the area’s pastoral landscapes and country roads. Beautiful (and affordable!) historic homes lie waiting to be fixed-up. The city’s Historic Train Depot is currently undergoing an extensive renovation. A recent influx of younger residents and a sea change in city leadership have also recently given the city an injection of activism and a means to institute policies that are conducive to smart growth.

Now is a crucial time for Palmetto. Although many local development plans have stalled and drastic market stagnation abounds, the timing of the current nationwide economic crisis can be seen as a positive in some respects. In other words, because there is little current market pressure, the city can be proactive and focus its efforts on what it wants when the market picks back up. Overall, now is a time for careful reflection on times past and thoughtful planning for the future.



# STUDY AREA MAP

Map Revised  
July 24, 2008



SCALE: 1" = 500'  
0 500 1000 1500 2000

Prepared for The City of Palmetto, GA,  
and The Atlanta Regional Commission

**A&C**  
by Urban Collaps, Inc.  
with Grier & Associates  
and Marberry/Helm



This **Palmetto Livable Centers Initiative (LCI) Plan** represents seven months of planning work supported by active participation from City of Palmetto officials and staff, City council members, local property owners, community leaders, and area residents. The planning team wishes to thank the following individuals and all who participated in the planning effort for their time, leadership and vision.

**CITY OF PALMETTO**

John O. Miller, *Mayor*  
Lorraine Allen, *Council Member*  
Natalie McFadden, *Council Member*  
Laura Mullis, *Council Member*  
Gregory Rusch, *Council Member*  
Leon Sumlin, *Council Member*  
Terry Todd, *City Administrator*  
Cindy Hanson, *City Clerk*

**CORE TEAM MEMBERS**

Lorraine Allen  
Ginny Basaric  
Mike Basaric  
Lea Bonner  
Butch Gaddy  
Steve Kopelmann  
Majorie Morrow  
Steve Nygren  
Dawn Scarbrough  
Rick Sewell

**ATLANTA REGIONAL COMMISSION**

Brad Calvert, *Project Manager, Land Use Division*  
Rob LeBeau, *Senior Principal Planner, Land Use Division*

**PLANNING TEAM**

**URBAN COLLAGE, INC.**  
Bob Begle, *Principal*  
John Skach, *Senior Associate*  
Matt Cherry, *Associate*  
Niti Gajjar, *Planner*

**GRICE & ASSOCIATES**  
John Funny, *Principal*  
Carla Holmes, *Vice President/Principal*  
Megh Govindu, *Senior Traffic Engineer*  
Sundaram Vedala, *Transportation Planner*

**MARKET+MAIN**  
Lakey Boyd, *Principal*  
Aaron Fortner, *Principal*

**Part 1 : BACKGROUND**

1.1	LCI Program & Project Goals	1
1.2	Planning Process & Methodology	4
1.3	Stakeholder & Community Involvement	6
1.4	Issues & Opportunities	7
1.5	Study Area Context	9

**Part 2 : INVENTORY & ASSESSMENT**

2.1	Existing Land Use	11
2.2	Existing Zoning	13
2.3	Historic Context	13
2.4	Existing Natural Features	13
2.5	Existing Transportation & Circulation	16
2.6	Market Definition	21
2.7	Socioeconomic Analysis	22
2.8	Residential Market	26
2.9	Retail Market	30
2.10	Office Market	33
2.11	Industrial Market	34
2.12	Development Opportunities	36
2.13	Urban Design Framework	38

**Part 3 : GROWTH & REDEVELOPMENT VISION**

3.1	Market Recommendations	40
3.2	Market Catalysts	41
3.3	Economic Development Recommendations	47
3.4	25-Year Projections	48
3.5	Overall Development Framework	49
3.6	Downtown Focus Area	52
3.7	Historic Mill Focus Area	59
3.8	Hwy154/Hwy 29/Carlton/Phippis Focus Area	59
3.9	Zoning Strategy	60

**Part 4 : TRANSPORTATION & CIRCULATION VISION**

4.1	Key Intersection Modeling	63
4.2	Transportation & Circulation Framework	65

**Part 5 : ACTION PLAN**

5.1	5-Year Action Plan	79
5.2	Potential Funding	79
5.3	Project Implementation matrix	80

**APPENDIX**

Public Participation Documentation
Detailed Market Background & Analysis
Transportation Technical Memorandum (Parts 1 & 2)



Historic store-front retail in Downtown Palmetto



Commercial development along Main St.



Historic houses on Main St.



Historic houses on Cobb St.



Spurlin - industrial site along rail-road



Historic train depot on Main St.



Palmetto Methodist Church



Wayside Park on Main St.

### 2.1 : EXISTING LAND USE

A review of existing land uses within the Study Area allows the Planning Team to analyze development in the area as it currently exists. The following land use information was gathered by the Planning Team through a “windshield survey” in July and August of 2008.

The study area is bisected by a north-south corridor of predominantly commercial and industrial properties that have developed over time along Main Street/Highway 29 and the railroad line. This “transportation corridor”, (described south to north) consists of the Historic Downtown area, aging strip commercial developments built in the 1950s-70s, several industrial/warehousing sites (Spurlin, Mini-Storage), a few single-family-homes-turned-commercial-properties and a cluster of recent strip commercial development near the intersection of Hwy 29 and Hwy 154.

The Historic Downtown Core area consists of about 6 blocks between Church and Menefee Street, mostly along Main Street and to the west about 2 blocks. This Downtown area consists mostly of commercial parcels and a few institutional parcels (a church, city hall).

Both sides of the transportation corridor are flanked by fairly large single-family neighborhoods. A good portion of the single-family homes to the west of the corridor are historic - many built between 1900-1940, especially along Toombs, Church and Menefee Streets. Many others were built in the 1940s and 50s, such as along Locke Street and south of Carlton Road. To the east of the railroad corridor is another large area of single-family homes, although more recently built (1940s-1970s). There are a few early 20th-century homes to the east of the corridor, especially along Cobb Street.

RANK	EXISTING LAND USE	AREA (ACRES)	AREA (% OF STUDY AREA)
1	Single-Family Residential	494	41.0%
2	Vacant/Undeveloped	262	21.8%
3	Transportation	122	10.1%
4	Institutional	87	7.3%
5	Planned Development	87	7.2%
6	Multifamily Residential	51	4.2%
7	Commercial	50	4.2%
8	Cemetery	20	1.7%
9	Light Industrial	11	0.9%
10	Duplex	11	0.9%
11	Open Space	6	0.5%
12	Utility	2	0.2%
	<b>TOTAL AREA</b>	<b>1204</b>	<b>100%</b>

## EXISTING LAND USE

-  LCI study area
-  city limits
-  CSX rail line

-  commercial
-  institutional
-  industrial
-  multifamily
-  duplex
-  single family
-  open space
-  cemetery
-  vacant

Map Revised  
July 24, 2008

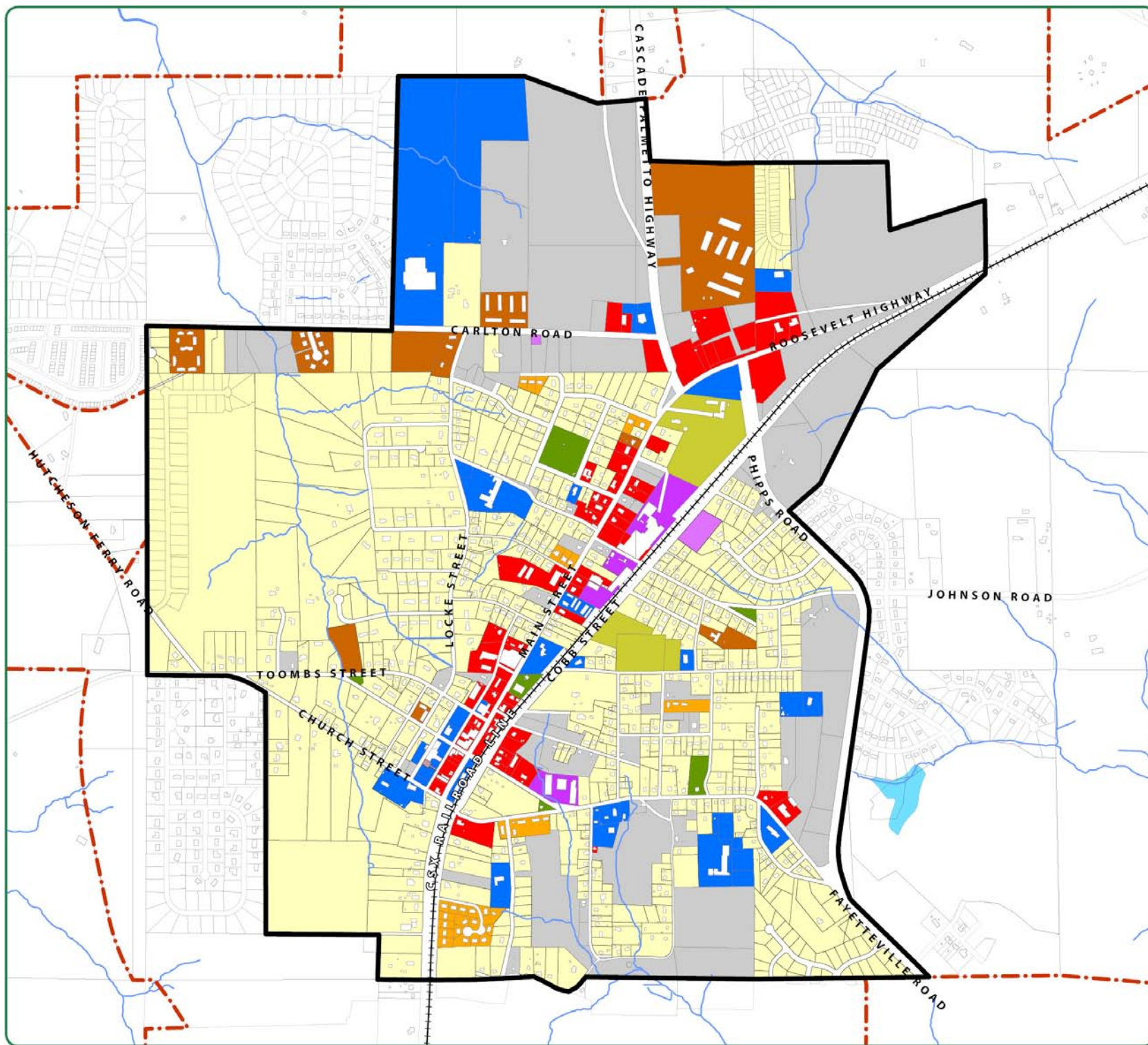
SCALE: 1" = 200'  
0 500 1000 1500



Prepared for the City of Palmetto, GA  
and The Atlanta Regional Commission



by Urban Collage, Inc.  
with Grice & Associates  
and Market/Main





This building, located on the corner of Main and Toombs Streets, originally housed the First Bank of Palmetto, a doctor's office and the Telephone Exchange.

## 2.2 : EXISTING ZONING

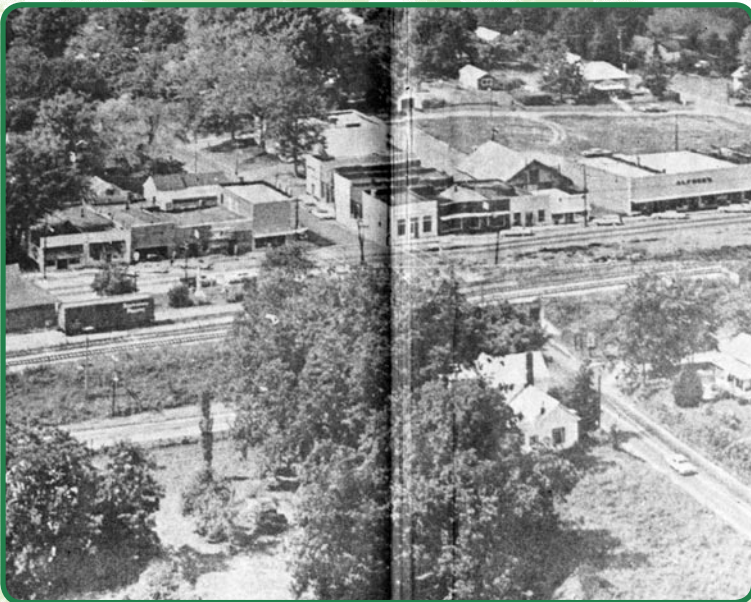
Existing zoning districts within the Study Area are very conventional, dealing primarily with density, height, yards, lot dimensions and uses. The historic downtown area is zoned almost exclusively C-2 commercial, while other commercial properties further north on Main Street are a mix of C-1, C-2 and C-3 commercial. The recent strip commercial properties near the Hwy 29/Hwy 154 intersection are zoned C-3. The intents of each commercial zoning category vary. The C-1 zoning district, for instance, is intended to serve mainly nearby residential neighborhoods, whereas the C-2 zoning district is intended to serve the larger community with a broad variety of sales and services. The C-3 zoning district is primarily for those commercial uses which are less attractive or less compatible with residential neighborhoods. On the residential end, all of the single-family properties to the west of the railroad are zoned R-2, while the single-family properties to the east of the railroad are a mix of R-2 and R-3. Generally, those homes to the west are larger lots while homes to the east are smaller lots. There is currently no zoning category for mixed-use. Overall, the current zoning tools in Palmetto are void of the necessary urban design regulations that will be needed to ensure that the LCI plan is properly implemented.

## 2.3 : HISTORIC CONTEXT

Palmetto's earliest settlers were Georgians from other areas in the state who had won property in the 1827 Land Lottery or who had bought it from those who had won land grants. By the time the city limits were established in 1854, the Atlanta and LaGrange railroad was already assuming a huge role in Palmetto. By the 1870s, Downtown Palmetto flourished as a center for a wide array of local goods and services, including dry goods merchants, several physicians, a lawyer, a bailiff, a railroad engineer, a depot agent, a boot maker, a blacksmith, a painter, a wheelwright, carpenters, brick masons, and a tobacconist agent. Many of these were situated in storefronts along the west side of Main Street across from the railroad line. Starting after the 1950s, many local goods and services began locating themselves elsewhere in town, eventually leaving much of the historic downtown vacant and unused. Later, some of the historic storefront buildings would even be demolished for speculative uses, leaving only a fraction of the Main Street historic "fabric" left intact.

## 2.4 : NATURAL FEATURES

Because of the substantial amount of undeveloped land in the study area, the city today has sustained a healthy amount of natural features. Thick, mature tree canopies and rolling meadows can be found throughout the area's historic neighborhoods, especially on the periphery of the study area. The study area is also very hilly, with significant grade changes throughout, creating a network of streams and floodplains. Much of the recently-developed land along Roosevelt Highway and Carlton Road was built without a plan for green space or existing tree protection, which has eroded the amount of natural features in the area. In order to preserve the lush natural features in Palmetto, it will be important to institute preservation/greenspace requirements for future development.












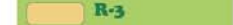





Birds-eye view of Downtown in the 1960s



## EXISTING ZONING

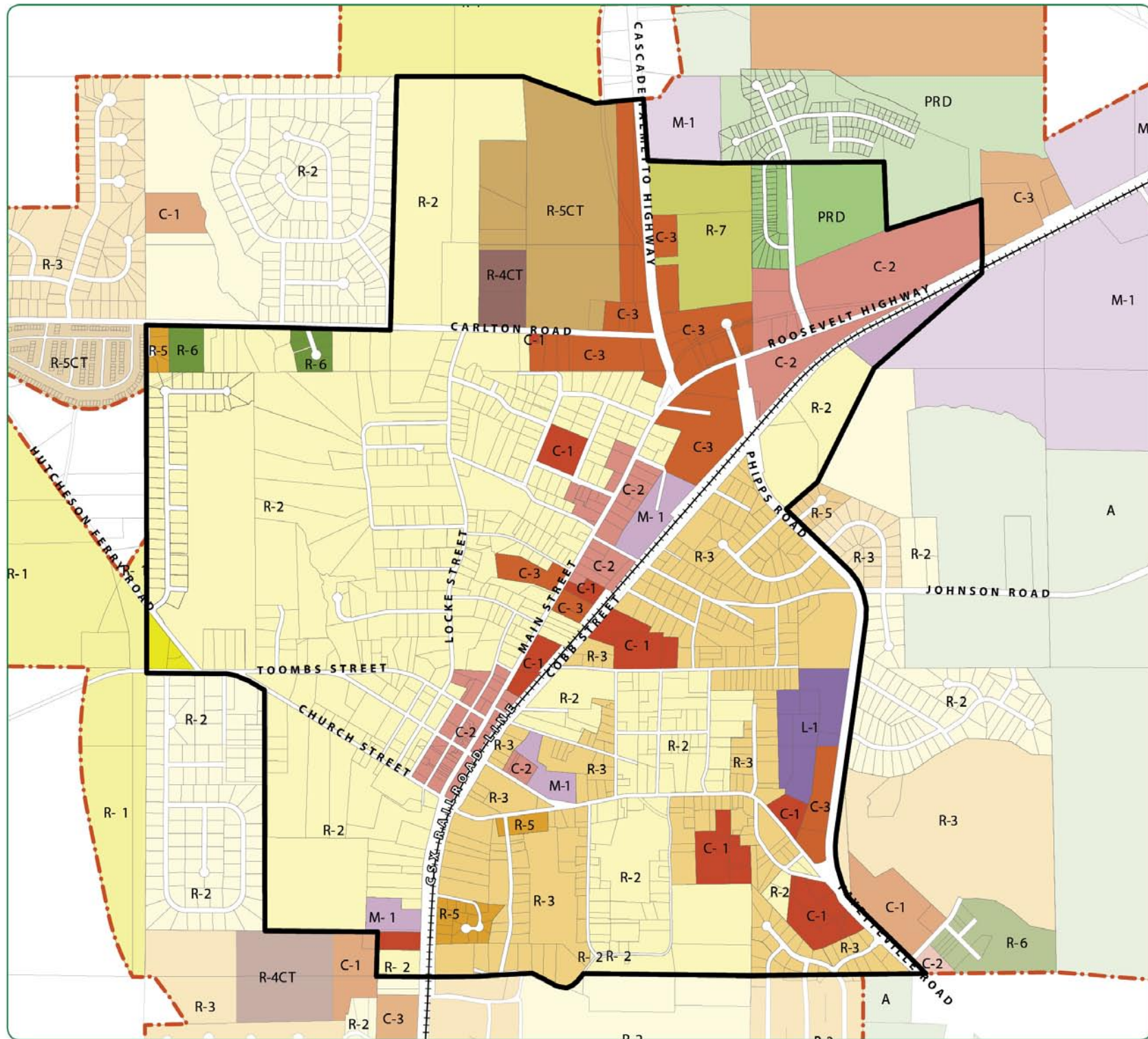
-  study area
-  city
-  CSX rail line

-  A
-  C-1
-  C-2
-  C-3
-  L-1
-  M-1
-  PRD
-  R-1
-  R-2
-  R-3
-  R-4CT
-  R-5
-  R-5CT
-  R-6
-  R-7






Map Revised  
July 24, 2008

SCALE: 1" = 200'

0 100 200 300

## NATURAL FEATURES

-  LCI study area
-  topography (20-foot contours)
-  Tree Canopy
-  Water Streams
-  100-year floodplain

Map Revised  
August 07, 2008



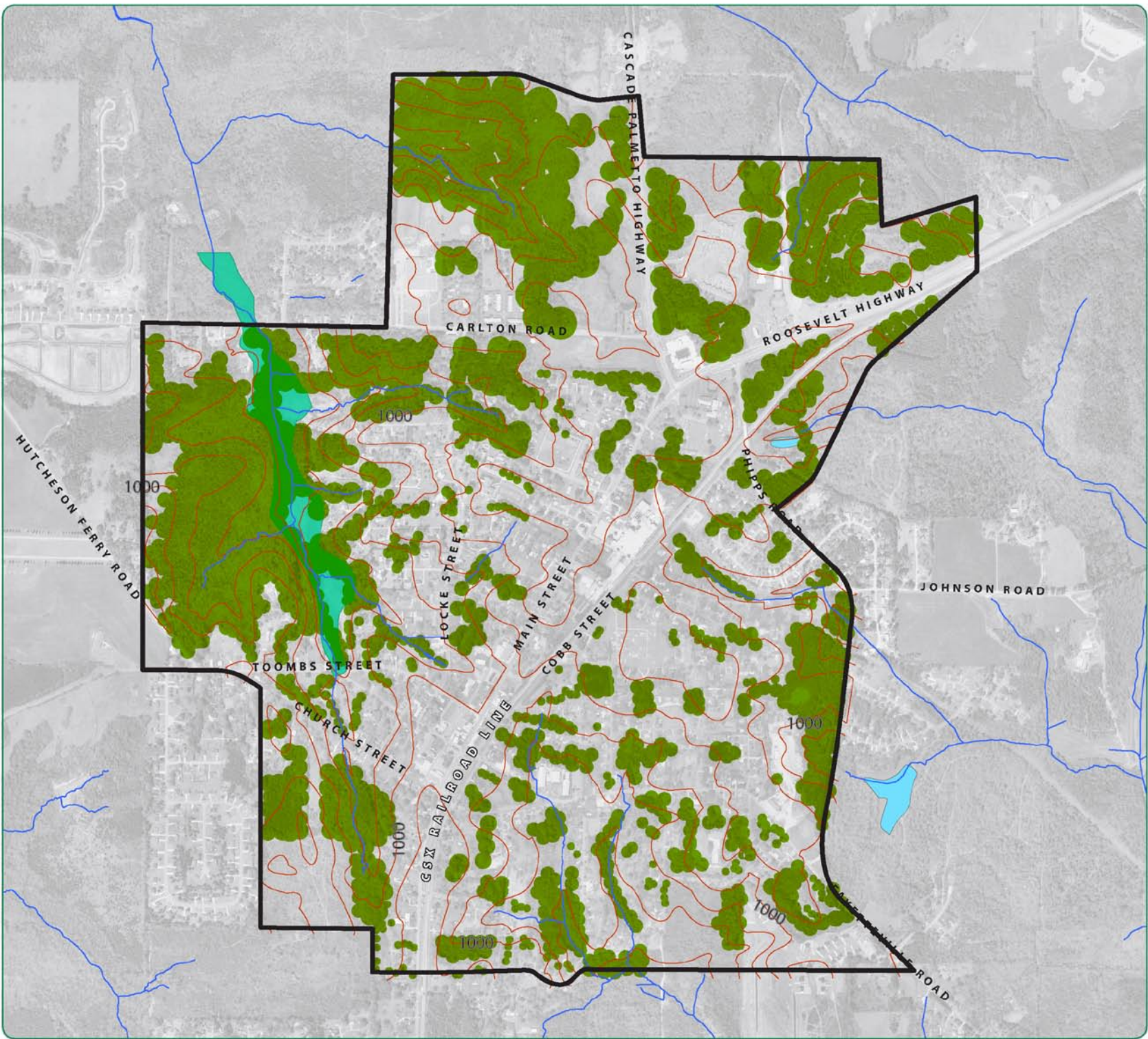
SCALE: 1" = 320'



Prepared for The City of Palmetto, GA  
and The Atlanta Regional Commission



by Urban Collaps, Inc.  
with Grace O'Assessor  
and Marko-Ross



**2.5 : EXISTING TRANSPORTATION AND CIRCULATION**

**FUNCTIONAL CLASSIFICATIONS**

Roadway functional classification is a hierarchical method of relating the primary function of a road. Overall, the Palmetto LCI study area is comprised primarily of local streets. The primary arterial through the downtown is Main Street (also US 29/SR 14/SR 154), which is classified as a rural minor arterial and is a two-lane undivided roadway with a posted speed limit of 35 mph. Further north past Cascade-Palmetto Highway, Main Street becomes Roosevelt Highway, a multi-lane undivided roadway. Cascade-Palmetto Highway, Carlton Road and Toombs Street/Fayetteville Road are all classified as rural major collectors. Cascade-Palmetto Highway is a two-lane undivided highway with a posted speed limit of 35 mph. Toombs Street/Fayetteville Road is also a two-lane undivided facility with a posted speed limit of 30 mph. The posted speed limit on Carlton Road is 35 mph and is enforced at 25 mph when the school zone flashers are activated near the Elementary School.

**RECENT TRAFFIC VOLUMES** (noted by year, numbers are cars/day)

LOCATION	2001	2002	2003	2004	2005	2006
On Carlton Rd near Locke St	1,982	2,813	2,784	3,059	3,430	4,380
On Cascade-Palmetto Hwy near Carlton Rd	4,652	4,390	5,002	4,656	5,560	5,620
On Main St between Church and Toombs	4,523 / 4,577	4,273 / 4,516	8,708	4,139 / 4,699	7,600	7,320
On Fayetteville Rd/Toombs St near Blosson St	2,479	2,343	2,405	2,433	2,880	1,890
On Tullamore Way/Main St near Vine St	7,779	8,696	8,864	9,019	8,060	7,640
On Hutcheson Ferry Rd near Waterworks Rd	1,911	2,004	2,158	2,263	2,420	2,240
On Hutcheson Ferry Rd near Gravel Rd	2,400	1,990	2,185	2,365	2,380	2,090

**LEVELS OF SERVICE**

The level of service (LOS) of a roadway is a qualitative measure that describes traffic conditions. Ratings from A to F were assigned to major roadways within the study area, with A being well-served and F being not well-served. See below:

- Main Street (Downtown) = LOS C
- Roosevelt Highway (north of Phipps) = LOS A
- Phipps Road = LOS C
- Hutcheson Ferry (west of Cochran Mill) = LOS D
- Church Street = LOS C
- Cascade Palmetto Highway = LOS C
- Johnson Road (Phipps to I-85) = LOS A
- Collinsworth Road (east of Phipps) = LOS D








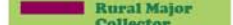




Main Street a few blocks north of the Downtown Core (looking north)



Carlton Road's wide lanes and straight alignment likely contribute to high vehicle speeds.

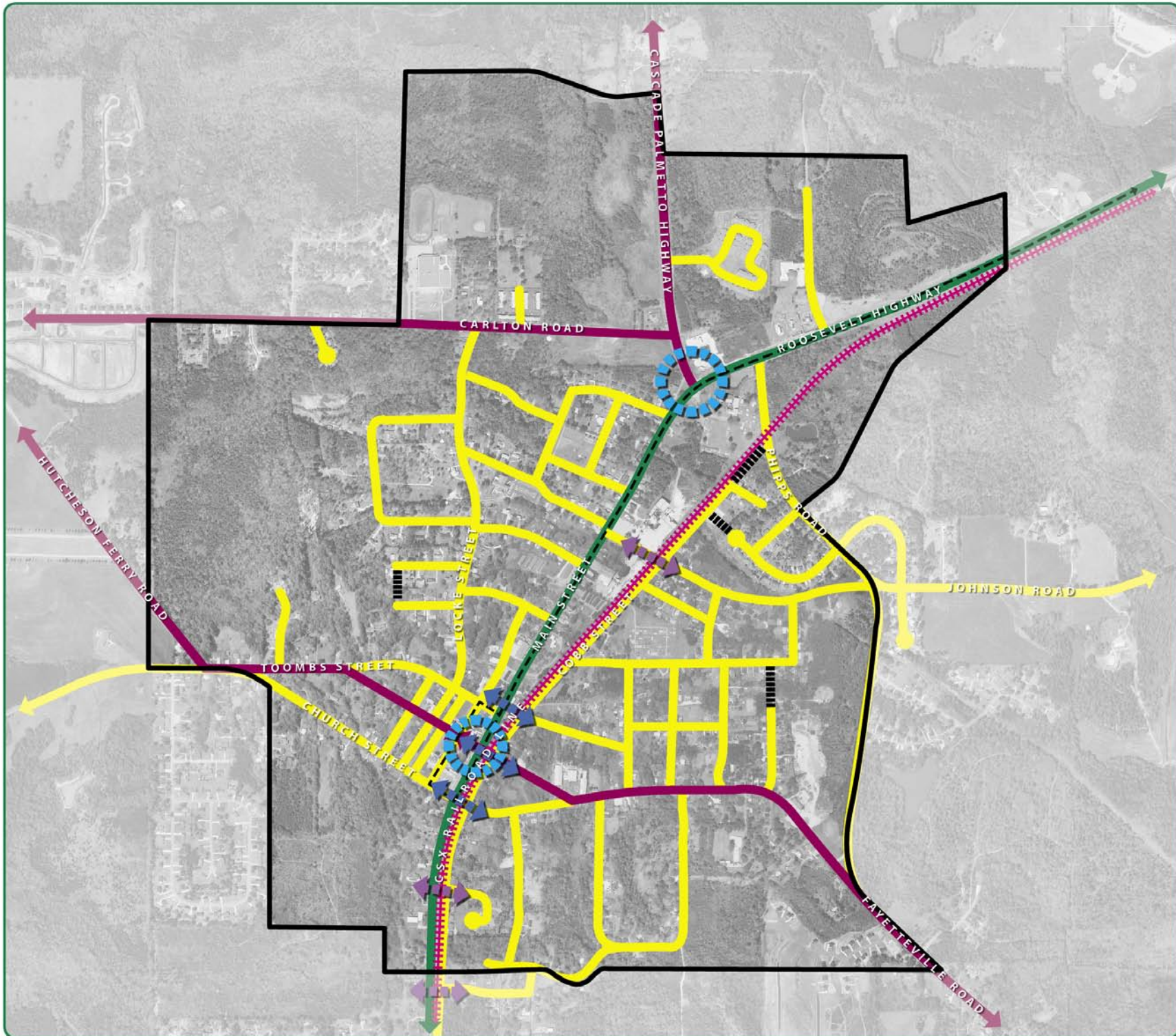
**EXISTING  
CIRCULATION  
FRAMEWORK**

-  LCI Study Area
-  Railroad
-  At-Grade RR Crossing
-  RR underpass
-  Signalized Intersection
-  Primary Arterial
-  Rural Major Collector
-  Rural Local Road
-  Connectivity Issue
-  MARTA Bus Route 180

Map Revised  
July 30, 2008

SCALE: 1" = 500'

0 500 1000 1500



Roadway at Roosevelt Hwy./Cascade Palmetto Hwy shows sidewalk ending abruptly into a low, soft shoulder with evidence of vehicle off-tracking

**TRAFFIC SAFETY**

A safety analysis for major roadways within the Palmetto LCI study area was conducted with data collected from GDOT for years 2004 through 2007. The highest crash rates in the study area occurred on Main Street, with nearly 60 crashes per year in 2007. Church Street experienced 5-9 crashes per year. Carlton Road, while an area of concern for citizens, had a relatively low incidence of collisions, with about 4-7 crashes annually. Crashes on Cascade-Palmetto highway varied widely over recent years, with around 25 reported in 2004, 7 in 2005 and 12 in 2006.

**PEDESTRIAN & BICYCLE FACILITIES**

The pedestrian and bicycle environment within the study area is challenging. The majority of vehicular routes do not have sidewalks, and when they do, they are typically not continuous. Many streets within the historic downtown core have sidewalks on at least one side, such as Main, Toombs and Church Streets. The sidewalk on Main Street continues along the West side only northward to the Cascade-Palmetto/Main intersection. There is a sidewalk for a portion of Carlton road, although its discontinuity near the Elementary School is a particular safety concern.

In recent years, Palmetto has been a popular stop for recreational bicyclists, whose routes typically follow the low-traffic rural highways throughout the nearby Chattahoochee Hill Country. There are currently no designated bicycle lanes or other facilities currently within the study area. According to ARC's Bicycle Suitability Map, the bicycling conditions within the study area range from medium to difficult.



School zone traffic control Carlton Rd.

**SCHOOL ZONE**

There have been many concerns regarding speeding along Carlton Road and the lack of sidewalks and other pedestrian facilities around Palmetto Elementary School. The wide lanes and vertical curves on Carlton Road make proper speed adherence both challenging and necessary, particularly near the school in the early morning and mid-afternoon. There are some sidewalks in the area, but they are generally discontinuous from nearby neighborhoods from which school children would be walking. Sidewalks are also discontinuous on the north side of the road where the school is located, potentially necessitating unsafe crossing locations. It was remarked that at one time there were speed humps on Carlton Road, but they have since been removed. Many citizens have reported that they do not feel comfortable allowing children to walk to school because of unlawful high speeds along Carlton Road.

**TRANSIT**

The study area is served by one MARTA Bus Route (Route 180). The route's two endpoints are the intersection of Church/Main in Downtown Palmetto on the south end and the College Park MARTA



MARTA bus shelter on Main St. near Toombs St.



Existing angled parking on Main Street

Rail Station on the north end. It runs mainly along Roosevelt Highway (29), providing connections to Fairburn and Union City. In addition to MARTA service, GRTA Express Bus Route 455 serves the Union City park-and-ride lot, which is a 10-minute drive from Downtown Palmetto. GRTA Express Bus service provides service to Five Points and Civic Center MARTA Rail Stations in Downtown Atlanta.

Residents voiced desire for improved transit service in Palmetto. A desire for commuter rail was expressed by many citizens, although densities and ridership projections may not support it at this time. A more immediate need was cited to improve facilities at area bus stops. Although some stops are equipped with shelters, seats and trash receptacles, they are not consistently provided throughout.

**PARKING**

A reasonable amount of public parking is available in Downtown Palmetto. There are currently about 30 angled parking spaces on Main Street between Church and Toombs Streets. 10 parallel spaces exist on Toombs between Main and Center Streets. Also of the approximately 50 spaces in the City Hall parking lot, about two-thirds are available for public use.



Presence of large freight vehicles on Main Street is a major concern for Palmetto stakeholders

**COMMERCIAL VEHICLES**

Surface Transportation Assistance Act (STAA) routes are specifically-designated to facilitate the movement of freight. STAA routes relating to the study area are: S.R. 74 (Senoia Rd) from Roosevelt Hwy to the City of Tyrone and Roosevelt Hwy south of S.R. 74. Since Main Street is both a Federal and State Route (US 29, SR 14, SR 154), today it serves as a truck route by default.

The prevalence of commercial trucks on Main Street in Downtown Palmetto was found to be one of the greatest concerns of area stakeholders. Future alternatives to alleviate truck traffic are evaluated in Section 4 of this report.

**RAILROAD CROSSINGS**



Railroad underpasses in the downtown area are in dire need of a facelift

The CSX line running through the study area has reports of about 31 trains per day. There are four railroad crossings within the study area. One is an at-grade crossing at Sims Street, which is equipped with gates and flashing lights. There are three railroad underpasses - at Thornton Street, at Church Street and at Fayetteville Road. These underpasses are in dire need of surface upgrades, painting and, in some cases, minor structural repair. The steep grade at some of these intersection approaches also poses visibility problems to many vehicles. The low clearances (ranging from 9'-9" to 10'-10") may also be problematic for routing larger commercial vehicles.



Menefee St. approach to Main St. has a steep grade.



Bicycle, pedestrian and commercial vehicle traffic must co-exist safely on Palmetto streets.



Signage that may be confusing to drivers unfamiliar with the area.

**TRAFFIC OPERATIONS**

Through the first phase of this planning process, the team observed many traffic conditions and heard many traffic concerns from area stakeholders. Key issues and challenges are listed below:

- Signal timing at Main St/Cascade-Palmetto Hwy may be inefficient with long delays
- Turning movements difficult at Menefee/Main and at Phipps/Hwy 29
- Some streets are too narrow and turning radii are too small, particularly when commercial vehicles are present
- Limited intersection sight distances due to skewed alignment, horizontal curvature and/or hilly terrain
- Limited intersection sight distances due to buildings, overpasses and other obstructions' proximity to the roadway
- Some streets are too narrow and turning radii are too small, particularly when commercial vehicles are present
- Roadways vary in width along the same segment, making it confusing to motorists and pedestrians in distinguishing travel lanes from walkways and parking
- There is a diverse vehicle population, including vehicles in a wide range of sizes and weights which can pose safety and efficiency issues
- Aging roadway surfaces may contribute to operational and safety issues
- The complexity of the roadway network in terms of different names and functional classifications may lead to driver confusion for pass-through traffic unfamiliar with the area

**PREVIOUSLY PLANNED TRANSPORTATION IMPROVEMENTS**

Subsequent to this study, both ARC's Envision6 Transportation Improvement Program (TIP) and Fulton County Comprehensive Transportation Plan (CTP) included several projects that affect the study area. Within the TIP is the Main Street one-way pairs conversion as well as the Metro Arterial Corridor Study, which includes Cascade-Palmetto Highway, Phipps Road and Collinsworth Road. Transportation projects from Fulton's CTP that affect the study area include a bridge upgrade at Fayetteville Rd/CSX line, intersection improvements at Wilkerson Mill Rd./Cascade-Palmetto Hwy, interchange reconstruction at I-85/SR 74 (Senoia Rd) and widening of SR 74 between I-85 and the Fulton County line. The Fulton CTP also lists two transit projects: a commuter rail station in Palmetto and express bus service from Shannon Mall to the College Park MARTA Rail Station.

2.6 : MARKET DEFINITION

To determine the potential for new uses or support existing and expanding uses, it is important to first understand who the market is. Understanding the demographic and economic characteristics of the residents and workers in the area is critical in understanding why the market is where it is, how the market can develop, whether it is under-served or saturated, and what would be supportable. It is also important to review the historic trends that have occurred in the area, as well as considering what is currently being projected to happen in the area in the future. All of these characteristics go into formulating what kind of development can be supported and how much can be supported. While the numbers begin to craft the backdrop for the story of the Study Area, they certainly cannot effectively convey the *entire* story. The forthcoming recommendations will be based on a mixture of quantitative and qualitative analyses. Maps of these areas are to the left and also described below.

PRIMARY MARKET AREA

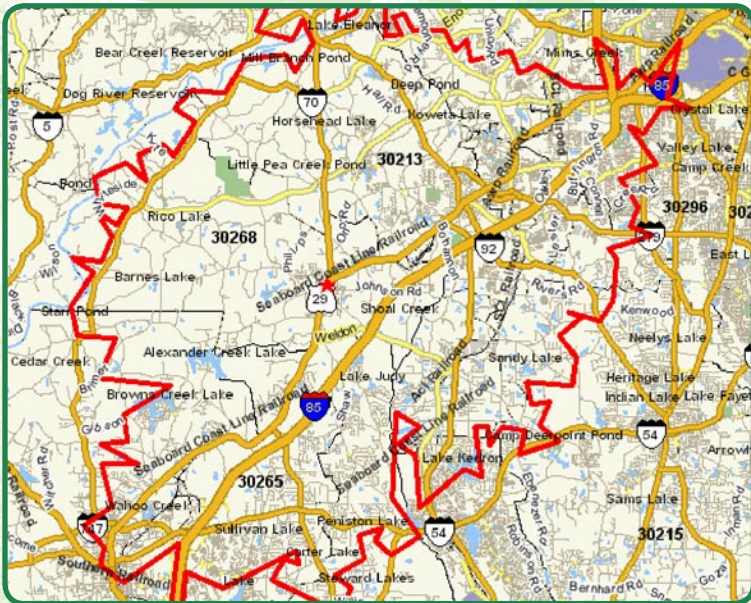
The Primary Market Area is defined by a 10-minute drive time from the intersection of Main Street and Turner Avenue. On average, residents are willing to drive less than ten minutes for convenience retail, such as groceries, sundry items, dry cleaners, etc. This drive is usually at the maximum of this range for suburban/exurban areas where uses are traditionally more spread out. This area is primarily comprised of residents of the immediate area, or workers from businesses located in the area, in search of convenience-related goods and services. Restaurant customers would most likely be those making spontaneous decisions to eat out of pick something up for dinner that evening.

SECONDARY MARKET AREA

The Secondary Market Area is defined by a 20-minute drive time from the intersection of Main Street and Turner Avenue. This area is where the majority of customers will come from. These customers will be looking for some convenience retail, but will also be searching for community and even regional retail options; these will be planned or destination-related shopping trips. These customers will be willing to travel further distances for unique goods and services, something they cannot find close to their own homes or businesses. Restaurant customers will be looking for the same elements: unique foods or selections; unusual atmospheres; white-tablecloth restaurants; or popular meeting places.



Primary Market Area in map above delineated by red boundary



Secondary Market Area in map above delineated by red boundary



**2.7 : SOCIOECONOMIC ANALYSIS**

**STUDY AREA POPULATION AND EMPLOYMENT OVERVIEW**

The Study Area has grown approximately 61% since 1990, clearly demonstrating that the area has received a share of the phenomenal growth the Atlanta Region saw during this time. Between 2000 and 2008, the Study Area experienced it's most significant growth, indicating the transition it has been undergoing from rural to exurban, and in some parts, suburban. The population growth in the Study Area since 200 is 12% higher than the growth seen in the Atlanta MSA (Metropolitan Statistical Area) as a whole. The growth in the Study Area expected over the next five years is greater than the Atlanta MSA average and the national average. However, the growth rates projected for the City of Palmetto and both the market areas are even higher than the Study Area's.



The Study Area is currently overwhelming a residential area

STUDY AREA POPULATION GROWTH	CENSUS-BASED				ARC			
	1990	2000	2008	2013	change 2000-2008	change 2008-2010	change 2000-2010	change 2010-2015
Study Area	2,037	2,377	3,279	3,815	37.9%	16.3%	11.5%	14.9%
Primary Market Area	9,211	11,814	17,914	21,557	51.6%	20.3%	N/A	N/A
Secondary Market Area	80,452	116,198	169,763	202,241	46.1%	19.1%	N/A	N/A
Atlanta MSA/Region	3,069,411	4,247,981	5,357,017	6,065,700	26.1%	13.2%	20.5%	7.9%

While employment growth is projected to be moderate for the Region, it is expected to be witnessed primarily in existing employment centers, which the Study Area is not located in. The daytime population of the Study Area is very small, but when considering the surrounding market areas, that number increases substantially. The Study Area constitutes most of the City of Palmetto's total employment (72%). Also interesting to note is that the jobs to housing ratio for the study area is .45, which demonstrates it is overwhelmingly a residential area, not a center for employment.

Economies do not function locally; economics is a regional phenomenon. Trying to isolate detailed employment numbers and still retain meaning for them is a difficult endeavor. In terms of sector employment, the Study Area's largest industry sectors are Retail Trade, Services, and Public Administration. The Atlanta MSA's top three industry sectors, in terms of employment, are Services, Retail Trade, and Manufacturing. In the Study Area, there are some sectors that are unusually small, such as Wholesale Trade, Transportation/Communications/Utilities, and Construction.

Workers in the Study Area are predominately employed in sales and office occupations, production, transportation, and material moving occupations, and construction, extraction, and maintenance occupations. These rankings are different than the Atlanta MSA, as its largest proportion of occupations is in the sales and office segment, then professional and related, then management,



Palmetto City Hall



Strip commercial development in Palmetto

business, and financial. The biggest difference is that the Study Area is about 8% greater in production, transportation, and material moving occupations and the Atlanta MSA is about 5% larger in professional and related occupations.

**STUDY AND MARKET AREA DEMOGRAPHIC OVERVIEW**

Across the Atlanta Region there has been a continuing push to develop further out. As development happens in previously rural or exurban areas, many people continue to move outward in an effort to recapture some of those elements. According to long-time residents, the Study Area had some of these features that people found enticing, but is now facing issues of disinvestment. The Study Area does have good access to the metro area's assets as well.

On page 25 is a table that illustrates the key demographic and economic elements of the markets being considered in this analysis. Those that deserve specific highlighting include:

- The Study Area is expected to grow 16% between 2008 and 2013. This is just over three times the national average and above the Atlanta MSA average. However, the Study Area's growth rate is just below the City of Palmetto as a whole and both market areas.
- The Atlanta Regional Commission's and the Census-based projections are quite different for the Study Area. The Atlanta Regional Commission has a larger starting residential base, but projects it at a slower growth rate while the Census-based projections show a higher projected growth rate.
- The growth projections for the both the market areas being considered are above the Atlanta MSA and national averages as well; they are better performing, in terms of growth rates, than the Study Area.
- The three largest age groups in the Study Area are 5 to 14, 35 to 44, 45 to 54 years of age. These statistics demonstrate established families and people transitioning from having family members in the household to being empty nesters in the area. The average age of the Study area is 36.4; this is one year younger than the national average and one year older than the Atlanta MSA average.
- There is a solid proportion of retirement age and elderly people in the Study Area. The largest growth in the next five years is expected in the age groups of over age 65; the three largest, in order, are 65 to 74, over 85, and 75 to 84 years of age.
- In terms of recent growth, in the last eight years, the 55 to 64, 15 to 17, 0 to 4, and 45 to 54 age groups were the ones that saw the largest percentage increases. These proportions clearly indicate growth at both ends of the age spectrums. However, the total numbers for the growth in age groups between 45 and 64 is more than twice as many as residents under 18 years old.



Palmetto Senior Center



Historic home in Palmetto



Recently-built single-family home in Palmetto

- It is projected that there will be an approximately 12% loss in the 25 to 34 age group over the next five years. This projected loss is likely tied to the unprecedented mobility of this age group nationwide. However, this is a key component of the workforce and can also be tied to the limited employment opportunities in the Study Area.
- Approximately 33% of the population within the Study Area has not graduated from high school. The proportion of residents with a high school degree is above both the Atlanta MSA and national averages. However, this is due to the small proportion of the Study Area's residents that have college degrees (8%), which is drastically less than the MSA and national averages.
- The per capita income (perhaps the most important statistic to review in terms of understanding how a community is really doing) in the Study Area (\$19,048) is 74% of the national average, a difference of almost \$7,000 annually. While the Study Area being below both the national and Atlanta MSA per capita income averages is troubling, what is alarming is that the Study Area is not expected to gain in its share of this income standard over the next five years.
- Both market areas' per capita incomes (PCI) are also less than the national and MSA averages. However, it is worth noting that both market areas perform better than the Study Area.
- About 30% of the Study Area's households earn less than \$25,000 annually. This is seven percent more than the national average and 12% above Atlanta MSA average.
- Just over 60% of the households in the Study Area earn under \$50,000 annually. A small percentage (8%) of the Study Area's households earns over \$100,000 on a yearly basis. The household income in the greater market areas mirrors the per capita income trend; both market areas perform better than the Study Area.
- The average household income in the Study Area is \$50,863, which is less than the MSA (\$76,301) and national (\$67,918) averages. In addition, the Study Area is not expected to gain in its share of this income standard over the next five years, which is quite disconcerting.
- The average household size of the Study Area is larger than the national average, but below the Atlanta MSA and market area averages.
- The ratio of single-person households in the Study Area (25%) is just under the national (26%) and just over the Atlanta MSA (23%) averages.
- The Study Area's proportion of renters is on par with both the national and Atlanta MSA averages.



Existing Multifamily Building in Palmetto



Historic home in Palmetto

There is opportunity for these numbers and the trends they represent to change as continued development and redevelopment takes place in the Study Area.

More detailed demographic and economic information can be found in the Appendix.

	Study Area	Primary Market Area	Secondary Market Area
<b>SIZE OF MARKET</b>			
Residents	3,279	17,914	169,763
Households	1,225	6,382	60,883
Daytime Population	1,469	8,246	85,115
<b>CHARACTERISTICS OF MARKET</b>			
<b>AGE</b>			
Under 18	27.9%	27.2%	26.6%
Between 25 and 35	11.4%	12.0%	12.9%
Over 65	11.8%	10.7%	8.9%
<b>INCOME</b>			
Per Capita Income (PCI)	\$19,048	\$23,174	\$25,138
PCI as % of National Average	73.5%	89.4%	96.9%
Change in PCI since 2000	11.9%	10.9%	14.5%
Household Incomes \$25,000-\$49,999	31.6%	29.3%	26.3%
Household Incomes Above \$100,000	7.8%	15.5%	19.4%
Average Household Income	\$50,863	\$64,855	\$69,831
Change in Avg. HH Income since 2000	15.5%	13.6%	15.1%
<b>HOUSEHOLDS</b>			
Average Household Size	2.67	2.80	2.77
Single-Person Households	25.1%	20.0%	20.9%
Owner-Occupied Households	67.3%	74.1%	69.2%
<b>PROJECTED GROWTH OF MARKET</b>			
Census-Based, 2008-2013	16.3%	20.3%	19.1%
ARC, 2010-2015	14.9%	N/A	N/A



Existing rental apartments in Palmetto

## 2.8 : RESIDENTIAL MARKET

The greater Palmetto area, including the Chattahoochee Hill Country, has experienced what could be characterized as explosive growth since 2000. However, in general, residential sales are stronger and median prices are higher in those zip codes surrounding the Study Area. North of the Study Area in Fulton County and south of the Study Area in Coweta County both have zip codes that perform better than the Study Area itself. On the east side of I-85, in Fayette County, residential sales are substantially higher than those communities to the west of the interstate. The greater Palmetto area has experienced considerable residential development in the last several years. Continued growth at high rates in this area is expected in the future.

### BUILDING PERMITS

For the City of Palmetto, residential building permit activity declined 24% between 2000 and 2007. The residential building pace increased steadily from 2000 to its peak in 2004. Since 2004, there has been a slight decline each year. The number of residential building permits has decreased 85% between 2004 and 2007. Over the last year there has actually been a marked increase in building permit activity in the City, rather dissimilar to the rest of the metro area and nation. Between July 2007 and July 2008, residential building permits increased by 89% in the City of Palmetto; though it is worth noting that the absolute numbers of permits are still quite low. Single-family permits are all that can be judged during this timeframe, as the City of Palmetto has not permitted any type of multi-family since 2004. In fact, less than 130 multifamily units have been permitted City-wide since 2000.

When looking a bit more closely at the building permit information, it is also important to consider the value created by the issuance of the permit. While this is an estimation at the time of application, it is still interesting to consider any trends obvious in this information. The total construction value of building permits in 2007 was just under 50% higher than the value in 2000. The average permit value steadily increased between 2000 and 2003, had a drop in 2004, and then has steadily increased since that time. While the total number of residential building permits increased substantially between July 2007 and July 2008, the value of the average permit appreciated by one percent during this timeframe.

### RESIDENTIAL SALES

The Study Area is located in the 30268 zip code. The zip code is obviously larger than the Study Area, stretching from just east of Interstate 85 westward to just west of Campbellton Redwine Road, into Chattahoochee Hill Country, along the Douglas County border. The 2007 median sales price for the 30268 zip code (\$156,500) declined approximately one percent over the previous year. The largest decrease was in existing home prices, which decreased seven percent, while new home prices decreased by less than half a percent. The performance of the 30268 zip code is worse than both Fulton County and the metro Atlanta area as a whole on home prices. Overall, sales of homes



Recently-developed single-family neighborhood in Palmetto



Historic home in Palmetto currently being renovated



Historic Home in Palmetto

in the 30268 zip code also decreased during this period, approximately seven percent between 2006 and 2007. Existing home sales actually increased (25%) over the previous year, but new home sales declined (-23%) over the previous year. The performance of the 30268 zip code is better than both Fulton County and the metro Atlanta area as a whole on total home sales.

The median sales price for the Study Area's zip code is 40% lower than the county as a whole. Yet, the median sales price for the 30268 zip code (much larger than the study area) is up notably (26%) from 2003. The median sales price for the 30268 zip code has been steadily increasing over the last few years, with only a slight dip between 2006 and 2007. New home sales prices have increased steadily since 2003, with a gain of 30% during this timeframe. Resale prices have been more volatile and report a slight decline between 2003 and 2007. The number of new homes sold has been relatively steady since 2003, with a peak being seen in 2006. However, the number of resales has increased steadily between 2003 and 2007, with a gain of 45%.

The average sales price for new homes in the 30268 zip code for year-to-date 2008 is \$271,507. However, when isolating the new homes in subdivisions in and on the borders of the Study Area, the average sales price is actually \$155,471. The aggregate for the 30268 zip code is drastically different since it includes some of the higher priced homes in the Chattahoochee Hill Country area. The number of residential closings is down 71% since 2004. A single-year decline of 76% has occurred between 2007 and year-to-date 2008. The proportion of house supply on the market is higher than the metro average in the 30268 zip code. In the 30268 zip code, the most stagnant supply of homes is priced over \$400,000. The most sales activity, and the least amount of supply, is taking place in the market with homes priced between \$150,000 and \$175,000 as well as those priced between \$200,000 and \$225,000.

### EXISTING RESIDENTIAL

A surprisingly large proportion of the Study Area includes residential uses. It is located in large concentrations to the east and west of Main Street, behind the commercial and industrial uses that immediately flank the railroad tracks. Housing in the Study Area is primarily constituted by single family detached homes. To date, there has been a lack of market pressure to develop higher density housing. Lower land costs in south Fulton County, compared with areas closer to downtown Atlanta, are a primary reason. Much of the housing stock in the Study Area is entry-level or first home-type product. There is no high-end residential in or near the Study Area. There are three residential areas within Study Area.

#### *West of Railroad Tracks*

There is a small collection of grand, older, well-maintained homes. Most residential in this area include older, smaller, single-family detached homes that are relatively well-maintained. There are small pockets of housing within this area that could be characterized as run-down and ill-maintained.



Recently-built single-family homes in Palmetto

*East of Railroad Tracks*

In the southern end of this area, the residential is predominately very old, low-end single-family housing. These homes are small and run-down. The northern part of this area is predominately single-family detached homes that are older and smaller, but relatively well-maintained.

*Carlton Road/Roosevelt Highway*

The housing stock in this area is mostly entry-level or first home-type product. Much of the residential product in this area was built in the 1980s and 1990s. At the eastern end of Carlton Road and just north of Roosevelt Highway and west of Cascade-Palmetto Highway are some of the relatively new residential developments in the Study Area. The newest of these subdivisions have many lots or houses that are still for sale and appear to be at a stand still in construction with no visible activity. This is also the area that has the largest proportion of apartments within the Study Area.

Most of the apartments within the Study Area are at least 30 years old, small complexes, and have few amenities to offer. There is only one sizable apartment community in the Study Area. Genesis Gardens Apartments is a 120-unit complex with two- and three-bedroom units. Units range from 930 to 1,170 square feet, and rents range from \$600 to \$700.

**PLANNED RESIDENTIAL**

The City of Palmetto has a moratorium in place for any type of development that needs to connect to City-supplied water through January 2009. There is no planned residential development within the Study Area currently.

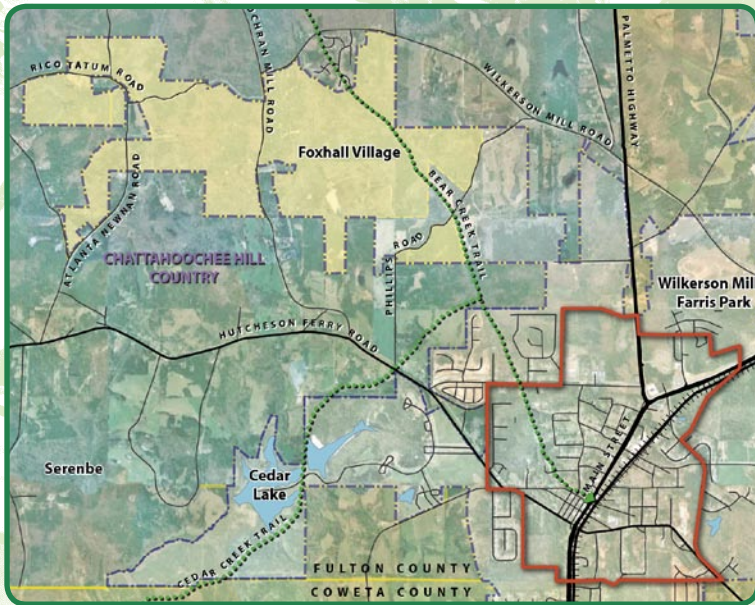
**DEVELOPMENT OUTSIDE THE STUDY AREA**

There are some large developments occurring outside the Study Area that are worth noting here. Due to both the nature of these developments, as well as their scale, they are likely to have a significant impact on the Study Area and its market dynamics. Over the last decade, a very specific market segment has been developing in Chattahoochee Hill Country. Having become its own city in 2007, it is directly adjacent to the City of Palmetto. In very simple terms, the area is geared towards heavy preservation while concentrating development in hamlets and villages.

- Serenbe, with a total of 900 acres, has been the first development, and is still under construction. Ultimately, it is expected to include approximately 600 residential units, including townhomes, live/work units, cottages, and estates. Recent sales prices have ranged from \$350,000 up to \$1 million. Approximately 100 units are currently built-out and occupied. Serenbe was recently named in Cottage Living’s annual Top 10 Neighborhoods for 2008.
- Friendship Village is still in the conceptual stages of development. It encompasses approximately 2,000 acres and is expected to include approximately 6,000 residential units. Predominately



New townhomes just built in nearby Serenbe development



Location of forthcoming Foxhall Village project shown in yellow. LCI Study Area outlined in red.

single-family homes are expected, with pockets of condos and apartments, along with live-work spaces. Price points are expected to range between \$200,000 and \$1 million. Build-out is expected to take 12 to 15 years.

- Foxhall Village, which was annexed into the City of Palmetto in 2006, is still in the planning stages of development. It encompasses approximately 1,300 acres and is expected to include approximately 4,700 residential units (a recent and slight reduction of the originally planned 5,400 units). There is expected to be a pretty even split between single-family detached homes and townhomes and condos, with a smaller proportion of multi-family also included. At this point, the developer is expecting the customer to be people attracted from outside the immediate area, with a mix of first-time homebuyers, families, and empty nesters. This project is finishing up the Developments of Regional Impact (DRI) review process and beginning the City’s rezoning process. The timeline on the start of this project is not concrete; the developer stated they will be waiting on the market to rebound before beginning construction. Build-out is expected to take 20 years.

While these projects are located outside of the Study Area, they still have potential to impact what does happen in terms of both redevelopment and development within the Study Area. It is feasible that these developments will provide competition, alternative products, and draw potential customers away from future projects in the Study Area.

**DEMAND ANALYSIS**

It was determined that using new household growth produced from the Study Area itself was the best route for the residential market demand forecast. While some consideration was given to the capture of new residents from outside the Study Area, this analysis is not conducted at a level that accurately details the exact target market potential. Thus, there is a very real possibility that these estimates could ultimately underestimate what happens in this market, similar to the residential activity in other rapidly growing suburban areas that have outpaced expectations the last few years. However, the nearby market competition in Chattahoochee Hill Country and even other parts of the City of Palmetto are likely to pull some of the market demand away from the Study Area. The focus should realistically be on the next five years, and then the marketplace should be re-assessed since there could be opportunity to capture more growth, depending on the way development continues to occur in the Study Area.

**ASSUMPTIONS**

In order to determine the level of demand for residential product that the Study Area can support, some assumptions had to be made. The addition of 30 households annually was used, based on the combination of forecasts from the Atlanta Regional Commission and Census-based projections. Using only new household growth as a market determination can produce conservative estimates, as demand also comes from turnover within the market. This means there are residents in the Study Area that might move into another location within the Study Area, thus producing a new customer, but not a new household.



Historic Palmetto home in disrepair





Many typically single-family structures on Main Street have transitioned to commercial uses over time

Key assumptions were also made about the tenure characteristics and housing preferences. Somewhat surprisingly, some of the consumer preferences in the Study Area, such as the renter occupancy rates, are already in line with areas that are slightly further along in their development process.

Moving forward with assumptions on annual household growth; tenure characteristics (owner versus renter), housing preferences, and residential product trends were then reconciled to produce the final residential demand preferences.

	Tenure Proportion		Annual Demand		Five-Year Demand		Ten-Year Demand	
	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH	Owner HH	Renter HH
Single-Family Detached	50%	5%	11	0	55	0	110	0
Single-Family Attached	50%	50%	11	4	55	20	110	40
Multi-Family (Condo/Apt)	0%	45%	0	4	0	20	0	40
Total Units			22	8	110	40	220	80
				<b>30</b>		<b>150</b>		<b>300</b>



Recent commercial development on Roosevelt Highway near Cascade-Palmetto Highway

These projections are on the conservative side; as new projects start, particularly if they add product diversity, more interest and momentum will be developed. Thus, it is feasible that more demand will also be developed for residential product within the Study Area.

**2.9 : RETAIL MARKET**

The Study Area has a range of retail types and size. Taking Main Street along with the bordering retail uses along Roosevelt Highway and Cascade Palmetto Highway serves only some of the basic resident and employee needs in the Study Area. The large-scale retail uses located in Union City and Newnan, both within about 10 miles of the Study Area, serve most customers in the greater market areas as well.

There are basically three types of retail functionalities at work in any given market.

1. Convenience – grocery and drug store purchases, as well as some apparel and home items. Usually purchased close to home, based on available selection. Can also include restaurants.
2. Regional/Chain – more likely to be shoppers goods, such as apparel, home items, hobby-related goods, etc., and restaurants. Consumers travel to specific stores based on the consistency of selection and types of goods. The same consistency and familiarity with product is the driving



Existing storefront retail in Downtown Palmetto



Existing storefronts in Downtown Palmetto

force behind dining out at chain restaurants as well.

3. Regional/Unique – most likely shoppers goods and restaurants. Consumers will drive long distances to go to stores and restaurants that provide goods and services unlike anywhere else. This uniqueness can be specific products, the environment/atmosphere, or the ability to go to a place that clusters similar goods and services in a hard-to-find fashion.

In short, having all three types of retail functions within the Primary Market Area helps to keep more money in the local economy by meeting all residents' and workers' consumer needs within one area.

**EXISTING RETAIL**

The Study Area does not have a significant proportion of retail space. There is no true destination retail located within the Study Area. The Study Area is characterized by secondary and tertiary retail uses; this simply means these are not premier businesses, marquee services, or national tenants. The area has few free-standing retail establishments and strip shopping centers.

The average age of retail development in the Study Area is 41.7 years, and very few renovations have been done. The overall average rent for the Study Area is \$8.00 per square foot. There is approximately 36,500 square feet of retail space in the Study Area. The average vacancy rate for the Study Area is 11.4%. There was actually negative absorption reported for the Study Area year-to-date for July 2008. This means property has sat vacant and not become occupied; a negative absorption of -2,850 square feet.

**PLANNED RETAIL**

The City of Palmetto has a moratorium in place for any type of development that needs to connect to City-supplied water through January 2009. There is one project finishing construction and one in planning stages for retail development within the Study Area currently:

*Wings 'n Things – Roosevelt Highway near Palmetto-Cascade Highway*  
 Final stages of construction. Scheduled to open beginning of September 2008. Freestanding restaurant and three retail storefronts. Approximately 7,600 square feet. Retail spaces not pre-leased.

*Potential Retail Strip Center – Palmetto-Cascade Highway near Roosevelt Highway*  
 Potential 18,000 square feet retail center; concept includes "potential restaurant and bar plus a 'package' liquor store in addition to other relevant tenants in the remaining space." Zoning appeal for setback change approved in May 2008. No detailed plans submitted to date, but project subject to moratorium in place through January 2009.



Aging gas station building at corner of Main and Thornton Streets in Downtown Palmetto

### DEVELOPMENT OUTSIDE THE STUDY AREA

As mentioned in the Residential Market Analysis section, there are some large developments occurring outside the Study Area that are worth noting here as well. Due to both the nature of these developments, as well as their scale, they are likely to have a significant impact on the Study Area and its market dynamics.

- Serenbe, with a total of 900 acres, has been the first development, and is still under construction. It is slated to have approximately 125,000 square feet of commercial space.
- Friendship Village is still in the conceptual stages of development. It encompasses approximately 2,000 acres. At build-out, the development is expected to include approximately 1 million square feet of commercial space.
- Foxhall Village, which was annexed into the City of Palmetto in 2006, is still in the planning stages of development. It encompasses approximately 1,300 acres. At build-out, the development is expected to include approximately 600,000 square feet of commercial space (a recent and slight reduction of the originally planned 1.1 million square feet).

While these projects are located outside of the Study Area, they still have potential to impact what does happen in terms of both redevelopment and development within the Study Area. It is feasible that these developments will provide competition, alternative products, and draw potential customers away from future projects in the Study Area.



Mixed-Use Development in nearby Serenbe development

### DEMAND ANALYSIS

Demand analysis was conducted in relation to two types of retail development: neighborhood serving and community serving. Neighborhood serving retail usually includes convenience goods and personal services for day-to-day needs of the immediate area. Community serving retail serves a slightly larger area, and provides a wider variety of shops, making merchandise available in a greater array of styles and prices, as well as providing convenience goods and personal services.

### ASSUMPTIONS

In order to determine the amount of retail space that the Study Area can support, some assumptions had to be made. Demand analysis used the Study Area for the neighborhood serving retail population base; the Primary Market Area was used for the community serving retail population base, and then the proportion the Study Area could realistically support was determined. The addition of new households computed earlier using the combination of forecasts from the Atlanta Regional Commission and Census-based projections was also utilized here. This growth was then used in calculating supportable retail space by reviewing potential retail sales for the areas and estimating target sales per square feet based on national trends.



Bradley's grocery store in Downtown Palmetto

A total of approximately 11,750 square feet of new retail space is supportable in the Study Area currently, based on existing demographics. The bulk of retail demand in this case is driven by the Primary Market Area, not the Study Area. A breakdown of the components of this total is shown in the table below, as well as projections for five-year demand. Convenience Goods are primarily grocery store and drug store purchases. Shoppers Goods are the balance of retail items, such as apparel, home furnishings, hobby-related goods, etc. Food and Beverage is primarily restaurants.

Supply and demand is not a simple mathematical equation that can be reconciled by considering only the absolute numbers. Instead, it is a study of market dynamics, including customer preferences, quality of retail space, product selection, and location. Not all of the existing retail space in the Study Area is competitive stock based on its configuration, quality, and location. Thus, some of this square footage could be redevelopment of existing space and some could be new construction.

	Convenience Goods		Shoppers Goods		Food and Beverage		New Retail Demand	
	Existing	Existing	Existing	Existing	Existing	Five-Year		
Neighborhood Serving	800	2,850	0	3,650	23,220			
Community Serving	3,000	4,200	900	8,100	52,430			
<b>Totals</b>	<b>3,800</b>	<b>7,050</b>	<b>900</b>	<b>11,750</b>	<b>75,650</b>			



Commercial building on Main Street

**2.10 : OFFICE MARKET**

Not surprisingly, the majority of office space within this submarket is located near Hartsfield-Jackson International Airport. There is not a substantial proportion of space along the Interstate 85 south corridor. Tenants in this market are typically smaller firms and the market is dominated by relatively small spaces (average building size is less than 20,000 square feet). Large, multi-tenant office developments are a portion, but not a dominant segment, of this submarket.

**EXISTING OFFICE**

There is not any significant office development within the Study Area. Of the very limited office space that is in the Study Area, most is housed in retail/storefront space or in former single-family residential buildings. There are no multi-tenant, multi-story office buildings. When considering the greater market area, there is not what could be characterized as a significant office market.

**PLANNED OFFICE**

The City of Palmetto has a moratorium in place for any type of development that needs to connect



Restaurant on Main Street north of downtown

to City-supplied water through January 2009. There is no planned office development within the Study Area currently.

**DEMAND ANALYSIS**

In order to determine the amount of small-scale, local-serving office uses that the Study Area can support, some assumptions had to be made.

**ASSUMPTIONS**

Demand analysis was actually conducted on the Primary Market Area and then the capture rate of the Study Area was determined. The addition of new households computed earlier using the combination of forecasts from the Atlanta Regional Commission and Census-based projections was also utilized here, with an assumption that office employment has a ratio of about 0.020 to total population, which is based on national averages. Further, office employment was then translated to square footage based on a ratio of 275 square feet to each employee, again based on national averages. Finally, a capture rate of the Primary Market Area was determined to be 5%.

Existing Demand	Five-Year Demand	Ten-Year Demand
<b>1,100 SF</b>	<b>7,510 SF</b>	<b>13,650 SF</b>



Although Palmetto has never had a significant concentration of industrial uses, most of the ones that exist are located along the railroad line

Interestingly, office space is actually one of the most difficult land uses to recruit. There are stringent requirements for access, amenities, location, and agglomeration that are used as guidelines. This basically means that office begets office; office is a use that most often clusters together. As alluded to earlier, the trend sequence is usually that residential helps to lead to retail that in turn helps to beget office.

**2.10 : INDUSTRIAL MARKET**

Because a railroad line bisects the Study Area, it is not surprising to find some industrial uses in the area. Most of the industrial that is in the Study Area has been there several decades. While the industrial that is here has been here a while, there has never been a significant concentration of industrial uses in Palmetto. This is partially based on its adjacency to other parts of South Fulton which have heavy industrial concentrations and partially due to its locational disadvantages for this type of use. The industrial that is in the greater market area is primarily large-scale and light on the industrial use spectrum, including more distribution uses.

**EXISTING INDUSTRIAL**

There are less than a handful of truly industrial uses in the Study Area. They are located near the railroad line, which would be expected. The average age of industrial development in the Study



Aging industrial warehouse near the old mill

Area is 88.5 years. Rents average between \$3 and \$6 per square foot. There is approximately 111,400 square feet of industrial space in the Study Area. There are no vacancies reported for the active industrial properties in the Study Area. There was no square feet absorbed for the Study Area year-to-date for July 2008. This is because there has been no new space to come onto the market through turnover or new construction.

#### PLANNED INDUSTRIAL

The City of Palmetto has a moratorium in place for any type of development that needs to connect to City-supplied water through January 2009. There is no planned industrial development within the Study Area currently. There is an 85-acre site located on Collinsworth Road, near the interchange with Interstate 85, which is located outside of the Study Area. It is worth noting here since it will be a sizable development at build-out. Approximately 30 acres at the front of the site are zoned for retail and the remaining 55 acres are zoned for a light industrial park. The front portion of the site is currently being used by the Georgia Department of Transportation for equipment storage and that lease is expected to run through next year. The industrial park, to include both industrial and office uses, is moving through the planning stages now and is expected to be the first phase of development (this site is sourced by County water, not City-supplied water). The retail portion of the site, which will be developed later, conceptually includes strip retail, grocery store, free-standing restaurants, and a gas station.



Relics of an aging industrial site

#### DEMAND ANALYSIS

There does not seem to be discernible demand for additional industrial space within the Study Area in the near-term. It is likely that any demand for light industrial expansion would be more appropriate at business parks and industrial use clusters in the greater market area. It is much more likely that any new industrial space would be located closer to Interstate 85 with more direct access. There is certainly opportunity in other parts of the City of Palmetto to leverage the increased industrial development interest on the Interstate 85 south corridor due to the Kia assembly plant in West Point and its continued supplier spin-off development. As of August 2008, the total investment by Kia and its suppliers is estimated at more than \$1.7 billion and more than 6,200 jobs.

**2.12 : DEVELOPMENT OPPORTUNITIES**

The Spurlin site presents itself as a major development and rehabilitation opportunity

Like other rural Georgia small towns, Palmetto's opportunities for new development or redevelopment lie either along commercial corridors or on larger greenfield sites near the outskirts of the city. Palmetto's single-family neighborhoods close to downtown are generally healthy and stable, with housing stock that in most cases needs little or no maintenance or upgrades. However, several residential projects that have been proposed or broken ground around the periphery of the LCI area have been put on hold due to the weak economy and housing market.

The city's only significant commercial corridor is Main Street, extending from the historic downtown north to Highway 154 and beyond as Roosevelt Highway. Commercial uses downtown cluster along Main between Church Street and Wayside Park, with a second concentration around Sims Street and the Spurlin facility. The majority of commercial parcels in these areas could be considered redevelopment opportunities, either as preservation / adaptive reuse projects or ground-up redevelopments. In particular, the shallow lots between Main and the railroad embankment are unimproved or contain buildings that are vacant or in poor condition – ideal candidates for redevelopment especially considering the negative effect they have on the best-preserved and most viable storefront businesses in the city directly across Main. Redevelopment opportunities lie to the north and south of these businesses as well – as infill sites to the south where buildings had been previously demolished, or on sites to the north toward Spurlin that are underutilized (Bradley's Big Buy parking lot, Palmetto Pride car wash) or at odds with downtown's pedestrian character (Parts City auto supply, Dollar General, Self-Storage). Spurlin itself is a perfect opportunity for preservation-based redevelopment, with enough land for new construction along with restoration of the old Palmetto Cotton Mills buildings as the project's centerpiece. Other infill redevelopment opportunities exist along Fayetteville Road, including the deteriorated school recently demolished by Fulton County.

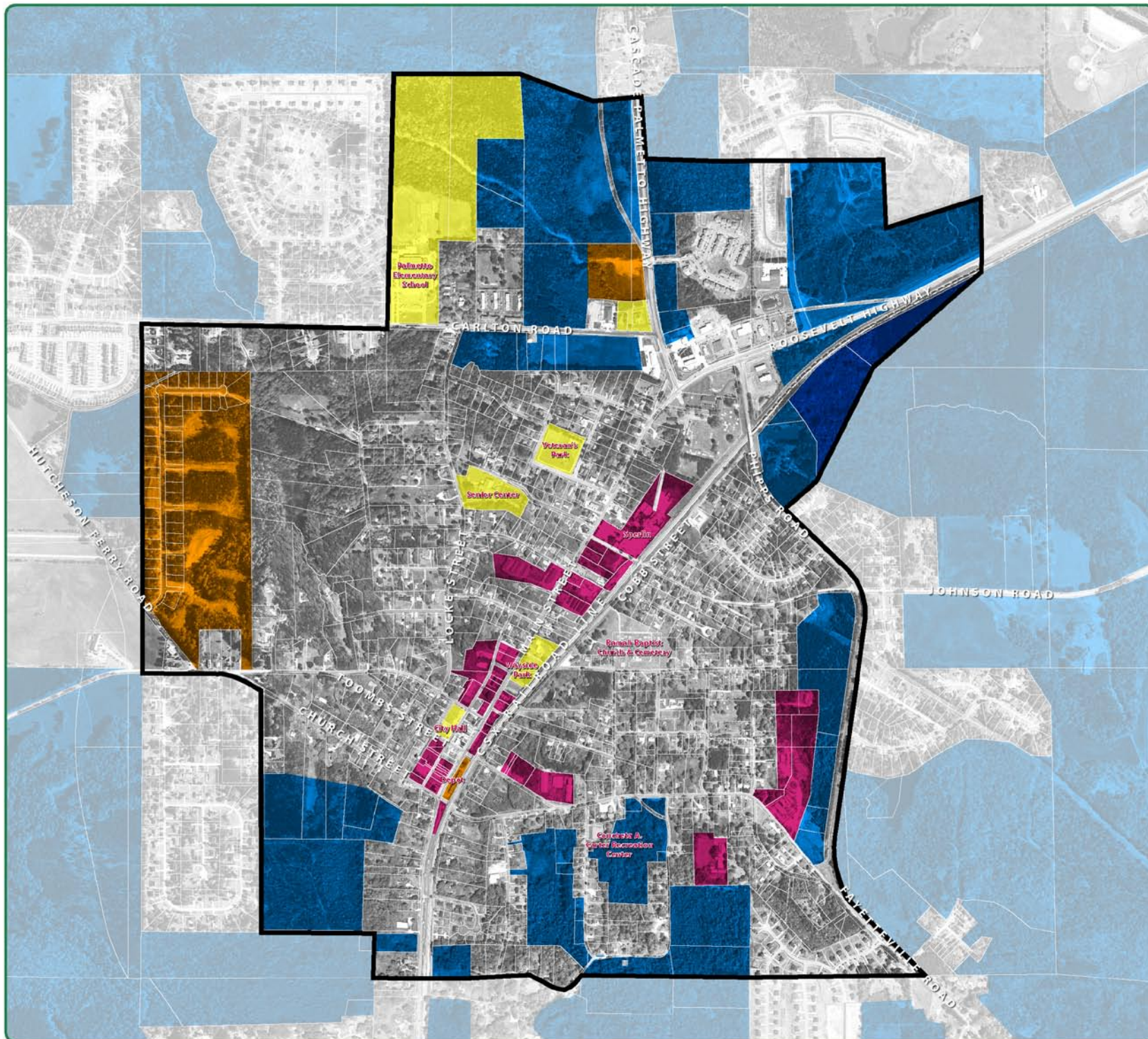


The old elementary school site is a significant development opportunity. The building shown is now demolished.

Greenfield development sites within the LCI area are concentrated to the north and the south. By far the most extensive acreage lies along Roosevelt Highway and Highway 154, with additional land along Carlton Road. These sites are heavily influenced by context, especially the presence of suburban apartment complexes and low-density auto-oriented commercial. The centrally-located parcel for the future Fulton County branch library is also a development consideration (and asset). The sites are also affected by their proximity to Foxhall Village and Palmetto Elementary. On the south, notable greenfield opportunities exist behind the deep residential parcels fronting Main and Church streets; around the Conchita Carter Center and near the demolished school site; and along Phipps Road. In all, there are at least 300 acres of development or redevelopment opportunities in the study area as represented by the map on the following page.

**DEVELOPMENT  
OPPORTUNITIES  
MAP**

- Greenfields  
(Undeveloped)
- Underutilized  
Properties
- Publicly-Owned  
Properties
- Planned  
Projects
- LCI Study Area



Map Revised  
September 9, 2008

SCALE: 1" = 320'

0 160 320 640 960



Prepared for The City of Palmetto, GA  
and The Atlanta Regional Commission



by Urban Collage, Inc.  
with Grace O'Assante  
and Mark Wain





The Study Area includes a wealth of historic resources



Main Street acts as the crucial link between the historic downtown commercial node and the recent commercial node near intersection of Highways 154 and 29

### 2.13 : URBAN DESIGN FRAMEWORK

Palmetto's urban form is driven by the presence of the railroad, and in similar fashion to other Georgia small towns has a single-sided commercial district fronting the rail corridor with roads flanking the track on both sides. Historic houses predictably occupy sites along the southern approach to downtown as well as opposite the commercial district along Cobb Street. However, Palmetto is unusual in the level of investment the West Point Railroad made in depots and viaducts; with grade-separated crossings at three contiguous locations mirroring the arrangement of its much larger neighbor, Fairburn. These viaducts emphasized the importance of Church, Toombs and Menefee streets, which contain additional historic buildings for several blocks west of Main. This elongated core centered on Toombs Street is the essence of historic Palmetto, with Main Street as its north-south counterpart and the depot at its heart.

A second east-west axis lies to the north along Turner Avenue and Sims Street, where the only at-grade rail crossing in the study area occurs. The cotton mill / Spurlin buildings adjacent to the railroad are a strong symbol of an earlier time and a key component of Palmetto's sense of place. Older homes of simple, vernacular designs lining Sims, Cranford and Turner are relics of the associated mill village - as is the small wooden storefront building at the intersection of Turner and Main. The slight offset in Turner's western alignment emphasizes the importance of the old elementary school / senior center site and brings it into view from the mill complex, which itself is shaped by the irregular intersection at Main. With the Cranford Street axis terminated by a structure on the east, it is relatively easy to image the Spurlin area as a secondary downtown, with street extensions to the east and west that terminate in sites acting as centers of their surrounding neighborhood. In the case of the senior facility, the public use and community value fulfill this pattern.

Main Street effectively ends at the Highway 154 / Roosevelt Highway intersection. The irregular junction of five major roads in this area makes it unique, particularly since several of the roads are important vehicular connections to Fairburn, the Chattahoochee Hill Country, and the interstate. This is also location of the planned branch library, as well as the most recent strip commercial development in the city. Inevitable intensification of this area over time makes it a natural gateway into downtown Palmetto and the northern terminus of the Main Street / railroad design corridor.

Given the importance of Main Street, Palmetto's urban design framework is dominated by the north-south transportation axis that terminates at the north with Highway 154 and the south at the Coweta County line. Two unique places - the historic downtown and the mill area - punctuate this axis and extend back into the flanking residential areas with historic landmarks and public institutions. The neighborhoods that comprise the balance of the study area gradually transition to undeveloped land, with forest dominating on the east and open fields - especially at the Baptist Children's Home - on the west. The central portion of the LCI area is encircled to the north by Phipps Road / Carlton Road, and to the south by Fayetteville Road / Hutcheson Ferry Road, which together form a couplet for moving between I-85 and the Hill Country.

**URBAN DESIGN  
FRAMEWORK**

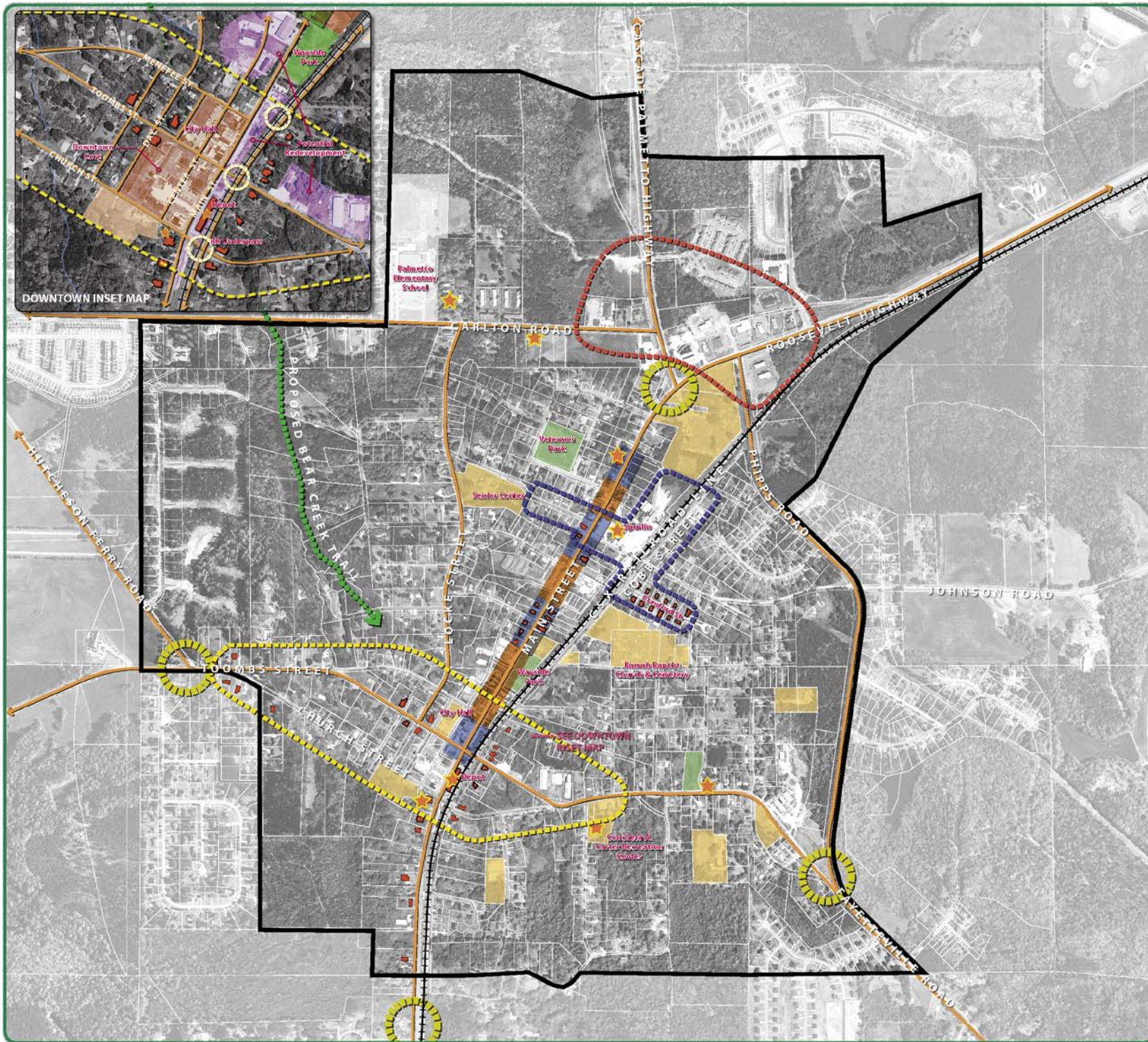
-  Cultural Resources
-  Educational Resources
-  Historic Resources
-  Open Space
-  Historic Downtown Neighborhood
-  Emerging Commercial District
-  Mill Area
-  Gateway
-  Iconic Buildings / Features
-  Major Streets
-  Main Street Fragmented Character
-  Main Street Established Character

Map Revised  
September 15, 2008



SCALE: 4" = 300'  
0 100 200 300 400 500

Prepared for The City of Palmetto, GA  
and The Atlanta Regional Commission



**3.1 : MARKET RECOMMENDATIONS****RESIDENTIAL**

Historically-compatible townhomes would help cater to new markets and provide more affordability without taking away from Palmetto's small-town character

As discussed in Section II, housing preference assumptions were made to produce potential demand essential to the recommendations. An increase in both single-family attached units (townhomes, for instance) and multifamily units are crucial to ensure quality development in the study area in the future, especially since more densification and diversification of the residential base will help to attract more amenities and services. However, in reality there is not extensive market pressure to move towards mixed-use development and higher densities. The last multifamily project permitted in the city was in 2004, but that still did not lead to a significant amount of product. So, with this market slowdown, it is a critical time for city leadership to make important decisions about the future of the LCI area.

If city policy suppresses or precludes the addition of multifamily development, future residential growth will be heavily concentrated on single-family home development. Considering recent and current local market dynamics, this strategy would continue to be centered on entry-level and lower price point housing. But, the inevitable long-term consequences in a city that is dominated by single-family homes would be the creation of yet another bedroom community with few amenities, longer commute times for residents, and a smaller tax base to fund city programs, improvements, and initiatives.



A healthy tenant mix in a downtown area is crucial to its economic sustainability

Single-family residential is still a needed and viable component of the city's residential development future, but it should be as one part of an overall balanced housing program. Housing product diversification is fundamental in order to attract commercial uses that will help support city operations. Given its suburban location and impressive stock of undeveloped land compared to much of the metro region, it is a logical and sustainable approach to the residential new construction market to create more choice for potential buyers.

**RETAIL**

The study area should continue to include commercial uses along its key corridors, but the tenant mix should be upgraded and diversified. There is growth opportunity for two types of retail mentioned previously: convenience retail and regional unique retail; however, there is little opportunity in the study area for regional chain retailing based on competitive locations of Union City and Newnan, which both have direct access to Interstate 85.

Convenience retail will most likely continue to develop, and in some cases redevelop, organically as the residential base increases over time; but this is tied to the city's future residential diversification. As mentioned previously, the market reality of the study area limits the move towards mixed-use development. If the traditional track of increasing single-family residential development is pursued, it will eventually attract some additional convenience retail. But this could be a long-



As the building stock is upgraded in Palmetto, the opportunity will arise for a diversification of services

term proposition and could result in a sprawling development pattern that does not use land efficiently or increase Palmetto’s quality of life. A more basic concern is that the type of residential development will largely dictate the type of convenience retail. Development heavily targeted to an entry-level or discount market will tend to drive a retail landscape heavily comprised of discount merchandisers - the situation today - while housing diversification will diversify retail as well.

The other potential retail opportunity, regional unique retail, is about creating retail destinations that increases the choices that people have both inside and outside the study area and outside. To be successful, this type of retail must confirm the existing customer base and increase the primary market area draw. However, this will difficult to achieve given the level and quality of competition that is likely to come from villages in the Chattahoochee Hill Country as well as in other parts of Palmetto. At a minimum, Main Street needs a significant upgrade in its spatial quality that will attract customer interest and help to recruit new tenants as retail space becomes more competitive. As the building stock is upgraded, opportunities will arise for the diversification of services as well. Restaurants and shops open during evening hours are key components to the long-term success and vitality of Main Street as a destination.

**OFFICE**

There is very little demand for new office space in the study area; and of this, local-serving office uses are what is most likely. Small-scale, local-serving office uses are supported by potential tenants seeking office locations close to home; tenants requiring client visits and who have their customer base within a residential community; and tenants that seek convenient regional access. Any future office space within the study area will likely follow current practice of locating in retail storefronts and former residential buildings; however, some space could possibly be sustained in very small freestanding office buildings for professional services over the next several years.



Future office space will likely follow current patterns of locating in retail storefronts and former residential buildings

**3.2 : MARKET CATALYSTS**

There are many initiatives and projects that can be undertaken in efforts to improve upon the assets of the Palmetto LCI study area and continue development and redevelopment efforts in their infancy. But, it is important to use public resources strategically to leverage private investments. There are some projects that, when begun, can send a message of momentum to private developers, brokers and realtors, future businesses, and existing and future residents and workers. Key efforts like these send a message that something is really happening in the study area, instead of the plan dying on a shelf after completion.

Given this, the initiatives on the following pages should be viewed as catalytic projects that should be study area priorities for Palmetto in the future. These initiatives and projects have the ability to distinguish the study area, define its character, help it to become a destination, and continue positive economic trends. While there are a multitude of projects and programs that can help to move the study area forward, the projects were selected based on market conditions, stakeholder



Although new single family homes can be accommodated in the study area, consequences of a residential market based solely on single-family development are fewer amenities, longer drive times for residents and a smaller tax base to fund city programs



As more choices are created for residents and businesses, interest in an area increases and momentum is built

interviews, amount of public investment leverage, and potential to spur continued development. Some are new developments that are more long-term efforts; some have a shorter horizon and leverage existing assets to their fullest potential. Regardless of the development timeline, action must be taken quickly to get the projects underway.

**OVERALL DIRECTION: CREATING CHOICES**

As mentioned throughout this section, lack of a market for mixed-use development and denser, more diverse residential in the study area should be viewed as an opportunity to set the template for the future. The necessary pause gives city leadership time to make important decisions about the LCI area should grow over time, and how to use public investments to make that happen.

One direction could take the route of conventional development. The study area would certainly have a long-term market for single-family home development, most likely at entry-level price points. But as noted above, the consequences of this would be the creation of another bedroom community with few amenities, longer commute times for residents, and a smaller tax base to fund municipal programs, improvements and initiatives. Retail would continue to develop very slowly and incrementally, probably favoring discount or convenience retailers. Workforce issues could surface that might limit commercial growth; office development would continue to be nonexistent or slow. Inevitably this approach would miss opportunities to create a balanced and diversified tax base.

Another direction could take a more balanced approach to development in the study area. Given its suburban location and the stock of undeveloped land, it is a logical and sustainable market strategy to create more choice for residents and businesses alike. This does not preclude single-family residential development; it simply increases the number and types of housing choices that people can have in the area. As choices increase and more audiences are tapped, interest in the area increases and momentum is built.

These two directions are basically equal now, but they are not equal over time. The more conventional development direction usually means that when people want to move to another housing product, they move to another place. The more balanced direction provides enough diversity to give people options and still remain part of their community. What is categorized as balanced now is, in truth, the more sustainable and viable option for the long-run. It is the one that offers a higher quality of life to residents and businesses alike, and will preserve its ability to be a residential destination for many years to come.

The Planning Team recommends this direction. With no change to existing city policy, the study area will likely remain the same and economic stagnation is quite possible. The key for Palmetto is to fight the natural instinct to keep doing the same thing because it seems to work in the short term. Instead, it is crucial to start to think through decisions based on long-term vision and desire to achieve economic sustainability over many years.

**HOUSING PRODUCT DIVERSIFICATION**



single-family homes, townhomes, condos and apartments should be co-located, and not separated into clusters.

One of the primary catalysts for redevelopment and growth for the study area will be the diversification of housing. This is a critical factor in the area’s future success and sustainability. In terms of customer base, single-family residential alone will not provide enough opportunities to have an impact on the marketplace; but housing product diversification – allowing and encouraging mixed products and a variety of price points – will, and is what can make an area thrive. Single-family homes, townhomes, condos, and apartments should all be allowed to develop in the LCI area, and should be co-located, not separated into clusters. Co-location will enable life-cycle housing, where recent college grads in their first jobs, couples starting families, and retirees all live in the same community, in close proximity to each other.

Another important strategy for housing product diversification in the LCI area is capitalizing on the trend towards active adult communities. An emerging market for this type of product is aging baby boomers that might desire proximity to their children and grandchildren, but want to live in a community of peers. Conditions that are essential to the success of this type of development include desirable locations, high levels of amenities, and strong connections to community assets. Townhomes are an accepted and known building typology that can help bridge the gap between single-family and multifamily housing. Townhouses are also valuable planning assets because they provide a comparable scale that can act as a transition between new multifamily areas and existing lower-density single-family neighborhoods.



an important component of housing product diversification in Palmetto would include capitalizing on the trend towards active adult communities

It is also important to keep in mind the value of rental or leased residential space. The lack of permitting for apartments in recent years has actually artificially suppressed the rental market, and provided a disincentive for existing apartments to remain competitive in the type and quality of product they can deliver to the market. The lack of quality rental, combined with the recent trend toward low interest rates, pushed would-be renters into starter homes. This market mismatch is what has pressed so much of the city’s housing market towards for-sale starter homes. Increasing diversity in housing product means adding quality leased product, which could allow other parts of the housing market to diversify as well.

The need for housing product diversification is especially crucial in the LCI study area because of the direct competition, today and in the future, with planned and ongoing projects in both the city and the Chattahoochee Hill Country. Hill Country developments like Serenbe and Friendship Village, and Palmetto’s Foxhall Village, will be creating consumer choice by offering diversified housing product, most likely at a moderate to high quality level. Therefore, it is crucial that the study area have a strategy that is competitive and will sustain investment and long-term growth.

**DEVELOP AND IMPLEMENT DOWNTOWN BUSINESS RECRUITMENT STRATEGY**

While economic development efforts in downtown Palmetto have been helpful in supporting existing and encouraging new businesses, there has not been a clear and comprehensive framework



Keeping retail centralized in a district helps to bring more customers as it becomes a destination unto itself

to guide action. In particular, the city has not funded any type of revitalization programming in the area in recent years, which has left the overall vision and direction of the downtown business mix to happenstance. Downtown currently contains some good-quality commercial tenants that should be encouraged, and given the resources, to stay. However, business attraction efforts are also needed to address the vacancies in the area.

In order for a small downtown retail district to thrive and expand, there must be a plan includes the kinds of businesses desired; specific tenants that would meet those parameters; quality marketing materials oriented towards attracting new businesses; a recruitment team that deals with inquiries as well as pursuing targets; and benchmarks to guide the process. There should also be a system in place to serve existing businesses and ensure they are successful, that their needs are being met, and that as the diversification of tenant mix occurs all businesses are able to achieve a fair market share and that friendly competition is handled within the marketplace.

The key to long-term sustainability and viability downtown is providing a diversity of goods and services that appeal to the widest customer base feasible. It is critically important to expand the types and sizes of businesses in the study area in an effort to achieve this goal. In addition, keeping retail centralized in a district helps attract more customers as the district matures into a destination. The localized competition begins to help all stores - even those that might be carrying similar products - as customers spend more time, and more money, in the immediate area.



Palmetto should aim to delay new development on "greenfield" sites as long as possible and focus on redeveloping aging/vacant commercial parcels

Based upon the team's analysis of downtown, a major economic development priority should attracting new tenants to fill existing vacant space along Main Street. Mixed-use infill projects should also be pursued over the long term, as existing vacant space achieves a consistent absorption rate. Attracting destination tenants located near downtown will also serve as support for existing and new businesses in downtown. Finally, adding an active public space to bring more people into the area and onto the streets will help to boost visibility and vitality.

**MAXIMIZE LAND AND IMPROVE BUILDING STOCK**

Another market opportunity is related to using land in a more sustainable way. The land use pattern as it exists in the study area today is not as efficient as it could be because commercial uses have spread out over time resulting from the lack of economic viability in the downtown core. This has led to civic institutions and businesses expanding facilities that might have been able to be consolidated if property prices and rental rates were more valuable than they have been in recent years. Consolidation of uses would help to open underutilized parcels for further development.

There is a notable amount of vacant land across the Palmetto LCI study area. The challenge for city leadership will be to delay new development on that land as long as feasible in order to focus on rehabilitation efforts on existing developed parcels. Given the nature and character of existing development, the market is tilting towards lower-end residential and retail types and price points. By protecting vacant land as long as feasible to increase and improve existing uses, subsequent



It is better to have fewer retail tenants of higher quality than to fill up existing shopping centers with low-quality or under-performing retailers



Giving people more than one reason to visit an area helps to expand the number of visits, the time of visits and the number of people involved

development on vacant parcels has the potential to meet or exceed the nature and quality of those uses. Planting the seed now to ensure better development in the future will help the overall diversity and quality of LCI businesses.

It also important to improve the existing downtown building stock to be more competitive, and thus attract new tenants. Incentives should be provided to property owners to make improvements and upgrades to their buildings, both inside and out, to attract new investment. Encouraging and supporting a greater quantity of truly competitive space will help recruit new tenants and encourage existing tenants to continue to invest in their properties. Clean-up and maintenance are simple items that make a quick and lasting visual impact to potential developers, business owners, and residents when they visit the study area.

**RETAIL DEVELOPMENT & REDEVELOPMENT**

Many of the strip center developments along Main Street and Roosevelt Highway are candidates for redevelopment to make room for new business, which is equally as important as making room for new residents. Retail pruning will be critical along these corridors in the future, because having an abundance of low-quality space is worse than having less space, but of higher quality. Secondary and tertiary retail uses can overwhelm the marketplace and discourage the interest of developers and potential merchants.

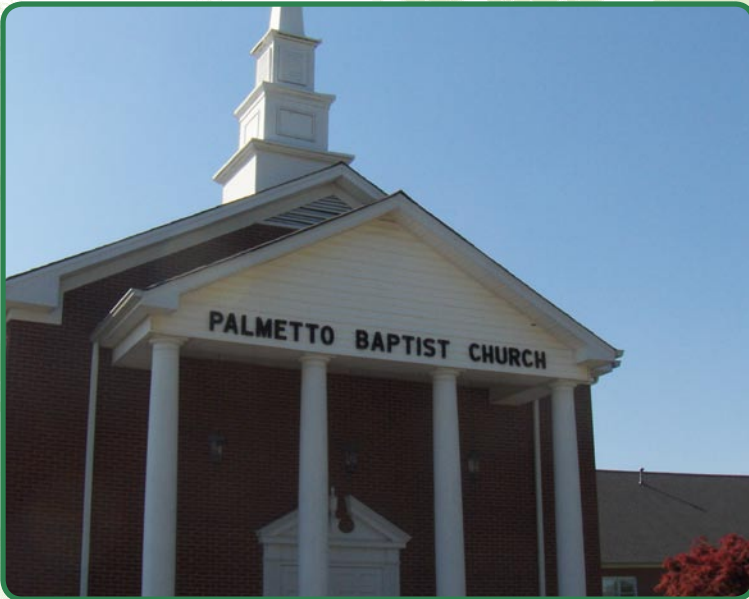
A critical component in retail redevelopment is to ensure that existing retail is successful and sustainable. It is better to have fewer tenants or lower total square footage and have it be quality and consumer-oriented, rather than filling up existing shopping centers with discount, low-quality or under-performing retailers. In the near-term, existing shopping centers should improve their façades and diversify their tenant mix. But, since retail structures have short lifecycles and often need significant investment in order to just stay competitive, it is likely that some portions of the existing structures would need to be demolished and redeveloped in new configurations.

**CREATE DOWNTOWN DESTINATIONS**

The real key to the study area’s future sustainability is to successfully leverage the impact of the greater market areas. From a retail or development standpoint, the customer profile in both the primary and secondary market areas (described in the socioeconomic analysis) is very desirable. Both market areas have experienced phenomenal growth, and the bulk of the population has good incomes and is educated. Taken together, the market area equals approximately 187,000 residents and 93,000 employees - a solid daytime and nighttime customer base. Getting these potential customers to downtown Palmetto is an absolute necessity to ensure that redevelopment efforts are successful.

One way to attract this market is to add destination uses within the study area. Giving people multiple reasons to visit an area helps to expand the number of visits, the time of visits, and the





Palmetto Baptist Church, which is currently for sale and has an ideal location downtown, has potential as a future community space or remodeled mixed-use development

number of people involved. The renovation of the train depot, now in its early stages, is a significant step. However, there must be strong active uses included or programmed for depot, not simply passive space that does not serve as an attraction or destination. Another possibility is turning the current site of the Palmetto Baptist Church into a downtown gathering space. This would require serious consideration and action on the part of the city leadership to commit to land acquisition and major public investment; but because the church's relocation is already planned, the 2.5-acre site is ideal for a destination use that would serve as a large attractor for downtown.

In addition to business diversification, restaurants, theatres and programmed gathering spaces are all uses that can be destinations unto themselves, bringing people to an area that once there might take advantage of other activities, goods, or services or remember them for a future visit or purchase. Heavier and more consistent programming in downtown will also help achieve this goal; programming at least one event a month is a good target. Part of the challenge in the study area today is that people are limited in what they can do or shops they can visit, which is why diversification and expansion is needed as well.

Raising awareness of downtown means reaching out to more audiences. Increasing people's choices, whether in housing, shopping, eating, or recreating, increases the number that might be interested. Increasing multimodal access to the area would also contribute to expanding choices. Providing as many options, in as wide a variety as feasible, is fundamental to raising awareness in the greater market area and increase the study area's customer base for long-term economic vitality.



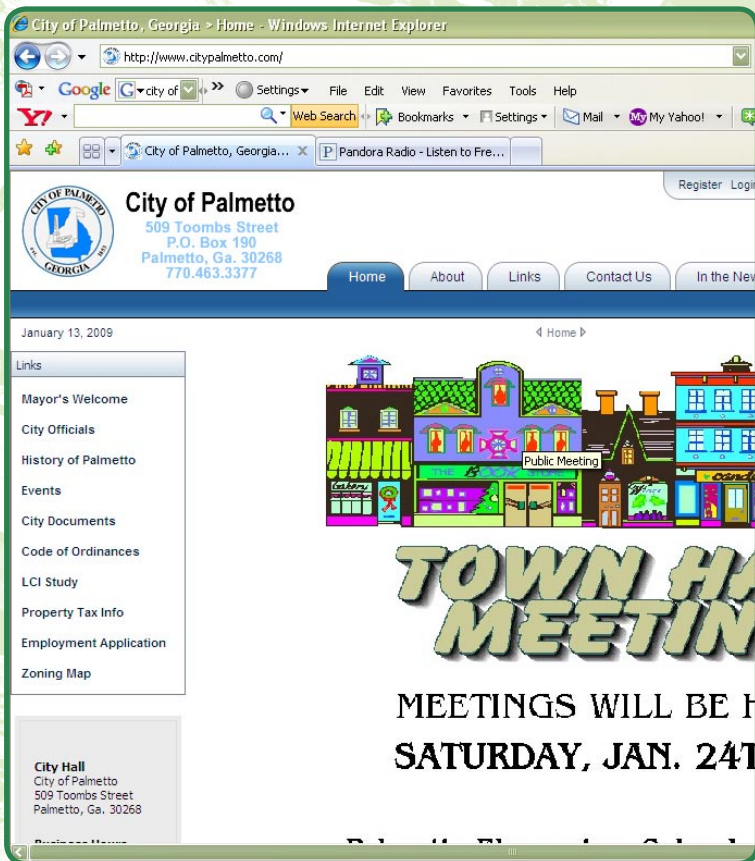
Incentives should be adopted within the zoning code to encourage developers to go in the direction set out by the LCI vision

**DEVELOPMENT & ENFORCEMENT OF QUALITY STANDARDS**

There has been much discussion over the poor quality of the housing stock in the LCI study area, and several pockets of this housing act as barriers and detractors from potential development efforts. However, the scale of this housing is such that improvements by an individual private owner to a single parcel would not impact the area as a whole. It is imperative that the city step in to take a leadership role in improvement and redevelopment.

The first step would include initiating strong enforcement of zoning conditions and codes already on the books, followed by aggressively collecting any past due taxes on property in the area, for both local and absentee landlords. As these steps are taken, clear changes would be visible. It is crucial that the public sector take these first steps to help prepare some of these areas for redevelopment. As people perceive change, the private sector would likely take more interest and begin to reinvest with new product.

It will also be critically important to review existing zoning requirements to ensure that the types of development desired in the area are not being prohibited or discouraged. Incentives should be adopted within the zoning code to push developers in the direction of the vision set out by stakeholders and the City. This is one of the single most important steps to facilitate future development, and insure quality, in downtown Palmetto.



A website is one of the single best advertising venues and community can have. It should be vibrant, kept up-to-date and answer the question "Why Palmetto?"

Checklist Categories		Bronze	Silver	Gold
I. EnerGuide for New Houses Rating		72	75	77
II. Operational Systems	Min. 15/91			
III. Building Materials	Min. 15/66			
IV. Exterior & Interior Finishes	Min. 10/69			
V. Indoor Air Quality	Min.15/69	75 Points	80 Points	85 Points
VI. Waste Management	Min. 7/32			
VII. Water Conservation	Min.7/48			
VIII. Business Practices	Min 6/33			

Develop an objective system that produces only the quality of development you desire, using a mechanism such as a checklist with standards and criteria for approval

It will also be critically important to review existing zoning requirements to ensure that the types of development desired in the area are not being prohibited or discouraged. Incentives should be adopted within the zoning code to push developers in the direction of the vision set out by stakeholders and the City. This is one of the single most important steps to facilitate future development, and insure quality, in downtown Palmetto.

It will also be critically important to review existing zoning requirements to ensure that the types of development desired in the area are not being prohibited or discouraged. Incentives should be adopted within the zoning code to push developers in the direction of the vision set out by stakeholders and the City. This is one of the single most important steps to facilitate future development, and insure quality, in downtown Palmetto.

### 3.3 : ECONOMIC DEVELOPMENT RECOMMENDATIONS

A community's competitiveness is an increasingly large part of its economic development strategy, and depends heavily on the capacity of a community to adjust to continual change and its leadership's ability to form partnerships. The LCI study area is facing a situation that many communities have faced before, and many more will in the future. After all the analysis, the most important step is to devise a realistic path make it all actually happen. The following steps are part of that path:

- Adopt a proactive economic development stance. Move from the reactive position of accepting whatever development or business comes in, towards actively recruiting and attracting the types of development and businesses the city would like. Once a plan and vision is set, it becomes an issue of "pounding the pavement" and taking Palmetto to the next level.
- Continue the evolution of the Palmetto website, An exciting website is one of the single best advertising venues any community can have. It should be vibrant, up-to-date, and answer the question, "Why Palmetto?" – whether asked by a resident, worker, business owner, or developer.
- Compile a development package of information for the city. Multiple packages should be designed for different targets such as relocating and expanding businesses, developers and real estate brokers. The packages should have up-to-date information related to competitive advantages, and again answer the question, "Why Palmetto?" All development activity and economic impacts within Palmetto should be tracked and benchmarked as part of this effort.
- Expand greenways and greenspace throughout Palmetto. Develop multimodal trails that cross the area and connect existing and new parks in an open space network. Despite existing parks within the city and study area, greenspace is not consistent. Investment in open space pays high dividends in a community.

- Develop objective process and incentives packages for quality development. Lending stability to the City’s development process attracts developers, since they can clearly understand the system. Set standards high and avoid making case-by-case decisions. Develop an objective system that produces only the quality development desired, using mechanisms such as checklists with standards and criteria for approval.
- Institute a workforce development facility. Locating a training / workforce development facility in the study area would be an asset for the city as a whole. Given the population’s socioeconomic profile (in particular its educational attainment and income levels) it is imperative that some sort of public-sector or non-profit entity begin to provide ongoing workforce development training. It will be difficult to alter the market dynamics in the area without more education to enable residents to compete.

**3.4 : 25-YEAR PROJECTIONS**

**FUTURE GROWTH FORECASTS FOR LCI STUDY AREA**

	2008	2013	2018	2023	2028	2033
<b>POPULATION &amp; HOUSEHOLD CHANGE FORECAST</b>						
population	3,279	3,665	4,065	4,465	4,865	5,265
households	1,225	1,375	1,525	1,675	1,825	1,975
<b>EMPLOYMENT CHANGE FORECAST</b>						
greater LCI area	1,185	1,808	2,513	3,625	5,096	6,502
<b>HOUSING DEMAND FORECAST</b>						
total in HH units		150	300	450	600	750
<b>RETAIL DEMAND FORECAST</b>						
total in square feet	11,671	13,829	14,461	15,069	15,726	16,358
<b>OFFICE DEMAND FORECAST</b>						
total in square feet	1,093	1,298	1,502	1,707	1,912	2,117

*For more information on Demographic, Socioeconomic, Market and Growth Projections, see Detailed Economic and Market Analysis found in the Appendix*

**3.5 : OVERALL DEVELOPMENT FRAMEWORK**

The development framework map on the following page represents a conceptual plan for how land within the study area could be developed, preserved and improved over the next several decades. Each color on the map represents a type of land use. The map is not necessarily parcel-specific; it is instead meant to show *generally* where new commercial development, new residential neighborhoods, new mixed-use districts and new open spaces would be located. The fundamentals of this framework represent consensus points taken from the second public workshop held as part of this LCI study (see Community Involvement section in Part I).

**FUTURE RESIDENTIAL**

The light yellow color shown are existing, predominantly residential areas that are stable and do not present opportunities for significant amounts of growth or new development. Although there could be single-family infill or small-scale redevelopments over time, significant development intervention will probably not be seen in these areas in the near future.

The dark yellow areas situated on either side of the RR tracks and flanking the Historic Downtown represent the bulk of historic homes and neighborhoods in Palmetto. The majority of these homes were built between 1880-1940, therefore any new development in these areas should be compatible with both the scale and architectural character of these historic homes. That said, there are significant development opportunities here: along Main Street south of Downtown and on the east side of the RR tracks near the convergence of Church St, Toombs St and Fayetteville Rd. This latter area near the old gas station, the existing pawn shop and the aging metals warehouse is ripe for redevelopment today. Because of the proximity to Downtown, it is important to foster new residential development to support future retail and activities in the downtown.

The orange areas located along the periphery of the study area represent the predominance of future residential development. Both orange areas along the west side of the Study Area make sense for future residential because they are immediately adjacent to existing neighborhoods and would have low commercial visibility. To the east along Phipps, the road has a very residential character with no other commercial developments along it, therefore it probably makes sense here that new development be predominantly residential (with possibility for a small amount of neighborhood-serving retail). Further north along Carlton Rd, Cascade-Palmetto Hwy and Roosevelt Hwy, there are large chunks of redevelopable land that could be predominately residential with the possibility of small amounts of local-serving retail along their frontages.

**FUTURE COMMERCIAL**

For future sustainability of commercial areas, it is important to accommodate a healthy balance of mobility options, including pedestrians, bicyclists and public transit users. In addition to promoting more sustainable development patterns and improved aesthetics, this type of development caters



New infill housing should be architecturally compatible with the historic downtown core neighborhoods



TND-style buildout would be great for residential neighborhood areas identified on the periphery of the study area (in orange on map)



New historically-compatible mixed-use development is envisioned for Downtown Palmetto

to populations that don't drive such as seniors, the disabled and the poor. Although it is acceptable for new commercial to be developed around the emerging commercial node near the intersections of Cascade-Palmetto Hwy, Roosevelt Hwy and Phipps Rd, future buildout would need to incorporate better pedestrian amenities, improved interparcel access, improved signage and building frontage along the street.

**FUTURE MIXED-USE**

Through the public input process, two key areas emerged as future mixed-use redevelopment nodes. Considering the soon-to-be-renovated Train Depot, the historic storefronts, the presence of City Hall and the availability of redevelopable land (in the form of aging commercial properties and surface parking lots), the Historic Downtown became the primary study focus of future retail and public investment. There is a clear desire by stakeholders to improve existing retail as well as attract new goods and services within the Downtown. According to the market analysis, however, there are currently not enough households living within close proximity to Downtown to support the desired retail and activities. Therefore, adding built-in users of new retail in the form of new housing within the Downtown area would help tremendously in sustaining new goods and services.

The Historic Mill Area (currently Spurlin Industries) also emerged as a prominent focus for future mixed-use redevelopment with a focus on Palmetto's culture and arts. This might include rehabilitation of the mill building as well as surrounding new 2-3 story mixed-use development where there are currently surface parking lots and aging commercial buildings.



Although the sliver of land between Main Street and the railroad line is too narrow to develop a building on, its centralized location makes it a great opportunity for open space

**FUTURE OPEN SPACE**

Because the Study Area is extremely underserved by public open space (currently 0.5% of the total area), identification of new parks and green space was a major goal of the plan. Bear Creek, for instance, could be amenitized with a greenway trail, possibly connecting into regional bike/pedestrian routes. The old elementary school site (now vacant) also presents an opportunity for a neighborhood park. The sliver of land between Main Street and the railroad line within the Downtown is too narrow to develop a building on and, therefore, presents a great opportunity for public gathering space in the form of a small park or plaza. This location, across the street from Downtown retail and "bookended" by the Trail Depot (to the south) and a potential new City Hall (to the north near Wayside Park), make it a potential central gathering space an ideal complement to new Downtown retail.

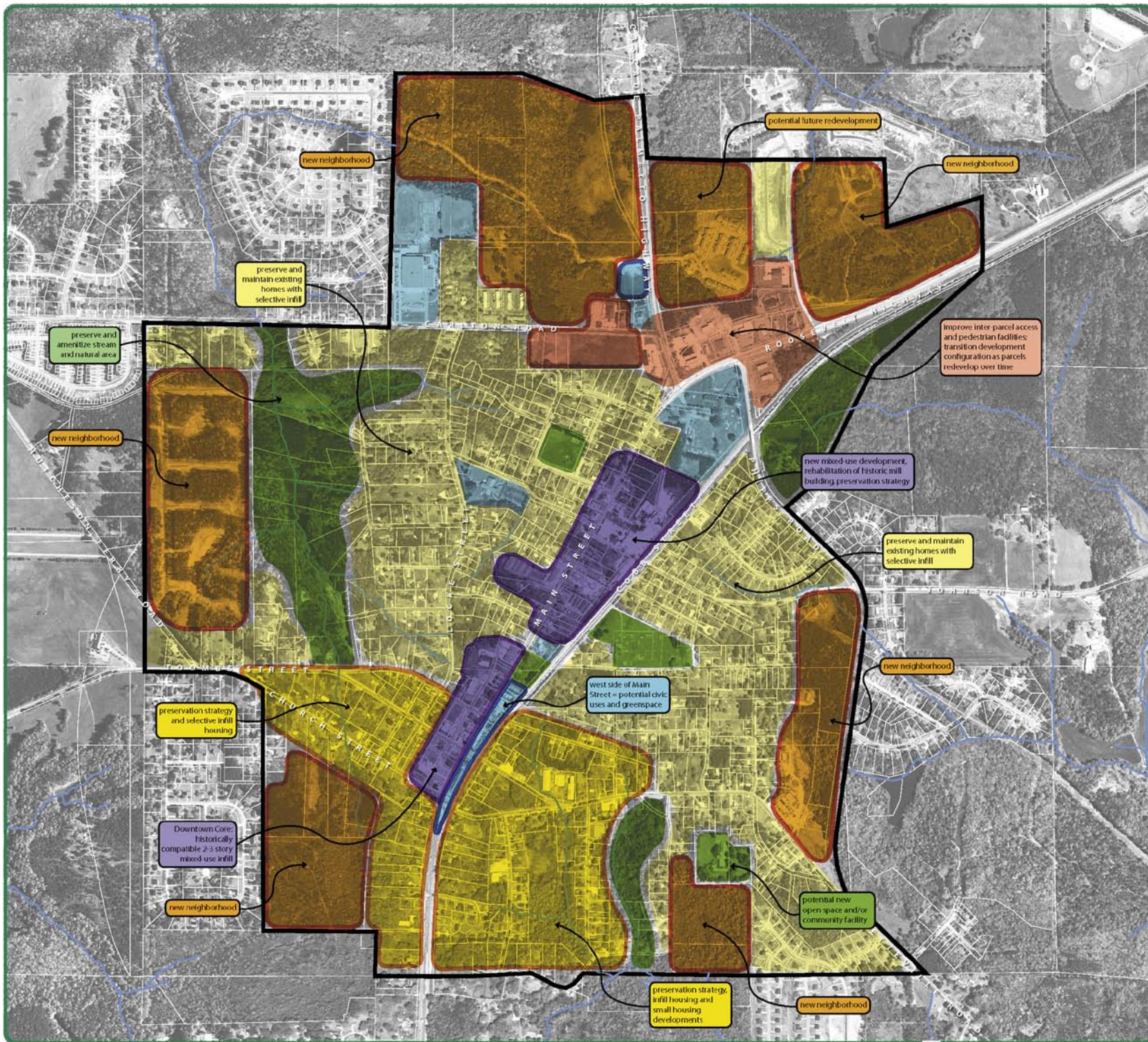
**DEVELOPMENT  
FRAMEWORK MAP**

-  Existing Residential
-  Existing Commercial
-  Existing Institutional
-  Existing Greenspace
-  Existing Stream
-  Residential Focus Area
-  New Residential Development
-  New Commercial Focus Area
-  New Mixed-Use Focus Area
-  New Institutional
-  New Greenspace

Map revised  
November 18, 2008

SCALE: 1" = 300'

0 100 200 300 400 500



One of the main challenges lies in incorporating new development in downtown at an appropriate scale and character that complements the existing historic fabric

### 3.6 : DOWNTOWN FOCUS AREA

Early in this LCI Study, Palmetto stakeholders overwhelmingly identified the Historic Downtown as the priority area for overall improvement. The public input process, therefore, evolved such that growth and redevelopment ideas could be gathered from as many local stakeholders as possible. The consensus points from these sessions, combined with smart-growth planning strategies and a thorough market analysis came together to yield a long-term conceptual redevelopment vision for the Historic Downtown area. This concept includes short-term improvements such as streetscaping, new public spaces and infrastructure upgrades as well as long-term improvements such as new housing and mixed-use development. One of the main challenges lies in incorporating new development in downtown at an appropriate scale and character that complements the existing historic fabric. Above all, new economic development must not be allowed to erode Palmetto's small-town charm.

*As shown on page 55, the Downtown Conceptual Vision Plan pulls these notions of improved housing, retail and open space together in a 20-30 year growth diagram.*

#### FUTURE DOWNTOWN STREETS AND PUBLIC SPACES

The streets in almost any Downtown function as the de facto primary public realm. They not only serve a functional purpose of facilitating pedestrian and vehicular movement, they often act as amenities to successful activity centers. Improving the Main Street would perhaps be the primary infrastructure investment move in Palmetto. Adding trees and pedestrian lights would not only provide shade during summer months and improve safety at night, but would act as a vertical buffer between the sidewalk and the roadway, making pedestrians feel safer. These vertical elements would also serve to slow down drivers and would serve to help deter high-speed truck traffic. Pedestrian upgrades to Church and Toombs Streets are also important, as they are the primary east-west connections to and from the Downtown.

It is also important to capitalize on the high volume of recreational bicycle activity by providing designated bicycle travel routes. Because of the anticipated retail activity, high traffic volumes and limited physical roadway space on Main Street, an obvious designated bike route could be Cobb Street. The excess space on the west side of Cobb could provide both a sidewalk and a 2-way dedicated bike route, separated from the roadway. Cobb could also serve to provide overflow parking to downtown activities.

The railroad underpasses continue to be an issue for stakeholders as well. The three within the study area are all downtown: at Church, Toombs and Thornton Streets. Although CSX inspected the underpasses recently and claim that they are *structurally* adequate, all of them are in extremely poor *aesthetic* shape. Regardless, these underpasses could celebrate Palmetto's railroad history if given a facelift; they even present an opportunity for a mural or art installation as well. The Thornton underpass is particularly problematic from a vehicular standpoint - it is very narrow and



It will be important to capitalize on the high volume of recreational bicycle activity by providing designated bicycle travel routes



The existing gas station building at Thornton/Main could be renovated as a Bicycle Welcome Center or other community facility

does not directly connect with through-streets on either side (it dead-ends into Main and Cobb). It is, therefore an opportunity for a dedicated pedestrian/bicycle connection, which could be tied-in to the new public space.

*A more thorough explanation of potential streetscape, bicycle and other transportation improvements is addressed in Section 4 of this report.*

One particular issue that emerged as part of this process was what to do with the “strip” of land between Main Street and the railroad line within the Downtown area. The area is too narrow to develop a retail or residential building on, much less provide parking to support it. On the other hand, it has high visibility, is across the street from Downtown retail and is bookended by the Train Depot and the Community Center/Wayside Park, making it a significant opportunity for public open space. The space as shown in the concept incorporates both landscape areas and hardscape areas and could accommodate larger public gatherings, festivals and performances. Shade trees are included as are potential areas for monuments, statues, pedestals or art pieces as focal points. The existing gas station building is shown as rehabilitated and integrated into the space, which could serve as a Bicycle Welcome Center or other community facility.

**FUTURE DOWNTOWN CIVIC PRESENCE**

Another much-discussed topic of the plan was the consideration for future government facilities such as a new fire station and city hall. Currently, the City Hall serves the spatial needs of the city relatively well, although if population growth projections come to fruition, there may be a need for a larger facility. The City Hall would also benefit from better visibility within the downtown. The area around Wayside Park could potentially be a good location for government facilities considering that the city already owns much of the land and given its highly visible location along Main Street. The concept diagram shows a future City Hall (in blue) developed on the southern portion of the park and existing commercial properties immediately south of it. This location provides great visibility, situates the building to front the new park, allows sharing of parking facilities with the Community Center and gives the option to reprogram Wayside Park while preserving many of the older trees within the park. In addition to acting as a northern terminus for the new park, this new 2-story City Hall could be designed in a historically-sensitive manner, enriching the civic presence of the city and providing a northern gateway into the downtown core.

**FUTURE DOWNTOWN MIXED-USE**

Mixed-use development is shown (in purple) at 2-3 stories along Main Street’s west side, which would be integrated architecturally with existing historic storefronts and buildings. This mixed-use could be phased over time as the retail demand within the downtown progresses. To the south at the intersection of Main and Church Streets, an architecturally iconic corner, along with the rehabilitated Train Depot across the street, could provide a gateway into Downtown addressing northbound travelers. To the north, the topography (near the existing car wash) is actually an asset in that it



The area around Wayside Park could potentially be a good location for government facilities considering that the city already owns much of the land and given its highly visible location along Main Street





The issues of retail and housing are tied together as it relates to the future sustainability of downtown retail

could allow a structured parking “shelf” to be built on the back side of the block along Center Street, minimizing unsightly surface parking and accommodating more retail space. Bradley’s Grocery could potentially even relocate to the area where Dollar General currently sits, which would allow it a slightly larger facility, an improved parking configuration and better visibility. Reinforcing Main Street’s historic storefront character and “filling in the gaps” along its length will heighten its overall sense of place and reestablish the Downtown as the city’s true center for commerce and activity.

**FUTURE RESIDENTIAL**

Palmetto’s Downtown is smaller in size and in a more remote location than many other historic downtowns and activity centers throughout Metro Atlanta, therefore it needs more than just visitors and big attractions to catalyze its revitalization and sustain it over time. As noted in the market analysis, the issues of retail and housing are tied together as it relates to the downtown, so in order to attract a robust mix of goods and services, there needs to be a residential population to support them on a day to day basis. In order to establish this residential population, the city should take steps to cater to its existing markets (65+ and 18-24 year-olds) by facilitating improved building quality and a diversity of residential price points. Specifically, this means moving away from *only* entry-level single family detached homes, especially in the Downtown where there are aging commercial properties ripe for redevelopment *and* where future retail is going to need all the built-in users it can get.



Incorporation of multifamily housing types is essential in ensuring affordability without sacrificing quality

Future residential development within Downtown Palmetto is shown on the Downtown Conceptual Vision Plan as mostly west of Main Street, between Center and West Streets. There are many options for redevelopment of the church site, from rehabilitation into lofts to establishment of a community center or mixed-use retail/office complex. Townhomes of varying types and sizes are shown on the current sites of City Hall and Bradley’s Grocery, incorporating a mix of private ground-floor garages (rear access) and shared parking lots. West Street is shown extended north of Menefee, thereby extending the “grid” of downtown, allowing more townhome frontage. Multifamily housing is shown on current again commercial parcels further north fronting Center Street. Inclusion of multiple housing types within downtown (especially multifamily housing) is essential in ensuring affordability without sacrificing quality. The use of 2-3 story townhomes in the locations shown also provide a good building transitions between Main Street and adjacent single-family homes.

# DOWNTOWN CONCEPTUAL VISION PLAN

## Palmetto LCI Study

**LEGEND**

- Townhomes
- Lofts/Condos
- Mixed-Use
- Commercial
- Institutional
- Existing (no color)



# DOWNTOWN CONCEPTUAL VISION - AERIAL SKETCH

Palmetto LCI Study



# PHOTOMONTAGE OF MAIN STREET STREETSCLAPING AND NEW OPEN SPACE



# PHOTOMONTAGE OF THORNTON UNDERPASS



BEFORE

AFTER



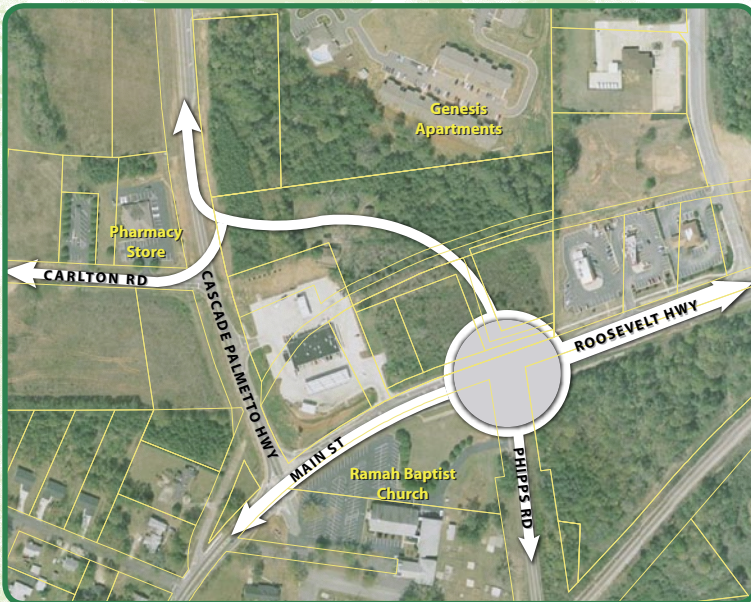
Local stakeholders cited examples such as King Plow Arts Center when envisioning the future of the Historic Mill site

**3.7 : HISTORIC MILL FOCUS AREA**

The Historic Mill area currently housing Spurlin Industries is a significant asset to the history of Palmetto as well as a large, highly visible and centrally-located parcel for redevelopment. The property is surrounded by sizeable surface parking lots, vacant land and aging commercial properties, most of which are underused, at the end of their life cycle and ripe for redevelopment. The area's prominent location fronting Main Street and situated between the downtown and commercial uses further north position it as a key piece in connecting the two "ends" of Main Street.

Citing local examples such as King Plow Arts Center and Fulton Cotton Mill Lofts, area stakeholders envisioned the Mill and surrounding properties as a cultural arts area, incorporating live-work lofts, art spaces and small-scale retail. The area's redevelopment could celebrate Palmetto's railroad and mill heritage in the form of small museum spaces, art installations and interpretive signage.

The Mill Building itself could be gutted and rehabilitated to house flexible spaces that could be adapted for office, residential and commercial uses (among others). The area surrounding the Mill building could be developed as 2-3 story mixed-use, with a predominantly residential component, catering to built-in market demands of seniors and young professionals (see market analysis). The frontage along Main Street would also probably include a significant commercial or retail component.



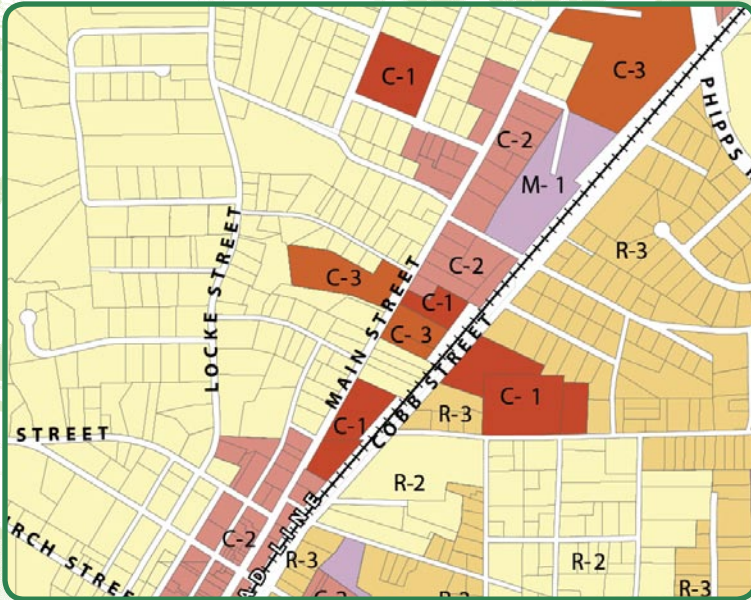
Although it is challenged by right-of-way issues, a connection between Highway 154 and Phipps road would help channel future north-south traffic

**3.8 : HWY 154/29/CARLTON/PHIPPS INTERSECTION - FOCUS AREA**

Although future growth around the commercial "node" at the Hwy 154/Hwy 29/Carlton Rd/Phipps Rd intersection is an important consideration, redevelopment here is hindered by anticipated traffic volumes through the area and needed transportation upgrades. Predicted development north of the study area, for instance, poises Highway 154 as a carrier of significant amounts of future vehicular traffic. Likewise, Phipps Road is anticipated to become more congested, continuing to act as a primary route between Palmetto and I-85. Both of these routes converge 500 feet from each other at Highway 29 but are not connected. Although conceptually it makes sense to connect these two roads, Ramah Church (historic property) lies on one side and a smattering of recently-developed commercial properties lie on the other. Therefore, the amount of property acquisition needed in order to facilitate this connection makes it a significant challenge.

Overall, future development in this area would need to incorporate better pedestrian amenities, improved interparcel access, more stringent signage standards and an improved building/street relationship. That said, Highway 29 in this location is not ideal for future storefront retail in its current state given the wide road section and high speed limits.

**3.9 : ZONING STRATEGY**



Existing zoning districts are both too limited in allowing for adequate uses and too generous allowing uses that should not be allowed

The land use vision will need a respective zoning district to implement proposed land use categories outlined in this plan. The existing zoning districts in Palmetto are both too limited in the provision for adequate uses matching the LCI vision (such as residential uses in the mixed use downtown district) and too generous allowing many uses that should not be allowed in the study area (such as golf courses or package stores).

The existing zoning districts in place within the study could be modified to implement the LCI vision but given that these districts are in place in other parts of the city other than the LCI study area it would be best to initiate the creation of new districts just for the LCI study area itself. The proposed new zoning districts, and the districts they are intended to replace, are as follows.

The following districts respond to the general land use and development areas outlined in the Development Framework Map:

**PRESERVATION STRATEGY & SELECTIVE INFILL HOUSING**

PROPOSED DISTRICT: Single-Family Preservation & Infill District  
 EXISTING DISTRICT: R-2 Residential Housing District

This district is needed to preserve those single-family neighborhoods in the LCI study area that are at risk of new development that is out-of-scale with the current building pattern and scale of the neighborhood.

- *Permitted Uses:* Single-family residences; Accessory buildings and uses.
- *Dimensions:* Height & Setbacks determined by “typical” neighborhood dimensions.
- *Open Space:* Developments larger than 5 acres should be required to provide greenspace in the form of neighborhood pocket parks.
- *Streetscape:* Sidewalks, Street Furniture Zones & Front Yard Landscaping should be required and in such a way as to blend in to the fabric of the existing neighborhoods.
- *Urban Design Standards:* Building Design elements should be required to ensure attractive and sustainable development such as Front Porches, Stoops, Doors, Windows, Shutters, Roofs, Siding, Massing, Garages & Driveways.

**NEW NEIGHBORHOODS**

PROPOSED DISTRICT: TND Traditional Neighborhood District  
 EXISTING DISTRICT: R-2 Residential Housing District

This district is intended to allow entirely new developments and neighborhoods to be built within the LCI study area.

- *Permitted Uses:* Single-family residences; Accessory buildings and uses.
- *Height:* 40 feet.
- *Setbacks:* Narrow side and rear setbacks, as small as can safely be provided, to allow for smaller



New neighborhoods in Palmetto would fall into a proposed TND (Traditional Neighborhood District) zoning category



Downtown Palmetto would fall into a Downtown District zoning, which would allow a mix of uses and flexible setbacks

- and more compact lots to be provided. Front Yard setbacks should be 20-30 feet from the street to ensure closer and more intimate relationships of houses to the streets.
- *Open Space:* Developments larger than 5 acres should be required to provide greenspace in the form of neighborhood pocket parks.
- *Streetscape:* Sidewalks, Street Furniture Zones & Front Yard Landscaping should be required and in such a way as to blend in to the fabric of the existing neighborhoods. In addition, streets should ensure a broad grid network of connections.
- *Urban Design Standards:* Building Design elements should be required to ensure attractive and sustainable development such as Front Porches, Stoops, Doors, Windows, Shutters, Roofs, Siding, Massing, Garages & Driveways.

**DOWNTOWN CORE**

PROPOSED DISTRICT: Downtown District  
 EXISTING DISTRICTS: C-1 Community Commercial, C-2 Highway Commercial, C-3 General Commercial

This district is needed to implement the mixed-use commercial and residential vision established by the LCI plan.

- *Permitted Uses:* Higher density residential on 2nd & 3rd floors; Office; Retail; Limited Commercial.
- *Height:* Maximum of 3 floors.
- *Setbacks:* Side and Rear setbacks must be flexible to allow for zero-lot-line development which is reflective of the historic character of the downtown. Front Yard setbacks must ensure that buildings front the sidewalks and that parking is located to the side and rear of buildings, as is consistent with the historic framework of downtown.
- *Open Space:* All developments should provide open space in the form of sidewalks, street trees, landscape zones and public plazas.
- *Streetscape:* Sidewalks, Street Furniture Zones & sidewalk-fronting Supplemental Sidewalks Zones should be required to both preserve the pedestrian framework that exists and to improve and enhance it where it does not.
- *Urban Design Standards:* Building Design elements should be required to ensure attractive and sustainable development such as Façade Articulation, Floor Delineation, Signage, Numbering, Doors, Windows, Roofs, Building Materials, Massing, Parking & Driveways.



The new Roosevelt Highway District would help control future growth by specifying minimum street setbacks and requiring a minimum of open space

**ROOSEVELT HIGHWAY COMMERCIAL REDEVELOPMENT**

PROPOSED DISTRICT: Roosevelt Highway District  
 EXISTING DISTRICT: C2 Highway Commercial

This district is intended for Roosevelt Highway both inside and outside of the study area. The Highway should be rezoned to a new district to control future growth.

- *Permitted Uses:* Office; Retail; Commercial.





Streetscapes should be included as part of zoning for any commercial district

- *Height:* Maximum of 3 floors.
- *Setbacks:* Side and Rear setbacks are set at a minimum of 10 feet to allow for maximum flexibility for development. Front Yard setbacks must ensure that buildings are close to the streets and sidewalks and that parking is located to the side and rear of buildings or in very small amounts in the fronts of buildings.
- *Open Space:* All developments should provide open space in the form of sidewalks, street trees, landscape zones and public plazas.
- *Streetscape:* Sidewalks, Street Furniture Zones & sidewalk-fronting Supplemental Sidewalks Zones should be required to both preserve the pedestrian framework that exists and to improve and enhance it where it does not.
- *Urban Design Standards:* Building Design elements should be required to ensure attractive and sustainable development such as Façade Articulation, Floor Delineation, Signage, Numbering, Doors, Windows, Roofs, Building Materials, Massing, Parking & Driveways.

**ZONING CONCLUSION**

The current zoning districts within the LCI study area are not capable of implementing the plan vision, therefore, a new set of districts must be created. The current districts and ordinance for the city lacks necessary elements present in many modern zoning ordinances such as: lot and building dimensions reflective of more efficient and denser development; allowing for a mixture of uses in mixed use districts including residential, commercial and office; necessary Urban Design controls that ensure quality development for elements such as Building Facades, Roofs, Windows, Doors, Sidewalks, Landscaping, Parking and Signage; and the requirement that new development provide for adequate open/community spaces. Overall, these districts should be written to coincide with any other development or redevelopment efforts that the city or private development may consider to undertake to implement the LCI plan.

4.1 : KEY INTERSECTION MODELING

Capacity analyses and modeling of anticipated conditions were conducted by the Planning Team for three key intersections within the Study Area:

1. US 29 (Main Street) at Church Street (unsignalized intersection)
2. US 29 (Main Street) at Toombs Street/Fayetteville Road (signalized intersection)
3. US 29 (Main Street) at SR 154 (Cascade Palmetto Highway) (signalized intersection)

Each of these intersections were analyzed for existing conditions and for anticipated conditions in years 2013, 2018 and 2023. A growth rate of 2.5% per year was used from 2008-2013 and from 2013-2018 and a growth rate of 2% per year was used from 2018-2023. Traffic information taken from the Foxhall Village DRI was also incorporated into this analysis.

Although the intersection of Main/Church Streets currently operates at an acceptable LOS (Level of Service), the eastbound and westbound approaches along Church towards Main fail in future years 2013, 2018 and 2023. The Planning Team recommends that the city monitor traffic volumes at this intersection in future years and conduct a signal warrant analysis if traffic flow worsens.

The intersection of Main/Toombs Streets operates at an acceptable LOS currently as well in projections for years 2013 and 2018, but fails under projects for year 2023. Although an ideal long-term traffic improvement would be to add eastbound, westbound, northbound and southbound turn lanes, additional right-of-way may be necessary. Given the historic storefronts at the corners of this intersection and the geometric constraints posed by the railroad underpass, turn lanes may not be feasible here under a 2-way condition.

*The above recommendations assume both Church and Toombs both continue to operate as two-way streets. Also see section 4.2 concerning potential one-way conversions of Church and Toombs Streets.*

The intersection of Main Street at Cascade-Palmetto Highway operates at an acceptable LOS under existing conditions as well as future years 2013 and 2018, but fails in year 2023 (LOS=F for this year). Aside from concepts discussed in section 3.7, there are a couple of possible configuration upgrades that could be made for this intersection:

SCENARIO 1

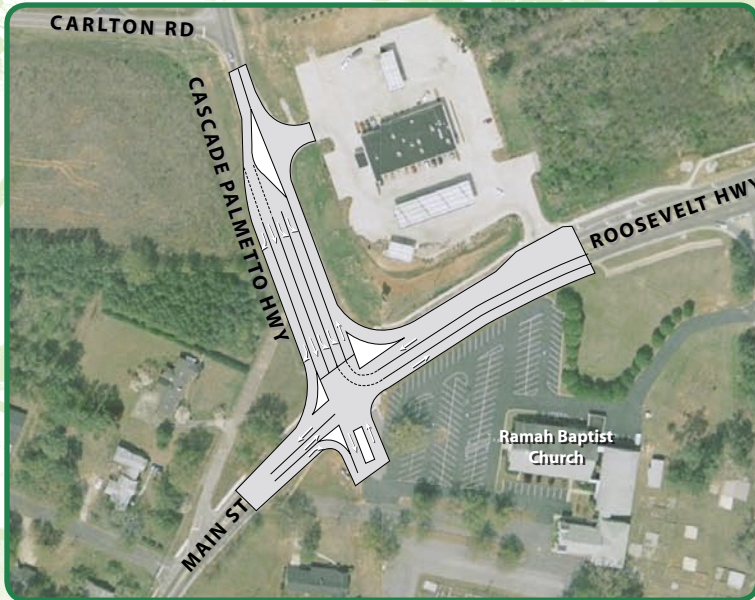
1. Add southbound dual left-turn lanes with a protected-only phase.
2. Add one receiving/through lane on the east leg of the intersection.
3. The final lane configuration for southbound direction would be dual left-turn lanes, a through lane and a right turn lane.
4. Signal redesign to accommodate new turn lanes.



The intersections of Main Street at Toombs, Church and Cascade-Palmetto Highway were analyzed and modeled



Birds-eye view of Main Street/Cascade-Palmetto Highway intersection in 2008



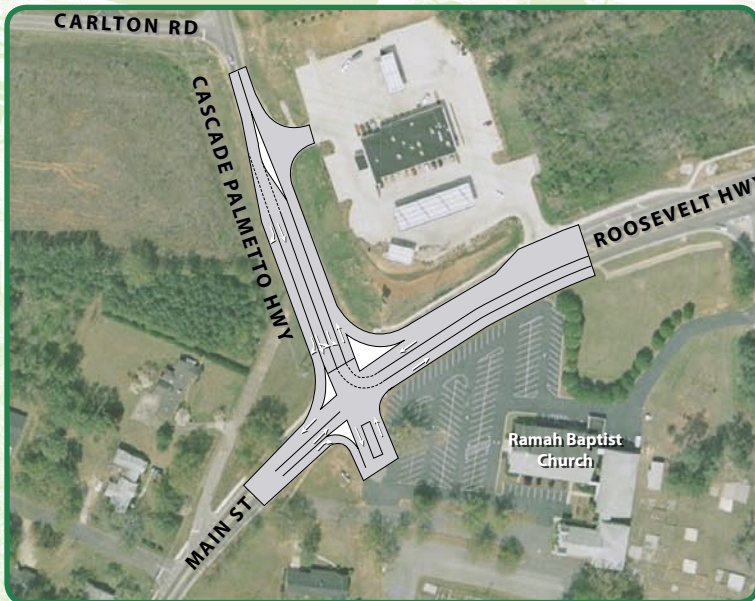
Scenario 1 : improvement at Main Street/Cascade-Palmetto Highway intersection

SCENARIO 2

1. Add a southbound left turn lane and install a split-phase for northbound and southbound phases.
2. Add one receiving/through lane on the east leg of the intersection.
3. The final lane configuration for southbound direction would be left-turn lane, left/through combination lane, and right-turn lane.
4. Signal redesign to accommodate new turn lanes.

MAIN STREET AT CASCADE-PALMETTO HIGHWAY : LEVELS OF SERVICE

	Traffic Control	AM Peak Hour		PM Peak Hour	
		Delay	LOS	Delay	LOS
2008 Conditions	Signal	14.4	B	16.3	B
2013 Conditions	Signal	22.4	C	24.9	C
2018 Conditions	Signal	26.9	C	29.4	C
2023 Conditions	Signal	96.6	F	85.1	F
Improvement Scenario 1 Conditions	Signal	22.5	C	25.0	C
Improvement Scenario 2 Conditions	Signal	26.1	C	32.0	C



Scenario 2 : improvement at Main Street/Cascade-Palmetto Highway intersection

**4.2 : TRANSPORTATION AND CIRCULATION FRAMEWORK**



Main Street near downtown, looking north

The Transportation & Circulation Framework Map on the following page is a counterpart to the Development Framework Map outlined in the previous section of this report and represents the key mobility-related projects that emerged out of this study. Project types include streetscape/pedestrian enhancements, bicycle facilities, intersection improvements, traffic-flow modifications, improvements to traffic capacity, signal timing upgrades, a truck freight study, improvements to transit service and signage enhancements.

There are many guidelines that should be referenced in order to facilitate alternative means of mobility, increase transportation safety and enhance the pedestrian environment as described on the following pages. The *GDOT Pedestrian and Streetscape Guide* should be used for streetscape and other pedestrian improvements to ensure that projects meet ADA (Americans with Disabilities Act) guidelines.

**MAIN STREET PEDESTRIAN IMPROVEMENTS**

Main Street not only acts as the front door for the City of Palmetto, it serves as the main north-south spine whereby pedestrians, bicyclists and both local and regional vehicular traffic move. As part of State Route 29 (Roosevelt Highway), Main Street acts as a secondary north-south travel route to I-85. As such, travelers' first impressions of Palmetto are usually made on Main Street, so in a sense the route is tied to the city's economic and aesthetic well-being. Because of these factors, Main Street should be given priority for significant facility improvements and public investment.

Main Street Pedestrian Improvements can be thought of in two separate phases: 1. Main Street Downtown, and 2. Main Street North (near the Historic Mill), separated roughly by Jackson Avenue. Currently, these two sections of Main Street exhibit distinct characters, therefore improvements would be significantly different between these two areas. Having two phases also helps break-up the financial burden of the project.








**MAIN STREET DOWNTOWN PEDESTRIAN IMPROVEMENTS**

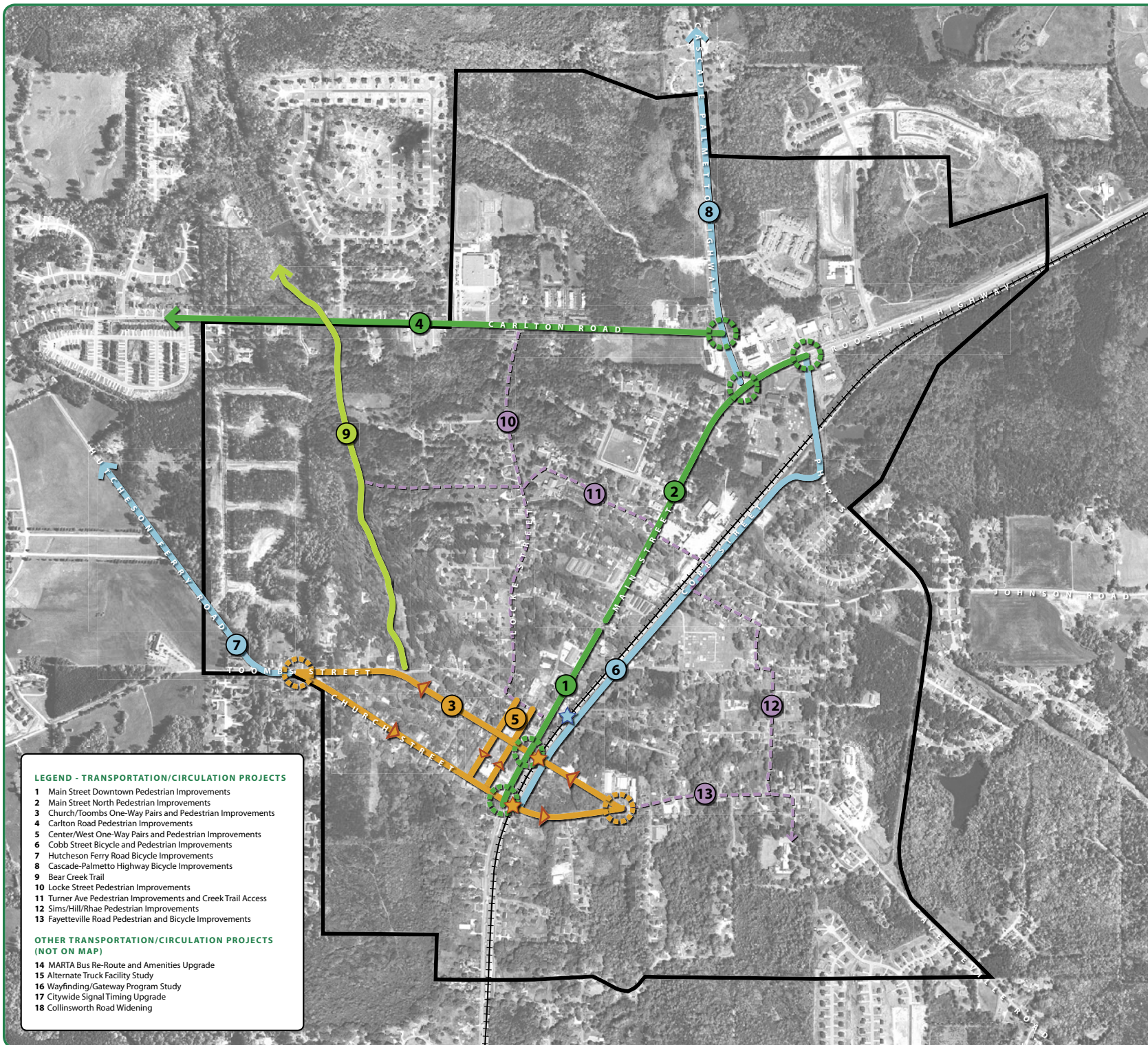
Street improvements in Downtown would span the area roughly between Church Street to the south and Jackson Avenue to the north. As shown in the existing section diagram to the upper-left, Main Street within the Downtown currently has a sidewalk along most of its east side, but no sidewalk or curbing on its west side. The sidewalk along the storefront retail is roughly 8' wide and the existing angled parking spaces are roughly 13' wide (measured from curb to roadway lane). Although the actual roadway lane widths vary, they are generally about 14' in width (approx. 28' total). As part of Phase I, it is proposed that the brick-paved 8' sidewalk along the east side be maintained as-is, since funds would be better spent in other areas here. GDOT's standard lane width for state routes is 12', which would make a future profile of Main Street 24' in width, capturing an additional 4' in width part of which could be given to angled parking, making it a total width of 15' from curb



Main Street near downtown, looking south

**CIRCULATION  
FRAMEWORK MAP**

-  primary pedestrian improvements
-  one-way conversions
-  bicycle amenities
-  multi-use trails
-  RR underpass improvements
-  intersection improvements
-  secondary pedestrian improvements



- LEGEND - TRANSPORTATION/CIRCULATION PROJECTS**
- 1 Main Street Downtown Pedestrian Improvements
  - 2 Main Street North Pedestrian Improvements
  - 3 Church/Toombs One-Way Pairs and Pedestrian Improvements
  - 4 Carlton Road Pedestrian Improvements
  - 5 Center/West One-Way Pairs and Pedestrian Improvements
  - 6 Cobb Street Bicycle and Pedestrian Improvements
  - 7 Hutcheson Ferry Road Bicycle Improvements
  - 8 Cascade-Palmetto Highway Bicycle Improvements
  - 9 Bear Creek Trail
  - 10 Locke Street Pedestrian Improvements
  - 11 Turner Ave Pedestrian Improvements and Creek Trail Access
  - 12 Sims/Hill/Rhae Pedestrian Improvements
  - 13 Fayetteville Road Pedestrian and Bicycle Improvements
- OTHER TRANSPORTATION/CIRCULATION PROJECTS  
(NOT ON MAP)**
- 14 MARTA Bus Re-Route and Amenities Upgrade
  - 15 Alternate Truck Facility Study
  - 16 Wayfinding/Gateway Program Study
  - 17 Citywide Signal Timing Upgrade
  - 18 Collinsworth Road Widening

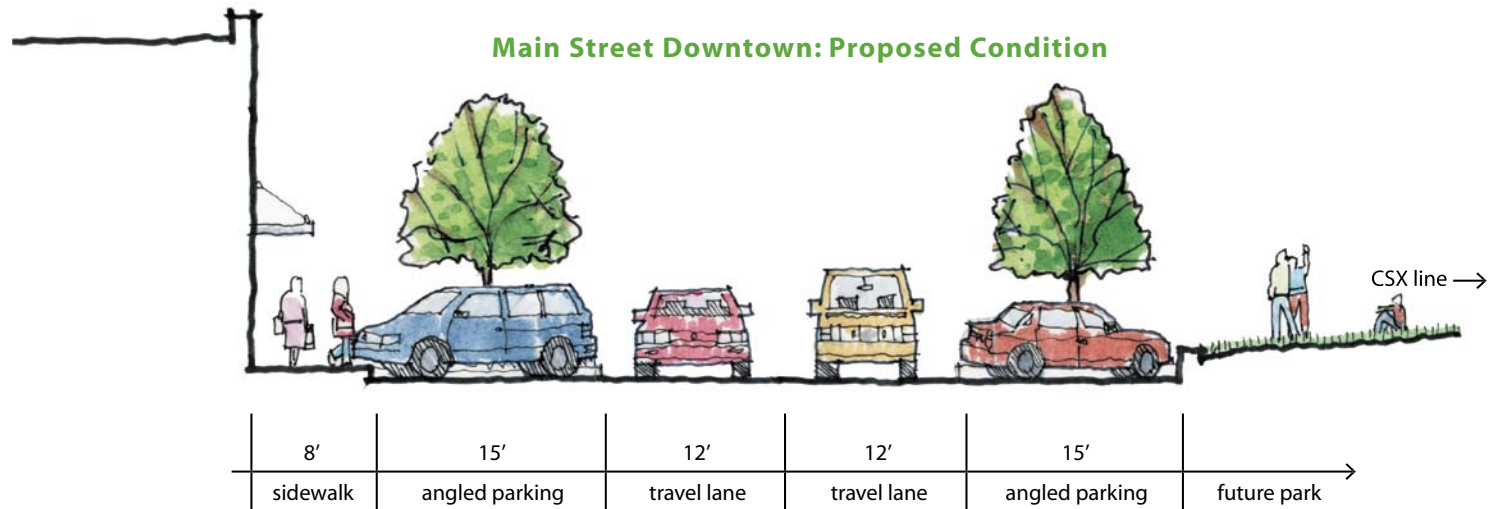
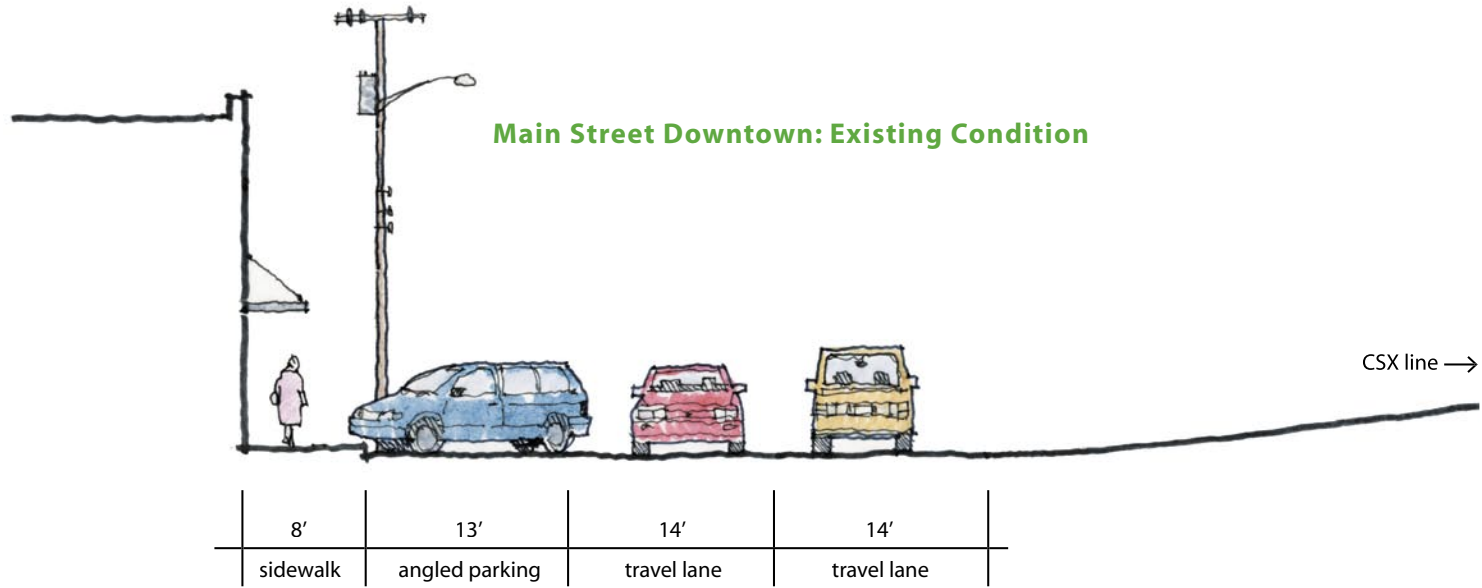
Map revised  
December 10, 2008

SCALE: 1" = 350'

0 200 500 1000 1500



**PALMETTO LCI STUDY SECTION DIAGRAMS**



\*existing condition dimensions are approximate based on available data\*



Main Street near Historic Mill Area, looking north

to roadway (standard width for angled parking). This new configuration would make moving in and out of these spaces easier. New angled parking is also proposed along the east side of Main Street in Downtown, which would abut a potential new park (see Downtown Conceptual Plans) and allow more parking for future retail. "Bulb-outs" could be added to corners and landscaping areas could be added in lieu of parking spaces about every 75-100 feet. Street trees in these areas would provide shade to pedestrians and act as a vertical buffer between the sidewalk and vehicular traffic. Landscape wide landscape areas would allow street trees to be set-back from the roadway enough to avoid GDOT "horizontal clearance" issues. New pedestrian lighting could be added every 50-60 feet as well. Intersection and signal improvements would be included as part of this phase (see Key Intersection Models section in this report). Intersection upgrades would include improved signal timing, pedestrian signals, roadway striping and crosswalks.

#### **MAIN STREET NORTH PEDESTRIAN IMPROVEMENTS** (near Historic Mill area)

Street improvements on this section on Main Street would span roughly between Jackson Avenue to the south and just north of Highway 154 to the north. Although detailed parcel data was not available for this study, it is fair to assume that right-of-way constraints would be an issue in this northern section of Main Street. Therefore, the proposed improvements would be more modest and narrow than those in the Downtown section. Although there is a 3-4 side sidewalk on some of the west side here, this is not really adequate to meet current ADA (Americans with Disabilities Act) requirements, therefore a minimum 5' sidewalk is proposed on either side of the street. Smaller street trees (Maple, Redbud, etc) and pedestrian lighting would be accommodated in a landscape/furniture zone between the sidewalk and the roadway, improving safety and adding a buffer between pedestrians and vehicles. The landscape zone here would ideally be somewhat wide (shown here at 6') for two reasons. First, higher travel speeds here and a narrower sidewalk call for a significant buffer. Second, 6' width would allow room for trees and lights to be placed at 4' behind the curb, thereby coming closer into conformance with GDOT horizontal clearance requirements (although GDOT's horizontal clearance rule on state routes is about 7' setback from the curb, there are many local examples where a 4' variance was allowed) Lastly, like the Downtown portion of Main, the travel lanes currently are roughly 14' wide (28' total), so making them 12' wide (24' total) would allow 4' to be reclaimed for the landscape/furniture zone. Again, the amount of improvements possible here depend on the available public right-of-way; it is not recommended that the City of Palmetto pursue easements in order to accommodate these improvements.

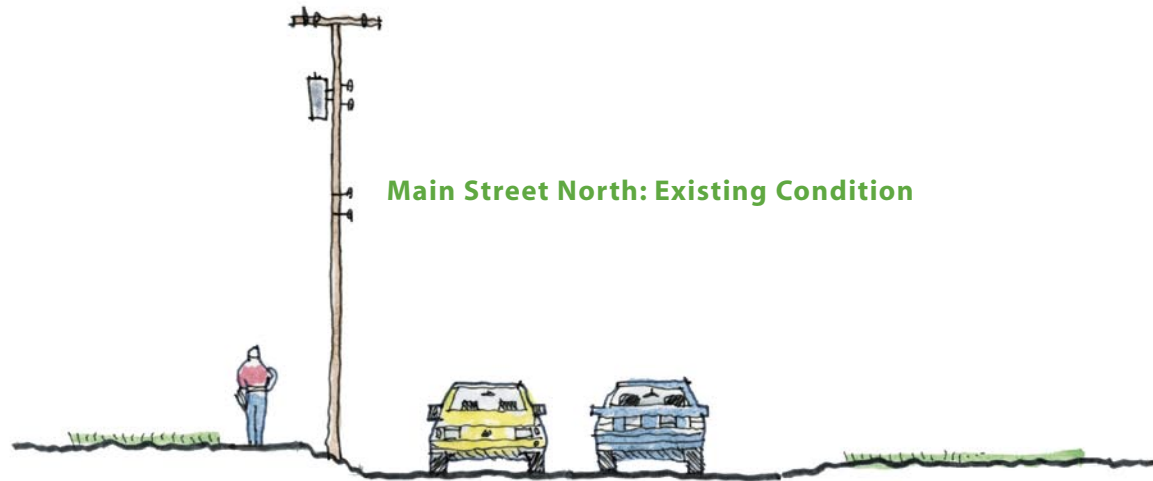
#### **CHURCH & TOOMBS STREETS ONE-WAY PAIRS AND PEDESTRIAN IMPROVEMENTS**

Church and Toombs Streets already inherently act as a pair, splitting off from each other on the west side of Downtown near the terminus of Hutcheson Ferry Road and converging again on the east side of Downtown at Fayetteville Road. Despite much of the historic character of these routes, there are significant functional issues that need to be addressed. Currently there are no sidewalks along either street, with the exception of 2 blocks within the downtown. They are also very hilly, so there are grade issues that affect drivers' visibility, especially at the railroad underpasses. Their



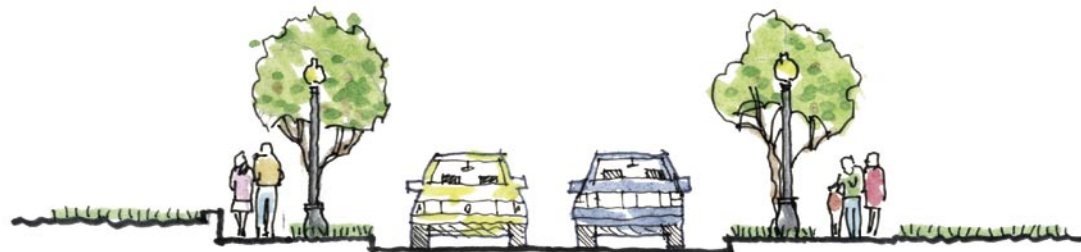
Toombs Street in downtown area, looking west

**PALMETTO LCI STUDY SECTION DIAGRAMS**



**Main Street North: Existing Condition**

8'	14'	14'
sidewalk/ grass strip	travel lane	travel lane



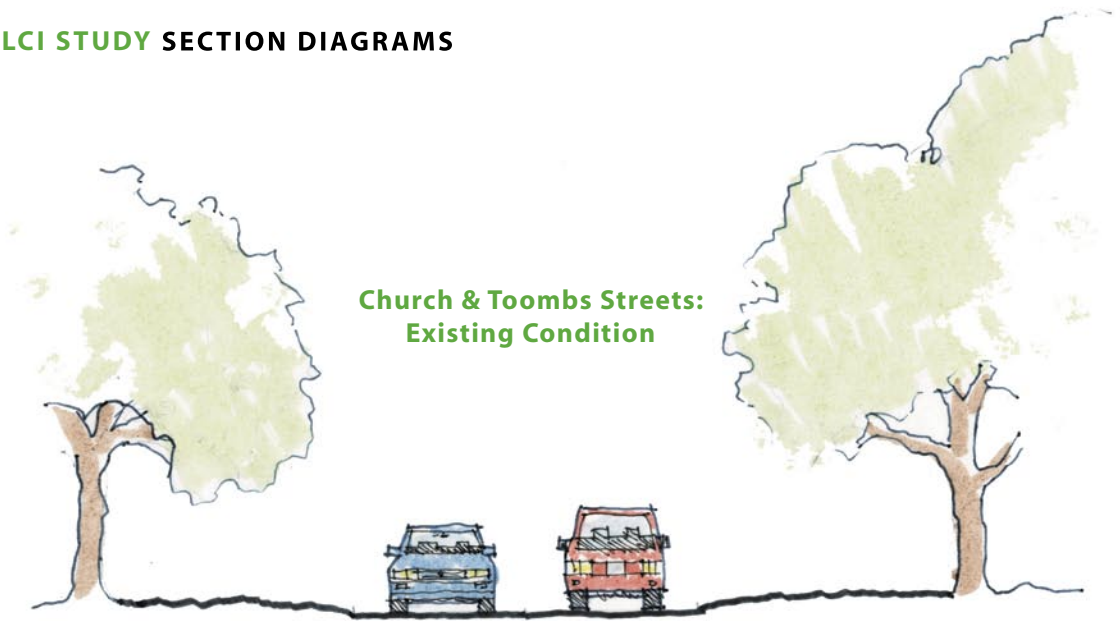
**Main Street North: Proposed Condition**

5'	6'	12'	12'	6'	5'
sidewalk	landscape zone	travel lane	travel lane	landscape zone	sidewalk

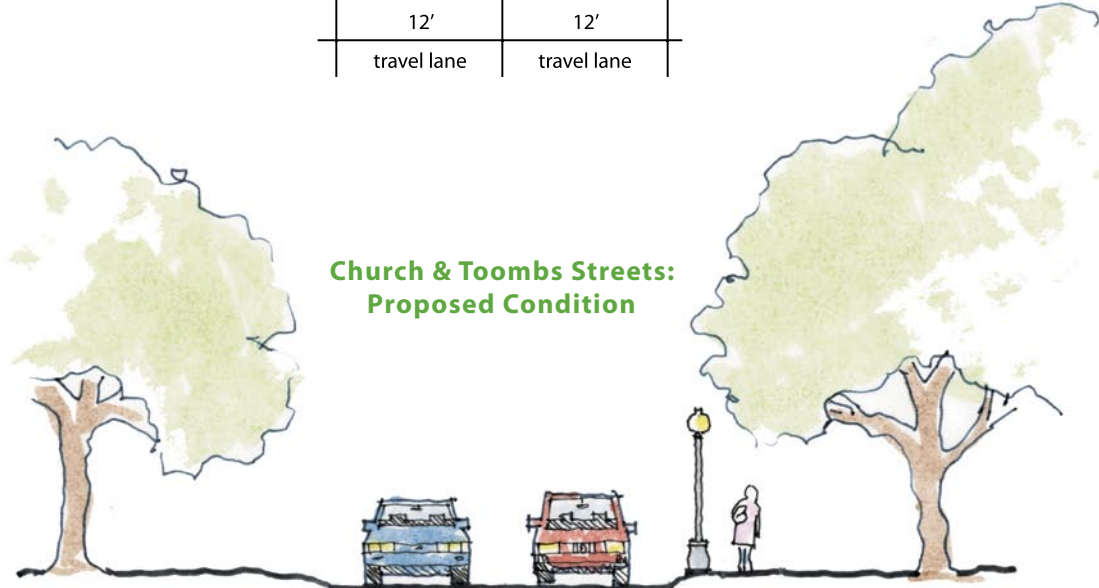
\*existing condition dimensions are approximate based on available data\*



**PALMETTO LCI STUDY SECTION DIAGRAMS**



12'	12'
travel lane	travel lane



12'	12'	4'	5'
travel lane	travel lane	landscape zone	sidewalk

\*existing condition dimensions are approximate based on available data\*



The Safe Routes to School program is a potential funding source for improved pedestrian amenities near the Elementary School on Carlton Road

split and convergence also meet at irregular angles, causing safety and traffic flow issues. Although a supplemental study is needed to further investigate the feasibility of this concept, establishing Church and Toombs as one-way pairs would help increase pedestrian and automobile safety while significantly improving east-west circulation within the downtown area.

Although the proposed section drawings of Church and Toombs on the following page show new sidewalks and pedestrian lighting along one side of the street, this assumes that the one-way pairs remain 2 lanes each and, therefore, that the curb distance is fixed and that the public-right-of-way is narrow. If the previously mentioned supplemental study for the one-way concept determines that one lane in each direction is feasible, much more room would be allowed for landscape zones, sidewalks, and bike lanes, for instance. Intersection improvements where Church and Toombs meet would be part of this project, including potential installation of traffic signals, pedestrian signals, appropriate roadway striping and crosswalks.

**CARLTON ROAD PEDESTRIAN IMPROVEMENTS**

As noted in the Inventory & Assessment section, pedestrian facilities on Carlton Road are badly needed, especially in the context of there being an Elementary School along it and a potential new Library adjacent to it. Although the entire section of Carlton Road between Hutcheson Ferry Road (to the west) and Highway 154 (to the east) needs significant pedestrian upgrades, they are more urgent along the eastern area along the school and connecting to Highway 154. This study identifies the Safe Routes to School program as a potential funding source for such improvements.



Center Street, located on the back side of Main Street storefronts, could be converted to one-way, thereby allowing room for pedestrian amenities

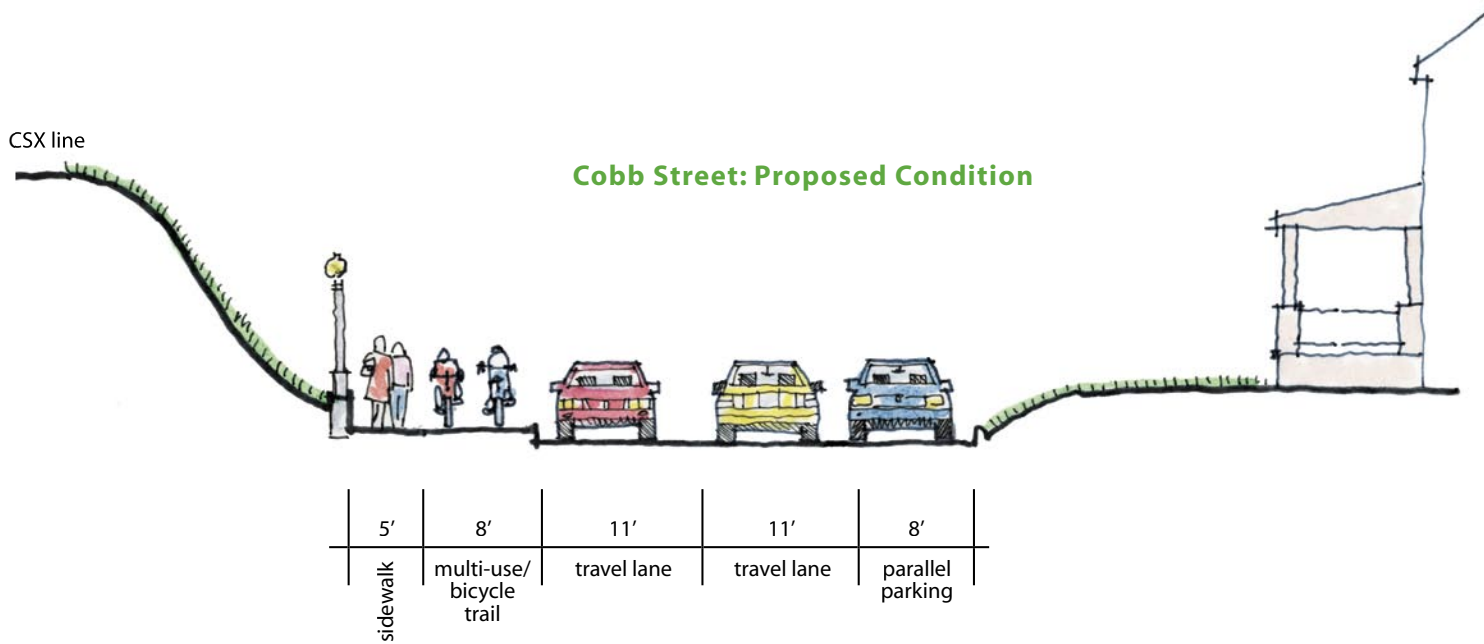
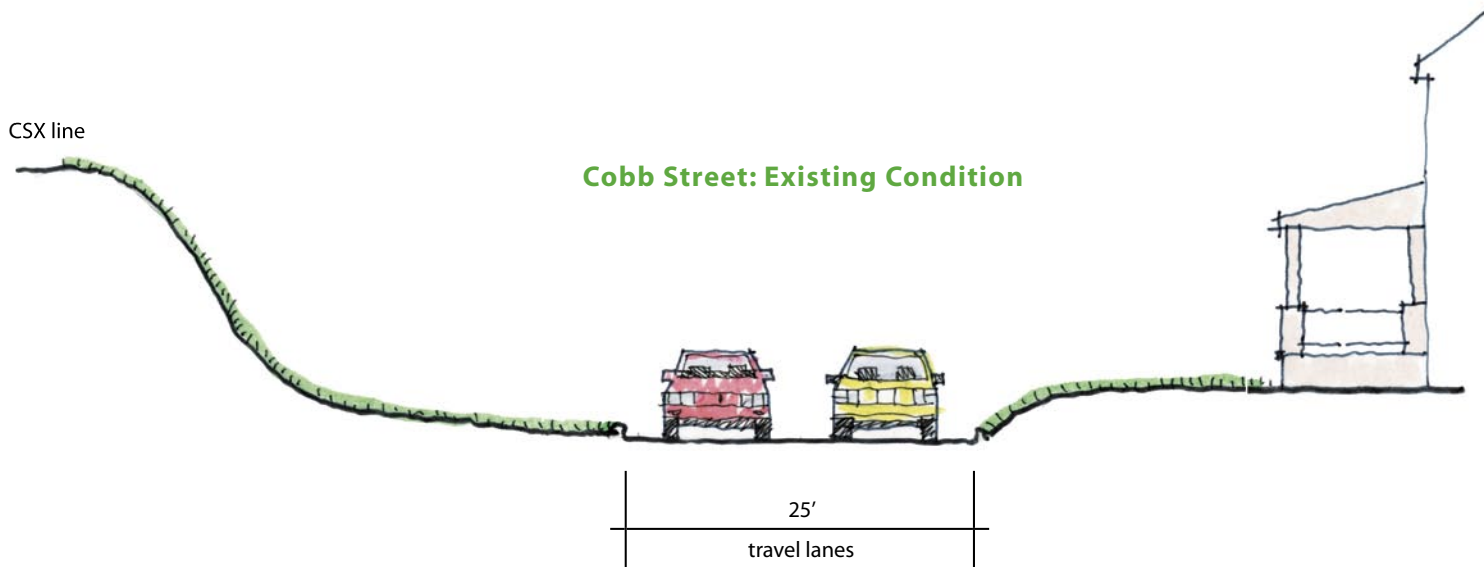
**CENTER & WEST STREETS ONE-WAY PAIRS AND PEDESTRIAN IMPROVEMENTS**

The function and character of both Center and West Streets, which are located in the core of the downtown area, act more like alleys than streets. Technically, they both allow 2-way traffic, but they are very narrow, have no sidewalks and generally lie along the back sides of downtown commercial parcels. Considering conceptual ideas that new downtown housing could be located along these streets, it makes sense to investigate their one-way conversions, which would also allow for less driver confusion, better traffic flow and sidewalks for such development. An additional supplemental study of this concept would be needed in order to implement.

**COBB STREET BICYCLE AND PEDESTRIAN ENHANCEMENTS**

As mentioned earlier in this report, significant amounts of recreational bicyclists come through or stop in Palmetto as they make their way to or from the roads of the Chattahoochee Hill Country. A major goal of this study is to capitalize on these users and accommodate better facilities for them. Because of the high vehicular counts, commercial activity and parking on Main Street, area stakeholders honed in on Cobb Street as a primary north-south bicycle route and as an area for future overflow parking. The wide “leftover” space adjacent to the railroad on the west side of Cobb would also allow room for bike facilities and sidewalks. Because this space (in theory) has one land

**PALMETTO LCI STUDY SECTION DIAGRAMS**



\*existing condition dimensions are approximate based on available data\*



The excess land along the west side of Cobb street could accommodate a dedicated bicycle facility and sidewalks

owner, negotiations for its re-use would be much easier than encroaching on the east side of the street, where there are multiple property owners and many historic homes.

As shown in the section drawings on the following page, Cobb Street currently accommodates 2-way vehicular traffic, but does not include roadway striping. The current curb-to-curb width is roughly 25', but the typical width required by GDOT for lanes on local streets is 11' wide (22' total width). The proposed section shows establishing these lanes at 11', reclaiming both the extra lane with and width in the hill to the west, and reconfiguring the road profile. Parallel overflow parking spaces could be accommodated along the east side of the street in order to not be in conflict with bike lanes on the west side of the street (car doors tend to be an issue for bicyclists). Travel lanes would be shifted westward a bit and a dedicated 8' wide 2-way bike facility would be established along the west side. A new sidewalk and pedestrian lighting would also be installed along this west side.

This project would also include a dedicated pedestrian railroad underpass at Thornton Street. Currently, the underpass is very narrow and does not connect to through-streets on either side, yet it allows 2-way vehicular traffic. Establishing this underpass as dedicated to pedestrians and bicyclists would allow safe and easy east-west connectivity by these users. Additionally, a potential bicycle welcome center is shown within the new Main Street park (discussed in Part III of this report), which could include lockers, restrooms and showering facilities for bicyclists.



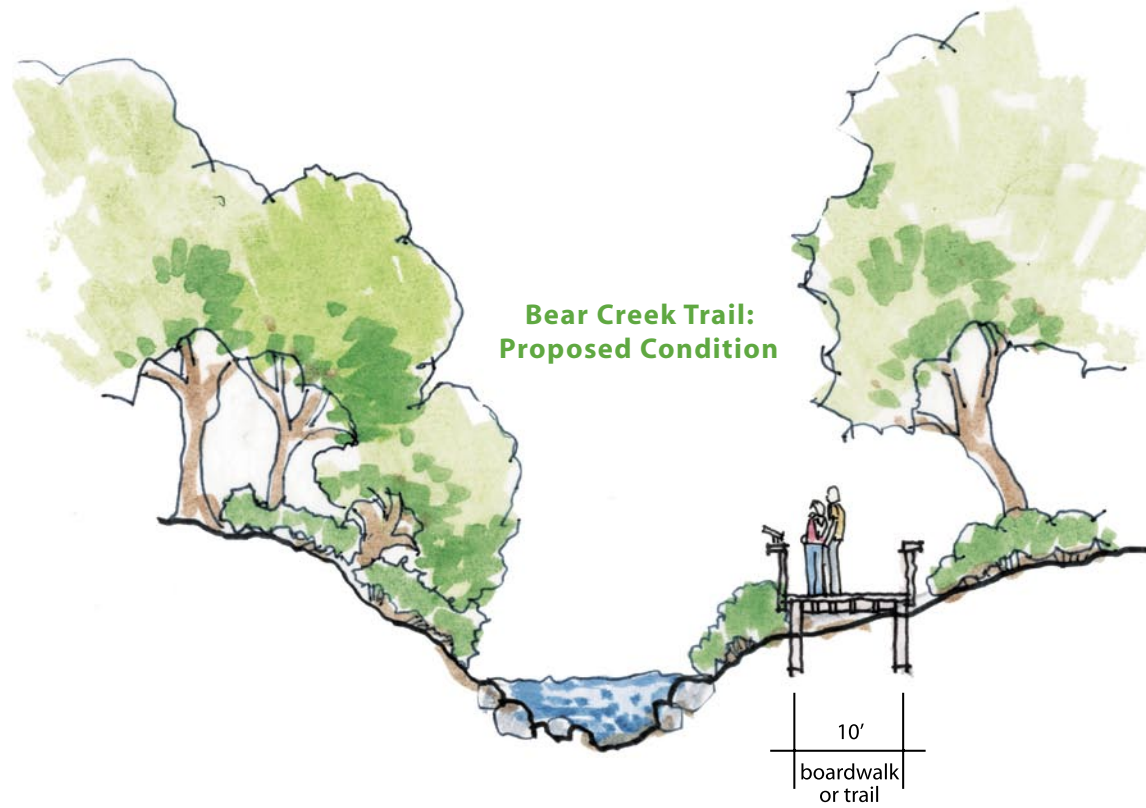
Hutcheson Ferry Road, which is a primary route between Downtown Palmetto and the Chattahoochee Hill Country, could provide a key connection for bicyclists

The route of this potential bicycle facility would link to the south with Fayetteville Road (eastbound) and Hutcheson Ferry Road via Church/Toombs (westbound). To the north, Cobb would need to be re-linked with Phipps road via a bank on the east side of the street. Further investigation regarding the feasibility of a street linkage here would need to be pursued; otherwise, it would just be a bicycle/pedestrian trail link. The bicycle facility on this northern end of Cobb Street would travel west along Phipps road, to Roosevelt Highway and connect to the Chattahoochee Hill Country via Highway 154/Cascade-Palmetto Highway. A direct link to the rehabilitated Train Depot (an anticipated destination) is already being accommodated via a historic pedestrian underpass on Cobb Street as well.

**HUTCHESON FERRY ROAD BICYCLE IMPROVEMENTS**

In order to connect to northern routes such as the planned PATH trail, the Foxhall Village development and the Chattahoochee Hill country, a bike facility is needed along Hutcheson Ferry Road. Ideally, this would be dedicated bicycle lanes, but if there are width constraints there could be wider share-the-road lanes. This alignment would connect to points east and south via bicycle improvements along Church and Toombs Streets.

**PALMETTO LCI STUDY SECTION DIAGRAMS**



\*existing condition dimensions are approximate based on available data\*



Improved pedestrian facilities to/from the Palmetto Senior Center need to be established, such as along Turner Avenue

**CASCADE-PALMETTO HIGHWAY BICYCLE IMPROVEMENTS**

Much like Hutcheson Ferry Road, Cascade-Palmetto Highway acts as a primary connection between the Downtown Palmetto area and the Chattahoochee Hill Country. Considering the amount of anticipated traffic along this stretch (see section 4.1), it is particularly crucial to provide the ever-increasing numbers of recreational bicyclists a safe, designated bicycle facility here. Per the Transportation & Circulation Framework Map, this route would ideally provide a southern connection via a reconfigured Highway 29/Cascade-Palmetto Highway/Phipps Road intersection and a direct bicycle connection to a future Cobb Street bicycle facility. Such improvements could help foster bicycle commuting in addition to increased recreational uses.

**BEAR CREEK TRAIL**

Bear Creek, which runs roughly north-south near the western side of the study area, is mostly hidden behind residential frontage on all sides, yet is a natural asset for Palmetto. As shown in the section drawing on a following page, Bear Creek could be amenitized by adding a multi-use trail along its length, providing a pedestrian and bicycle connection between Toombs Street and points north. This would be completely separate from other alignments that share vehicular roadways and provide users with a more scenic route to and from the Downtown Palmetto area. Interpretive signage could be installed along its length, allowing an interactive experience for users and celebrating Palmetto's history and natural features.



MARTA shelter in Downtown Palmetto

**LOCKE STREET PEDESTRIAN IMPROVEMENTS**

Locke Street acts as a secondary local north-south connection between Downtown Palmetto and Carlton Road. Although it does have modest sidewalks along portions of its length, Palmetto's citizens would benefit greatly from better pedestrian facilities on Locke Street, since there are currently a good amount of single-family homes fronting it and adjacent to it. It also acts as a loose spine connecting the Senior Center and Veterans Park with Carlton Road and the Elementary School.

**TURNER AVENUE PEDESTRIAN IMPROVEMENTS AND CREEK TRAIL ACCESS**

Located between Carlton Road and Toombs Street, Turner Avenue acts as a secondary east-west connection between Main Street and points west. Adding improved pedestrian facilities along Turner would further it as an essential connection between a future trail along Bear Creek, the Senior Center/Veterans Park, Main Street and future redevelopment of the Historic Mill site.



One short-term option for reducing truck traffic on Main Street would be to request that dimensional restrictions be set to minimize oversize vehicles



The City of Palmetto could also reduce Truck interference by requesting that it be re-designated as a business route

**SIMS/HILL/RHAE PEDESTRIAN IMPROVEMENTS**

Located between Main Street and Phipps Road, Sims, Hill and Rhae Streets currently act as a secondary north-south alignment for local users. Improving this spine and further establishing it as such would allow for a direct connection between Turner Avenue/Cobb Street/Historic Mill and a potential future open space at the old school site along Fayetteville Road.

**FAYETTEVILLE ROAD PEDESTRIAN AND BICYCLE IMPROVEMENTS**

Although Fayetteville Road currently has few pedestrian or bicycle amenities, it acts as the primary east-west connection between the core downtown area, the potential new open space at the old school site and the approach to I-85 to the east. As such, it would benefit greatly from a bicycle facility that connects the Hutcheson Ferry/Church/Toombs alignment with destinations along the I-85 corridor. This would also be the primary route for users coming from Downtown Palmetto to a potential park at the old school site.

**MARTA RE-ROUTE AND AMENITIES UPGRADE**

Improving transit service within the study area was a key topic of discussion throughout the plan. In addition to a desired long-term commuter rail along the CSX railroad line, many citizens expressed a need in the short-term to improve the route of existing MARTA bus Route 180. Stakeholders discussed modifying the route to cover a wider section of the city, paying particular attention to potential new users along Carlton Road. Although several alternative routes were looked into, further study will need to be conducted by the city and MARTA to make a final determination. Stakeholders also expressed desire to see more significant MARTA bus stop facilities throughout the city, with possible inclusion of shelters, benches and posted route signage.

**ALTERNATE TRUCK FACILITY STUDY**

As discussed in the Inventory & Assessment section of this report, the prevalence of large freight vehicles on Main Street was found to be one of the single greatest concerns for Palmetto stakeholders. There is a strong desire to greatly reduce or even eliminate this traffic on Main Street to ensure that commercial vehicle traffic does not adversely affect the viability of Palmetto's Downtown as a future live-work-play destination.

Currently Main Street/Highway 29 is Federal and State Route, which by law must be accessible by commercial vehicles as long as these vehicles meet weight per axle requirements. Commercial vehicles are subject to dimensional (length and width) restrictions, and they can be restricted from certain corridors on that basis. However, if weight requirements are met, trucks cannot be denied access to state routes.



Strategically-placed wayfinding signage can direct travels in the direction of historic districts or other attractions



Gateway signage can incorporate local tag lines, often acting as an important branding tool

The Planning Team sees three options that could be explored to reduce the amount of truck traffic on Main Street:

1. The City of Palmetto could request dimensional restrictions along Main St. to prohibit over-sized vehicles. This would not affect all commercial vehicles, only those which exceeded established height, length and/or width requirements. A request may be made of GDOT to allow restriction of over-sized vehicles such as this from the downtown area.
2. The City of Palmetto could request from GDOT that Main St. through downtown be re-designated as a business route. A business route designation will not restrict commercial vehicles, and their presence cannot be enforced. The designation of this area as a business route may only serve to discourage some commercial vehicles from the area as it implies more local traffic, more access point conflicts, increased pedestrian activity, on-street parking conflicts, and more controlled delays from traffic signals. For a business designation to be considered, a nearby alternate route for the primary state route must be provided.
3. The most effective, yet most complicated strategy that could be pursued is to request from GDOT that Main Street be removed from the state and federal highway system. In doing so, GDOT would relinquish all responsibility for the portion of the roadway to the City. This would include all maintenance, future reconstruction and any liability. In order for this to be given consideration, an alternate state route must be designated. This proposed state route must be within reasonable distance from the current location, and must not unduly inconvenience commercial vehicles with the number of additional turns required. Imposing several additional turns could pose a safety issue for the trucks and the general public. The new facility would also have to meet current state route design standards, which are based on AASHTO design criteria. ***It is probable that this new facility would include at least four travel lanes as well as extensive shoulder/buffer areas.*** Even though the current Highway 29 facility does not meet these standards, it is “grandfathered” in its current state. Any new facility would have to meet these AASHTO standards.

Although the Planning Team looked into the truck traffic issue extensively, it was concluded that a more detailed study is needed in order to determine what the preferred option would be. The planning scope also needs to be broadened further than just the LCI Study Area in order to make a recommendation on this issue.

**WAYFINDING/GATEWAY PROGRAM STUDY**

Wayfinding/identity signage can act as a significant branding tool for destinations such as Palmetto. They often act as gateways into downtown areas and activity centers, marking entry and exit points for unique places. In addition to often times incorporating city tag lines and population numbers, such signage is often aesthetically reminiscent of the area’s character, history or theme. For example, Palmetto could potentially have such signage designed to architecturally resemble historic buildings in the area by incorporating craftsman or victorian details. Another option might





Although a Main Street one-way project is currently in the ARC long-range plan, such a modification would have an extremely negative impact on future downtown retail

be to somehow mimic the area's railroad heritage by incorporating railroad ties or train imagery into its design.

The existence of such signage is also just as important as the location in which it is physically placed. It is often not enough to simply place it at the city jurisdictional line; Wayfinding signage typically points travelers in the direction of commerce or other attractions. Palmetto could benefit greatly from this type of signage if placed at key gateway locations since it would help draw people to the Downtown. The Planning Team recommends that the city take advantage of wayfinding signage by pursuing it as an additional design study and branding exercise.

#### **CITYWIDE SIGNAL TIMING UPGRADE**

Although the study area does not include a large amount of signalized intersections, an overall signal timing upgrade could significantly improve vehicular safety and traffic flow throughout the city. Traffic signals are often under-maintained and sometimes need to be re-synced with each other. Proper functioning of traffic signals and is often just as important as their existence in the first place and they often need to be reset every few years to better accommodate changes in local circulation patterns.

#### **COLLINSWORTH ROAD WIDENING**

Although widening of Collinworth Road is not currently necessary, it may be beneficial long-term, especially if a direct connection between Phipps Road and Highway 154 is made, thus establishing it as a direct route between the Chattahoochee Hill Country and I-85. In any case, traffic counts along Highway 154, Phipps Rd and Collinworth Road are expected to increase significantly over time, so it is encouraged that city leaders monitor this condition over time to see if additional capacity is needed. The previously mentioned Alternative Truck Route study could impact Collinworth as well.

#### **MAIN STREET ONE-WAY PAIRS PROJECT IN ARC'S LONG-RANGE PLAN**

As of late 2008, a project in ARC long-range plan recommends modifying Main Street to be part of a one-way pair. Although the second street that would serve as part of the pair is not identified in its description, the significant right-of-way and capacity challenges that lie in identifying this street make its implementation extremely detrimental to downtown buildings and existing historic neighborhoods. Additionally, reducing the vehicular activity and visibility of Main Street by making it one-way would have an extremely negative impact on existing and future retail tenants in downtown. Therefore, the Planning Team feels strongly that City of Palmetto should work with ARC to have this project (FS-050) either removed from ARC's long-range plan or modified significantly to not include the one-way pairs.

**ACHTREE LCI DESIGN GUIDELINES**

To encourage new multi-story commercial and office buildings along major transportation routes.

**Site Guidelines:**

**Location:** Commercial/office uses should be developed along heavy-traffic corridors and around the MARTA station, primarily along Peachtree.

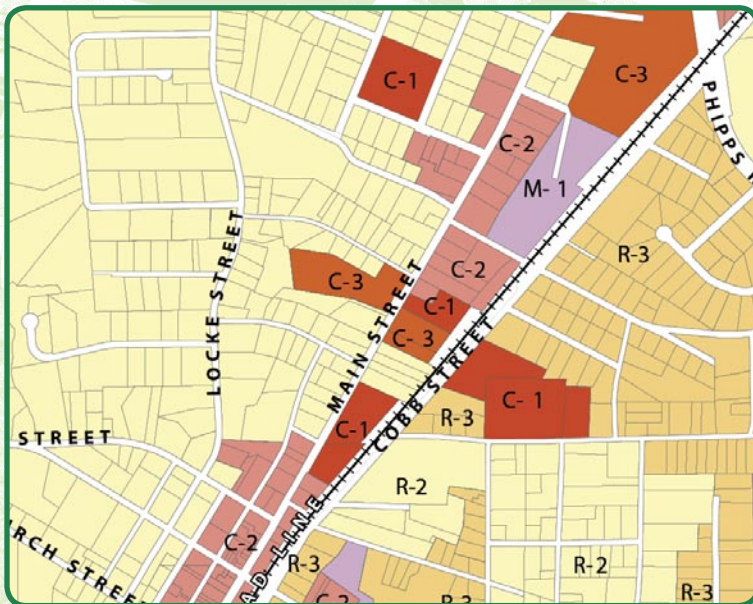
**Street Frontage:** The primary facades should face the main street, with retail/commercial uses enhancing an active pedestrian environment. Ground-floor retail fronting the sidewalk is encouraged. The sizes of the leasable space should be varied to provide for a range of commercial tenants.

**Driveways/Parking:** All new commercial development shall be required to share parking access through the use of a shared alley or drive. To the extent possible, alleys shall be accessed via the side of the block. Where not possible, alleys shall be accessed via the primary street but with minimal curb cuts. Care should be taken not to direct excess traffic on side streets and residential roads.

**Parking Lots/Decks:** Allowed only along the rear of the buildings and shall only be accessed via a shared alley or drive. To the extent feasible, all lots and decks should be screened from the street by the buildings and/or landscaping.

**Sidewalks:** Each individual building should have a sidewalk connecting the entry way of each building or door to the public sidewalk. All new office developments should include a sidewalk with front edge 4-5 feet from the curb/gutter of the roadway. This area shall be planted with grass, small greenery or flowering plants.

The preparation of architectural/design guidelines should be a short-term goal



The City should focus on updating the existing zoning to reflect the LCI vision

**5.1 : 5-YEAR ACTION PLAN**

The 5-Year Action Plan is a tool from the Atlanta Regional Commission (ARC) to outline and track improvement projects and efforts defined by the Livable Centers Initiative Planning Process. The chart on the next page outlines each recommended project and includes an estimate of cost, timing, and funding for each initiative.

Implementation costs in the Action Plan are based on the concepts detailed in sections 3 and 4 of this document. These are early estimates and should be used for budgetary purposes only. Construction costs can vary based on the design of a project and the time at which it is designed and/or bid. More detailed cost estimates should be generated and updated as implementation of individual projects is pursued. Costs in the Action Plan are based on 2008 construction costs. Engineering costs are generally assumed to be 10% of the estimated construction costs of each project. Right of way (ROW) costs are estimated based on the potential value of the area affected based on the concept plans.

The project prioritization included in this Action Plan was developed in coordination with the Core Team and from input gathered through public meetings and other stakeholder input.

**5-YEAR PRIORITY PROJECTS:**

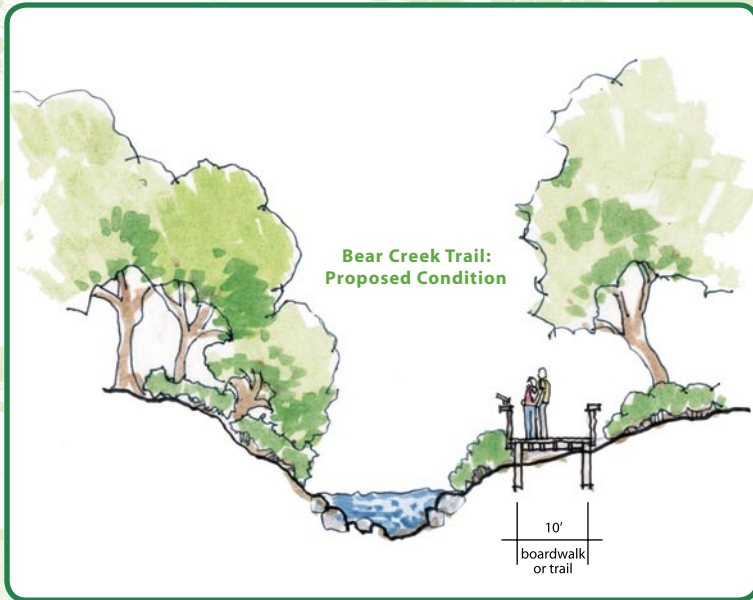
- Implementation of Main Street Pedestrian Improvements in Downtown Area
- Implementation of bike facility on Cobb Street and integration into area bicycle network
- Work with ARC on the Atlanta Regional Strategic Truck Route Master Plan and/or pursue study for an alternate truck route
- Pursue supplemental study for conversion of Church and Toombs Streets to one-way pairs

**5-YEAR STRATEGIC ACTION ITEMS:**

- Incorporation of LCI Plan into the City's Comprehensive Plan (anticipated February 2009)
- Creation of new zoning districts and integration into ordinance
- Preparation of architectural/design guidelines for new development
- Development of a Downtown Business District recruitment and retention strategy
- Identify funds for purchase of land along Main Street for future public space

**5.2 : FUNDING**

To design and implement the suggested transportation projects a variety of funding sources will be necessary. The following is a list of potential funding sources for projects suggested by this study.



Greenspace and trail projects can be funded through TE grants as well as private foundations

**LCI FUNDS**

The Planning Team and Core Team identified several transportation projects and supplemental studies to be pursued in the near-term. Two LCI identified transportation projects can be pre-qualified for LCI funding. Although Main Street Downtown Pedestrian Improvements and Cobb Street bike facility seem to be the two priority transportation projects, it is expected that city leaders and council will validate these in the coming months. Following pre-qualification, the City may apply for up to \$4 million in construction funding for each of these two projects.

If feasible, the City of Palmetto, in cooperation with other partners, may want to consider funding design and engineering of priority projects in order to shorten the implementation timeframe.

**GDOT/STATE FUNDING**

Projects such as a Citywide Signal Timing Upgrade or Collinsworth Road Widening could be funded with assistance from GDOT as part of safety and/or technology upgrades. The City should begin and/or continue conversations with GDOT’s state and district officials to monitor and compete for project funding with GDOT.

**TE (TRANSPORTATION ENHANCEMENT) AND OTHER GRANTS**

Projects such as the proposed Bear Creek Trail would most likely be funded through transportation enhancement funds or other open space/greenway/trail grants. TE funding applications are typically accepted once a year or every other year and are competitive within each GDOT Commission District. Typical grants range from \$500,000 to \$1,000,000. The PATH Foundation and the Department of Natural Resources’ Recreational Trails Program are other potential funding sources.

Private foundations may be another source of likely funding for greenway trail and open space initiatives such as potential open spaces downtown or on the old school site along Fayetteville Road. Several national and local groups and foundations have money available for open space preservation and development and greenway trail development.

Transportation Projects

Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Match Local Source & Amount	
<b>SHORT-TERM PRIORITIES</b>												
Main Street Pedestrian Improvements - Downtown Area	Pedestrian, Intersections	2010	\$167,000	2011	\$300,000	2012	\$1,665,000	\$2,132,000	City	LCI	City \$630,000	
Cobb Street Bicycle & Pedestrian Improvements	Bicycle, Pedestrian, RR Underpass	2010	\$235,000	2011	\$500,000	2012	\$2,350,000	\$3,085,000	City	LCI	City \$840,800	
Church/Toombs Streets - One-Way Pairs Supplemental Study	Study	2011	N/A	2013	N/A	2014	N/A	\$100,000	City	City	City N/A	
Alternate Truck Facility Study	Study	2009	N/A	N/A	N/A	N/A	N/A	N/A	ARC/City	ARC Freight Study	City N/A	
<b>MID-TERM PRIORITIES</b>												
Main Street Pedestrian Improvements - Northern Area	Pedestrian, Intersection	2013	\$150,000	2014	\$200,000	2015	\$1,505,000	\$1,855,000	City	LCI	City \$538,200	
Hutcheson Ferry Road - Bicycle Facility	Bicycle	2013	\$120,000	2014	N/A	2015	\$1,200,000	\$1,320,000	City	City/LCI	City \$388,000	
Carlton Road Pedestrian Improvements	Pedestrian	2010	\$343,000	2011	N/A	2012	\$3,432,000	\$3,775,000	City	Safe Routes to School/City	City N/A	
<b>LONG-TERM PRIORITIES</b>												
Center/West Streets - One-Way Pairs Supplemental Study	Study	2016	N/A	2017	N/A	2018	N/A	\$50,000	City	City	City \$10,000	
Cascade-Palmetto Highway Bicycle Facility	Bicycle	2016	\$10,000	2017	N/A	2018	\$100,000	\$110,000	City	PATH/LCI/City	City \$22,000	
Bear Creek Trail	Pedestrian, Bicycle	2014	N/A	2015	N/A	2016	TDB	TBD	City/PATH	City/PATH	City N/A	
Locke Street Pedestrian Improvements	Pedestrian	2018	\$110,000	2019	N/A	2020	\$1,100,000	\$1,210,000	City	City	City \$242,000	
Turner Avenue Pedestrian Improvements	Pedestrian, Bicycle	2018	\$80,000	2019	N/A	2020	\$800,000	\$880,000	City	City	City \$176,000	
Sims/Hill/Rhae Pedestrian Improvements	Pedestrian	2018	\$100,000	2019	N/A	2020	\$1,000,000	\$1,100,000	City	City	City \$220,000	
Fayetteville Road Pedestrian and Bicycle Improvements	Pedestrian, Bicycle	2016	\$170,000	2017	N/A	2018	\$1,700,000	\$1,870,000	City/PATH	City/PATH	City \$374,000	
MARTA Bus Re-Route and Facilities Upgrade	Transit	2010	N/A	N/A	N/A	2011	N/A	N/A	MARTA/City	MARTA/City	N/A N/A	
Wayfinding/Gateway Signage Study	Study	2012	N/A	N/A	N/A	2017	N/A	\$60,000	City	City	City N/A	
Citywide Signal Timing Upgrade	Study	2015	N/A	N/A	N/A	2017	N/A	\$50,000	City	City/GDOT/LCI	City \$10,000	
Collinsworth Road Widening	Pedestrian	2018	\$530,000	2019	N/A	2020	\$5,300,000	\$5,830,000	GDOT	GDOT	City N/A	

<b>Totals</b>			<b>\$2,015,000</b>		<b>\$1,000,000</b>		<b>\$20,152,000</b>	<b>\$23,427,000</b>			
---------------	--	--	--------------------	--	--------------------	--	---------------------	---------------------	--	--	--

**Development Projects/Initiatives**

Description/Action	Cost	Priority	Responsible Party	Funding Source
New Open Space on Main Street	N/A	short	City	City
Spurlin Area Mixed-Use Development	N/A	short	Private	Private
New Park at Old School Site	N/A	mid	City/County	City/County
Townhomes/Baptist Church Redevelopment	N/A	mid	Private	Private
Main Street Mixed-Use Development (from Menefee northward)	N/A	mid	Private	Private
New City Hall at current Wayside Site	N/A	long	City	City
Townhomes on City Hall site	N/A	long	Private	Private
Townhomes/Multifamily on Center Street (north of Menefee)	N/A	long	Private	Private
New Commercial Building on Main (across from Community Center)	N/A	long	Private	Private
Main Street Mixed-Use Development (south corner of Main/Menefee)	N/A	long	Private	Private
Main Street Mixed-Use Development (between Church/Toombs)	N/A	long	Private	Private

**Other Local Initiatives**

Description/Action	Cost	Year	Responsible Party	Funding Source
Amend zoning ordinance to reflect future vision	\$75,000	2009	City	City
Prepare architectural/design guidelines for new development	\$25,000	2010	City	City