

action plan





9.0 Action Plan

Some of the implementation steps identified in this section seek to provide the conditions under which the plan vision can be achieved, by way of providing necessary public investments and the development of appropriate programs, policies, projects, and other actions.

9.1 Controlling Factors

The implementation of the Plan will depend on action being taken to:

- Revise existing regulations
- Undertake more detailed studies to resolve and explore the constraints and opportunities identified by this plan
- Improve transportation facilities and service

The implementation steps identified in this section will be executed in phases and will be subject to a variety of factors that will determine their timing. These factors include the following:

- 1) The availability of the personnel and financial resources necessary to implement the specific proposals
- 2) Whether an implementation step is a necessary independent project or program, or a component of the rational evaluation of a new development project
- 3) The interdependence of the various implementation steps, in particular, the degree to which implementing one task is dependent on the successful completion of another project or program
- 4) The relative severity of the problem that a particular action is designed to remedy

9.2 Studies and Advocacy

As an initial step to implementation and in order to better develop several of the recommended projects, several studies should be performed and advocacy efforts be made. Each of the studies should be initiated in the near term and advocacy efforts should be made on an ongoing basis. They are as follows:

Transit

- SA1 – Express Bus Service Enhancements
- SA2 – Activity Center Circulator Expansion
- SA3 – MARTA – Increase Frequencies
- SA4 – Transit Signal Priority
- SA5 – Queue Jumper Lanes



Bicycle

SA6 – Bicycle Routes/Lanes

Transportation Demand Management

- SA7 – Zipcar
- SA8 – TDM Education Campaign
- SA9 – Congestion Monitoring Web Application

System

- SA10 – I-85/GA 400 SB to NB Connection – Interim
- SA11 – I-85/GA 400 SB to NB Connection – Long Term
- SA12 – I-85/GA 400 SB Merge Improvements
- SA13 – I-85/Lindbergh Drive HOV Ramps

New Connections

- SA14 – Buckhead Loop to Piedmont Center (Shuttle/Express Bus Only)
- SA15 – Piedmont Road to Roswell Road
- SA16 – Piedmont Road to Maple Drive (Two Connections)

Regulatory

- SA17 – Buckhead CID Extension/Special Assessment District
- SA18 – Buckhead CID/BATMA DRI Review
- SA19 – Zoning Ordinance Amendments (SPI 9, 12, and 15)
- SA20 – Impact Fee Credit Structure
- SA21 – GA 400 Toll Policy Changes
- SA22 – Side-Street Maximum Signal Timing Policy Changes

Further Investigation by the City

- SA23 – Piedmont Road/Roswell Road/Habersham Road Triangle Long Term
- SA24 – Miami Circle Extension Over GA 400

Other Studies

- SA25 – Beltline
- SA 26 – Commuter Rail
- SA27 – Connect Atlanta Plan

The following provides detailed descriptions of each recommended study or advocacy effort.

SA1 – Express Bus Service Enhancements

This study includes the investigation of the cost-effectiveness of creating new express bus routes serving key destinations in Buckhead from Cobb, DeKalb and Gwinnett Counties. Study the specific drop-off locations in Buckhead that would maximize bus ridership, safety, and convenience. This study recommends that at a minimum, express bus should serve the northern activity center (Piedmont Center office park and the Tower Place complex) and points east along Peachtree Road. Secure funding to initiate express service.

SA2 – Activity Center Circulator Expansion

Study methods to restore service and funding for the “buc” shuttle following anticipated significant federal funding cutbacks. While funding shortfalls exist, this study recommends expansion of service both through higher frequencies and physical expansion to the south and west.

SA4 – MARTA – Increase Frequencies

MARTA should evaluate the recommendations for increased frequencies as listed in this study. These increased frequencies should be studied in terms of their impacts to the regional MARTA system.

SA5 – Queue Jumper Lanes

This study recommends queue jumper lanes at several locations along the Piedmont Road corridor. Available right-of-way will need to be investigated and negotiations began before valuable property is developed. The City of Atlanta should also investigate other corridors in which queue jumper lanes would be beneficial to transit activity (i.e. Peachtree Road).

SA6 – Bicycle Route Designation

As stated in this report, it is recommended that the City of Atlanta investigate possible bicycle routes that utilize existing neighborhood street adjacent to Piedmont Road. A thorough study should be performed to take the recommendations from this report and determine their feasibility based on suitability factors created by the City.

SA7 – Zipcar

Advocacy efforts should be made to rally support for Zipcar to implement service in Buckhead. Given the efforts as presented in this report to provide express bus service and encourage transit use, Zipcar will have an increasingly important role in transporting people in Buckhead that may not have driven to the area.



SA8 – TDM Education Campaign

Transportation Demand Management strategies are currently in place and organized by BATMA and the ARC. This study will include gathering an inventory of existing effective TDM strategies and involved gathering additional information in regards to effective programs from other peer cities. This study should determine funding sources for a major TDM campaign to be organized by BATMA. Discussions should be started between BATMA and the City of Atlanta to implement this as a city-wide initiative.

SA9 – Congestion Monitoring Web Application

While the Georgia Navigator performs well at collecting congestion information on the region's freeway system, complete and accurate surface street information is somewhat harder to determine. The technology to support this project should be investigated for practical use on Buckhead's streets and discussions should begin with the City to determine funding sources and implementing the program in phases.

SA10 – I-85/GA 400 SB to NB Connection – Interim

While this study reviewed traffic volumes along Sidney Marcus Boulevard, Buford Highway, and Cheshire Bridge Road, a complete traffic analysis should be performed for the area in coordination with the proposed Buford Highway MARTA bus rapid transit.

SA11 – I-85/GA 400 SB to NB Connection – Long Term

A study is currently under way by GDOT to determine feasibility and placement of the proposed ramps. This report stresses the severe need for the ramps and it is recommended that advocacy efforts from local agencies and community groups continue to support the project.

SA12 – I-85/GA 400 SB Merge Improvements

This report recommends restriping southbound I-85 to accommodate an improved merge with GA 400. While it is anticipated that this would improve traffic conditions along GA 400, a more thorough study should be performed to determine the exact effect this would have on congestion along I-85 north of the merge.

SA13 – I-85/Lindbergh Drive HOV ramps

This report recommends HOV ramps at Lindbergh Drive onto southbound I-85 and off of northbound I-85. Additional due diligence should be performed for the ramps and initial steps should be taking to begin the design process.

SA14 – Buckhead Loop to Piedmont Center (Shuttle/Express Bus Only)

This recommendation is intended to provide direct access for shuttles and busses to the Buckhead MARTA rail station. A study should be performed to determine circulation of the proposed express bus service through the Piedmont Center site. The existing parking structure should be investigated for structural sufficiency and an express bus route which serves Piedmont Center should be programmed before any construction on the connection occurs.

SA15 – Piedmont Road to Roswell Road

The challenge with this much needed connection is alignment within the existing commercial and residential parcels. A more thorough traffic study (including an origin and destination study) should be performed to determine the exact amount of traffic expected to use the facility. Discussions with property owners should also be initiated.

SA16 – Piedmont Road to Maple Drive (Two Connections)

These two recommended connections provide a great benefit to the area south of Peachtree Road and create a more appropriate redevelopment infrastructure along the corridor. Advocacy efforts should be made to work with developers as the parcels are redeveloped to ensure that the connections are made.

SA17 – Buckhead CID Extension/Special Assessment District

A study should be performed to impacts of an extension of the Buckhead CID south to I-85. The benefits of implementing a special assessment district should also be investigated, as well as other local funding sources.

SA18 – Buckhead CID/BATMA DRI Review

The Buckhead CID and BATMA should investigate methods of participation in the DRI Review process and determine appropriate staffing levels to accommodate the additional demand on the organizations.

SA19 – Zoning Ordinance Amendments (SPI 9, 12, and 15)

Since amendments to SPI ordinance is a long process, it is recommended that initial advocacy efforts be made to begin discussions with NPUs to discuss the changes as described in this report.



SA20 – Impact Fee Credit Structure

This report outlines changes to the impact fee credit structure. It is recommended that discussions with the City of Atlanta begin immediately (as part of the Connect Atlanta Plan).

SA21 – GA 400 Toll Policy Changes

SRTA is currently undergoing a study on toll policy. It is recommended that advocacy efforts be made that reflect the recommendations as outlined in this report.

SA22 – Side-Street Maximum Signal Timing Policy Changes

Additional data should be collected to gain a better understanding of signal timing for driveways along major corridors within the City. If this data proves that side-streets are currently allocated a large percentage of signal time during peak hours, efforts should be made to create a city-wide standard for maximum side-street time given to any signal along a major corridor.

SA23 – Piedmont Road/Roswell Road/Habersham Road Triangle Long Term

This report identifies interim measures that will improve traffic operations of the intersection cluster, however more work is needed to determine a long term solution. It is recommended that the City of Atlanta include a study of this area (in the context of the region's deficiencies) in the Connect Atlanta Plan.

SA24 – Miami Circle extension over GA 400

This study aims to make connections where they currently do not exist. It is recommended that Miami Circle connect over GA 400 to either Canterbury Road or Burke Road; however, no specific traffic analysis was performed. It is recommended that an origin and destination study be performed as an initial step in determining the need for the connection and its impacts on Piedmont Road, Sidney Marcus Boulevard, and Lenox Road.

SA25 – Beltline

Participate in studying the best routes for the planned Beltline transit and trail to serve the Lindbergh MARTA station. This study recommends a direct connection to the Lindbergh Center MARTA station. This study should be performed under the leadership of Beltline Inc.

SA26 – Commuter Rail

Participate in studies and advocacy efforts to initiate commuter rail service between Gainesville, Buckhead, and points south.

SA27 – Connect Atlanta Plan

Participate in the City of Atlanta Comprehensive Transportation Plan, Connect Atlanta Plan.

9.3 Project Priority List

Projects, studies, and advocacy efforts associated with this plan should be addressed aggressively. The following schedule lists their recommended timing divided into three categories. The partnering agencies as described previously in this report should be held responsible for the execution of initial steps, such as feasibility studies, based on the time-table provided below. Partnering agencies should also help create a funding strategy, since certain funding sources are available to individual agencies.

- Near-term tasks should be considered when the Buckhead CID, BATMA and the City prepare the next Capital Project Appropriations for Fiscal Year 2009 and subsequent appropriations in 2010 through 2012. Near-term tasks are those started within the five year time frame.
- Short-term tasks should begin implementation between 2013 and 2018.
- Long-term tasks should begin implementation between 2019 and 2030.

The following project priority list is for the Piedmont Road improvements identified in this study. For the purpose of this study, this list is independent from ongoing Buckhead projects and programs including Phase II of the Peachtree Road Complete Streets project. The projects were prioritized based on several factors including the following:

- Right-of-way constraints
- Cost
- Overall impact of improvement
- Ease and time sensitivity of implementation
- Community support

Near-term (2008-2012)

Near-term tasks should be considered when the Buckhead CID, BATMA and the City prepare the next Capital Project Appropriations for Fiscal Year 2009 and subsequent appropriations in 2010 through 2012. Near-term tasks are considered a five-year plan. Each of the studies and advocacy efforts as listed in Section 8.2 should be initiated during the near term.



Transit

- T1 – Express Bus Service Enhancements
- T2 – Activity Center Circulator Expansion
- T4 – MARTA – Consolidate/Improve Bus Stops
- T5 – Transit Signal Priority
- T6 – Develop Uniform Bus Stop Standards
- T7 – Queue Jumper Lanes

Pedestrian

- P1 – Pedestrian Crossing Safety Improvements (Entire Corridor)
- P3 – Pedestrian/Bicycle Bridge Over GA 400 (Northern Concourse)

Bicycle

- B1 – Bicycle Routes/Lanes

Transportation Demand Management

- TDM1 – Zipcar
- TDM2 – TDM Education Campaign

Corridor

- C1 – Signal Timing Plan
- C2 – Signal Equipment Upgrades
- C5 – Streetscape Specifications
- C6 – Georgia Power Substation Screening

Intersection

- I1 – Piedmont Road/Roswell Road/Habersham Road Triangle
- I4A – Piedmont Road at East Wesley Road – Interim

New Connections

- NC1 – Buckhead Loop to Piedmont Center (Shuttle/Express Bus Only)

Regulatory

- R1 – Buckhead CID Extension/Special Assessment District
- R2 – Buckhead CID/BATMA DRI Review
- R3 – Zoning Ordinance Amendments (SPI 9 and 12)
- R4 – Impact Fee Credit Structure
- R5 – GA 400 Toll Policy Changes (Ongoing by SRTA)
- R6 – Side-Street Maximum Signal Timing Policy Changes

Short-term (2013-2018)

Short-term tasks should begin implementation between 2013 and 2018. These include the following:

Transit

- T3 – MARTA – Increase Frequencies

Pedestrian

- P2 – Sidewalk Improvements – Powers Ferry Road to Buckhead Loop

Transportation Demand Management

- TDM3 – Congestion Monitoring Web Application

Corridor

- C3 – Speed Limit Reductions
- C4 – Way-Finding Signage
- C7 – Buckhead Loop to Peachtree Road (Capacity Improvement)
- C8 – Peachtree Road to Pharr Road (Capacity Improvement)
- C9 – Pharr Road to Sidney Marcus Boulevard (Capacity Improvement)
- C10 – Sidney Marcus Boulevard to Lindbergh Drive (Capacity Improvement)
- C11 – Lindbergh Drive to Lambert Drive (Capacity Improvement)

Intersection

- I2 – Piedmont Road at Buckhead Loop
- I3 – Piedmont Road at Tower Place Drive
- I4B – Piedmont Road at East Wesley Road – Long Term
- I5 – Miami Circle Relocation
- I6 – Lindbergh Drive Consolidation/Main Street Signal

System

- S1A – I-85/GA 400 SB to NB Connection – Interim
- S2 – I-85/GA 400 SB Merge Improvements

New Connections

- NC2 – Piedmont Road to Roswell Road (To Occur With Redevelopment)
- NC3 – Piedmont Road to Maple Drive (Two Connections, To Occur With Redevelopment)



Long-term (2019-2030)

Long-term tasks should begin implementation between 2019 and 2030. These include the following:

- System
- S1B – I-85/GA 400 SB to NB Connection – Long Term
- S3 – I-85/Lindbergh Drive HOV Ramps

- Further Investigation by the City
- FI1 – Piedmont Road/Roswell Road/Habersham Road Triangle Long Term Solution
- FI2 – Miami Circle Extension Over GA 400

9.4 Project Details

Table 24 provides each recommended project along with its priority level, cost, and partnering agencies most appropriate for the responsibility of implementation.

Table 24 Project Priority List					
		Project	ROW Cost	Total Cost	Agencies
Near Term (2009 – 2012)					
Transit	T1	Express Buss Service Enhancements	N/A	Cap: \$8,100,000 Operating: 1,100,000/yr	CCT, GCT, GRTA
	T2	Activity Center Circulator Expansion	N/A	Operating: \$1,000,000/yr	Buckhead CID, CoA, MARTA
	T4	Consolidate/Improve Bus Stops	N/A	\$715,000	MARTA
	T5	Transit Signal Priority	N/A	\$550,000	MARTA
	T6	Uniform Bus Stop Standards	N/A	\$50,000	CoA, MARTA
	T7	Queue Jumper Lanes	\$4,200,000	\$7,300,000	CoA, GDOT
	Pedestrian	P1	Pedestrian Crossing Safety Improvements (Entire Corridor)	N/A	\$7,700,000
P3		Pedestrian/Bicycle Bridge over SR 400 (Northern Concourse)	N/A	\$1,200,000	Buckhead CID, MARTA, SRTA
Bicycle	B1	Bike Routes/Lanes	N/A	\$55,000	CoA
Transportation Demand Mgmt	TDM1	Zipcar	N/A	Operating: \$57,000/yr	Buckhead CID
	TDM2	TDM education campaign	N/A	Operating: \$100,000/yr	CoA, BATMA, Buckhead CID
Corridor	C1	Signal Timing Plan	N/A	\$100,000	CoA, GDOT
	C2	Signal Equipment Upgrades	N/A	\$100,000	Buckhead CID, GDOT
	C5	Streetscape Specifications	N/A	\$150,000	Buckhead CID, CoA
	C6	Georgia Power Substation Screening	N/A	\$50,000	Ga Power
Intersection	I1	Piedmont Road/Roswell Road/Habersham Road Triangle	\$2,800,000	\$7,000,000	Buckhead CID, CoA, GDOT
	I4A	Piedmont Road at East Wesley Road – Interim	N/A	\$7,000	Property Owners
New Connections	NC1	Buckhead Loop to Piedmont Center (Shuttle/Express Bus Only)	N/A	\$200,000	CoA, GDOT, Property Owners
Regulatory	R1	Buckhead CID Extension/Special Assessment District	N/A	\$50,000	Buckhead CID
	R2	Buckhead CID/BATMA DRI Review	N/A	N/A	Buckhead CID, BATMA
	R3	Zoning Ordinance Amendments (SPI 9, 12, and 15)	N/A	\$150,000	CoA, Buckhead CID
	R4	Impact Fee Credit Structure Amendments	N/A	\$100,000	CoA
	R5	GA 400 Toll Policy Changes	N/A	\$150,000	SRTA
	R6	Side-Street Maximum Signal Timing Policy	N/A	\$50,000	Buckhead CID, CoA
Short Term (2013 – 2018)					
Transit	T3	MARTA – Increase Frequencies	N/A	Cap: \$9,000,000 Operating: \$40,500,000/yr	MARTA
Pedestrian	P2	Sidewalk Improvements – Powers Ferry Road to Buckhead Loop	N/A	\$1,000,000	CoA, GDOT

Transportation Demand Management	TDM3	Congestion Monitoring Web Application	N/A	\$5,000,000	CoA, BATMA, Buckhead CID, GDOT
Corridor	C3	Speed Limit Reductions	N/A	\$50,000	Buckhead CID, GDOT
	C4	Way-Finding Signage	N/A	\$55,000	Buckhead CID
	C7	Buckhead Loop to Peachtree Road	\$12,200,000	16,100,000	Buckhead CID, CoA, GDOT, Property Owners
	C8	Peachtree Road to Pharr Road	\$10,000,000	\$15,600,000	Buckhead CID, CoA, GDOT, Property Owners
	C9	Pharr Road to Sidney Marcus Boulevard	N/A	\$1,200,000	Buckhead CID, CoA, GDOT
	C10	Sidney Marcus Boulevard to Lindbergh Drive	\$11,000,000	\$16,700,000	Buckhead CID, CoA, GDOT, Property Owners
Intersection	C11	Lindbergh Drive to Lambert Drive	N/A	\$1,600,000	Buckhead CID, CoA, GDOT
	I2	Piedmont Road at Buckhead Loop	N/A	\$500,000	Buckhead CID, CoA, GDOT
	I3	Piedmont Road at Tower Place Drive	N/A	\$400,000	Property Owners
	I4B	Piedmont Road at East Wesley Road – Long Term	N/A	\$700,000	Buckhead CID, CoA, GDOT Property Owners
	I5	Miami Circle Relocation	\$4,700,000	\$5,500,000	Buckhead CID, CoA, GDOT
System	I6	Lindbergh Drive Consolidation/Main Street Signal	\$1,200,000	\$6,000,000	CoA, GDOT, Property Owners
	S1A	I-85/GA 400 SB to NB Connection – Interim	\$3,500,000	\$7,400,000	GDOT, SRTA
New Connections	S2	I-85/GA 400 SB Merge Improvements	N/A	\$1,000,000	GDOT, SRTA
	NC2	Piedmont Road to Roswell Road	\$11,900,000	\$13,300,000	CoA, GDOT, Property Owners
Further Investigation by City	NC3	Piedmont Road to Maple Drive (two connections)	\$11,000,000	\$12,800,000	CoA, GDOT, Property Owners
	Long Term (2019-2030)				
System	S1B	I-85/GA 400 SB to NB Connection – Long Term	N/A	\$26,800,000	GDOT, SRTA
	S3	I-85/Lindbergh Drive HOV Ramps	N/A	\$3,500,000	GDOT, SRTA
Further Investigation by City	FI1	Piedmont Road/Roswell Road/Habersham Road Triangle – Long Term	N/A	N/A	CoA, GDOT, Property Owners
	FI2	Miami Circle Extension of GA 400	\$15,600,000	\$22,100,000	CoA, GDOT, Property Owners