

JONESBORO ROAD REDEVELOPMENT PLAN

Atlanta, Georgia



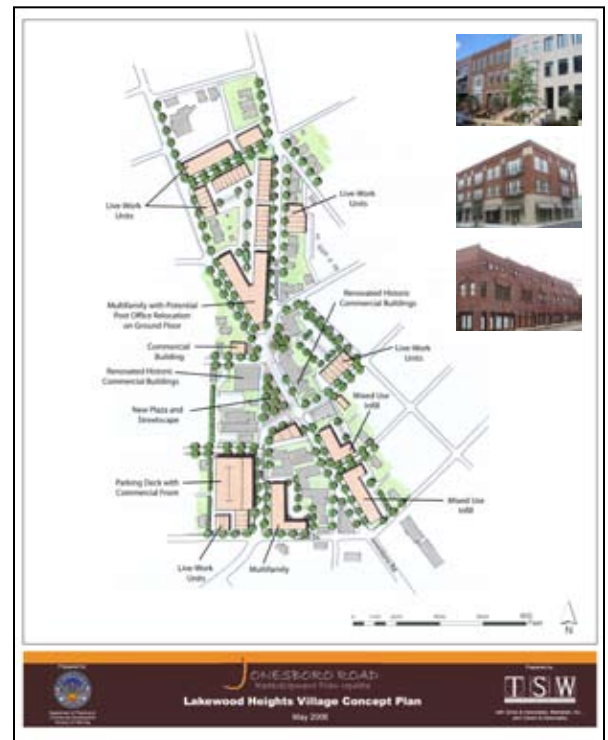
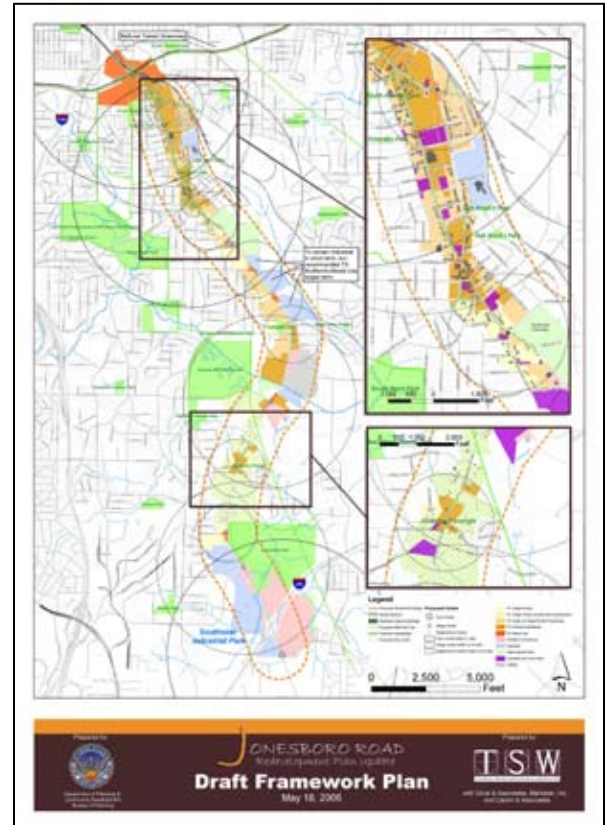
Jonesboro Road is a six mile corridor stretching from intown Atlanta to Clayton County. The road runs through diverse environments, including pre-World War II urban neighborhoods, post World War II suburbs, and areas that still feel almost rural. At one time, Jonesboro Road was the key highway connecting Atlanta to points south. Unfortunately, the construction decades ago of I-75, one mile to the west, effectively caused growth to bypass the corridor. With it, businesses closed and development halted. In recent years, however, the corridor has seen its fortunes change as citywide population growth has pushed development into this overlooked corridor. Unfortunately, much of this growth has occurred on forested lands and in a haphazard manner that threatens to displace longtime residents and destroy area character.

In late 2005, TSW was retained by the City of Atlanta to prepare an Urban Redevelopment Plan for Jonesboro Road that would establish a long-term plan for preserving its historic resources, neighborhood character, and sense of place. At the same time, the plan needed to establish a framework for economic growth that benefited existing and new residents. Most importantly, the plan had to contain a clearly defined implementation strategy that would allow Mayor Franklin to fulfill her promise of revitalizing Jonesboro Road as part of one of six citywide economic redevelopment priorities.

With this mission, TSW and sub-consultants Grice & Associates and Marketek, Inc. embarked on an eight month process to create an action-oriented Urban Redevelopment Plan for Jonesboro Road. After a detailed analysis of existing conditions, and an extensive public involvement process, the team developed a neighborhood-based plan that will result in thousands of new jobs and mixed-income housing units, miles of sidewalks, and acres of new park space. This will be accomplished by supporting the redevelopment of existing marginal commercial and industrial lands, preserving existing green spaces, and targeting infrastructure investment into key redevelopment sites.

Key recommendations of the plan include the identification of several catalytic development sites along the corridor that will remove its greatest liabilities through market viable redevelopment. Among these are a car impound yard targeted for a mixed-use development, a redevelopment of a former shopping center into a pedestrian-oriented big box development, and small infill projects within the Lakewood Heights neighborhood commercial node. For each site, the plan recommends policies and projects that the City can take to support private redevelopment.

The plan also includes a 15-year capital improvements program for various identified transportation and infrastructure projects. These include: a new east-west road to connect Jonesboro Road to Moreland Avenue; bus service upgrades; intersection realignments; a greenway trail system; and several dozen pedestrian improvements. These improvements are intended to spur private investment and target growth into already-developed portions of the corridor, rather than its last forested tracts.



top: Draft Framework Plan showing land use and transportation upgrades
bottom: Concept Plan for Lakewood Heights Village