

PONCE DE LEON AVENUE CORRIDOR STUDY

Atlanta, Georgia



TUNNELL-SPANGLER-WALSH & ASSOCIATES

2005 GPA Award: Outstanding Planning Project:
(Transportation and Corridor Study)

The Ponce de Leon Avenue Corridor Study was prepared by TSW in late 2004 as part of the Ponce de Leon/Moreland Avenues Corridor Study to guide growth along this important urban arterial. Sponsored by the City of Atlanta and the Georgia Department of Transportation, the Study focused on transportation, land use, urban design, infrastructure and historic resource protection along 2.1 miles of the avenue between Peachtree Street and Moreland Avenue. The primary focus was the avenue itself, with neighborhoods within one-quarter mile constituting an area of influence. Via an extensive six month public involvement process, the Study identified key recommendations intended to guide positive change and thoughtful preservation.

Transportation recommendations included: improving traffic operations by focusing on more efficient utilization of existing pavement; balancing the avenue's regional role with its context; reducing curb cuts, and making MARTA transit facilities more user-friendly and efficient. Plans call for installing a median along key segments, implementing a corridor-wide streetscape, establishing enhanced bus service, creating a stop along the proposed Beltline transit greenway, and creating a parallel bicycle route on North Avenue.

Land use recommendations were integrated with transportation ones and included: establishing a series of different-scaled centers every one-quarter to one-half mile; promoting more intense mixed-use and commercial uses in these centers; filling in the interstitial areas with primarily residential uses; and establishing historic protection for historic structures.

The study also included recommendations for improving public safety, increasing park space, protecting the corridor's diversity, and providing a range of housing options. An implementation strategy that included zoning changes, policies, programs, and projects, as well as funding sources, was also included to assist the City of Atlanta in implementing this important project.



top right: Ponce de Leon Avenue today

middle right: Ponce de Leon Avenue after streetscape

right: Ponce de Leon Avenue with long-term redevelopment

below: Map showing long-term land uses, nodes, streetscape projects and new parks

