

Draft Goals and Objectives

March 11, 2006

The following are the goals and objectives of the Jonesboro Road Redevelopment Plan Update, developed from input obtained at the Kickoff meeting, held on January 24, 2006:

Urban Design and Historic Resources Goals

Goal: Identify and preserve historic resources and local sense-of-place.

Objective: Create a “gateway” into Lakewood Heights that reflects its historic character.

Objective: Preserve and protect historically significant buildings and sites.

Objective: Utilize urban design guidelines in historic areas to that ensures that new development maintain their historic integrity of resources.

Objective: Provide opportunities for landscaping and streetscape improvements.

Objective: Work with potential developers to establish designs suitable with the community character.

Objective: Increase public awareness of historic resources.

Goal: Utilize redevelopment to mend the urban fabric.

Objective: Ensure that new development in many areas is truly urban, rather than suburban, in form and scale.

Objective: Respect the primacy of the sidewalk as a city’s primary public space.

Objective: Utilize building materials that are durable.

Transportation and Circulation Goals

Goal: Enhance the pedestrian environment by making walking safe and convenient.

Objective: Create and maintain a system of safe sidewalks and pedestrian crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.

Objective: Minimize speeding and cut-through traffic in neighborhoods.

Objective: Utilize building and site planning designs that reduce the walking distances.

Objective: Encourage building forms that encourage pedestrian usage and increase pedestrian comfort.

Objective: Provide an attractive, pedestrian-friendly sidewalk environment with greenery, street trees, wide sidewalks, pedestrian lighting, buried utilities and outdoor dining.

Objective: Focus pedestrian facilities near schools, in areas with high elderly populations, and other locations with high pedestrian traffic.

Goal: Improve vehicular safety along Jonesboro Road, while respecting its urban context and impact on other modes of travel.

Objective: Reduce traffic disruptions associated with a high number of turning movements and curb cuts.

Objective: Target problematic traffic points and intersections through improvement programs.

Objective: Provide adequate parking in commercial and mixed-use nodes.

Objective: Connect new developments with existing street pattern.

Objective: Utilize access management solutions, such as consolidated curb cuts, cross-access easements, and alleys, to reduce the number of curb cuts.

Objective: Utilize roadway design and signalization programs that favor drivers who drive responsible (reasonable acceleration, at the speed limit, etc).

Objective: Reduce driver confusion associated with shifting lanes, lane drops, unused pavement, and poorly marked intersections.

Objective: Reduce unnecessary roadside clutter so that traffic signs and design cues can more effectively support responsible driving in an urban context.

Objective: Eliminate drainage problems.

Objective: Psychologically narrow streets by placing new buildings at the back of the sidewalk to increase the sense of enclosure.

Objective: Reduce speeding at off-peak hours.

Goal: *Make bicycling pleasant and safe.*

Objective: Connect parks, neighborhoods, schools, proposed transit stations and commercial/mixed-use nodes with bicycle facilities.

Objective: Increase on-street bicycle lane options, signage and awareness.

Objective: Enhance off-street bicycle path facilities, where desired.

Objective: Increase on-street bicycle lane options where desired.

Goal: *Promote a variety of transit choices.*

Objective: Expand transit facilities for senior residents.

Objective: Encourage enhancement of existing MARTA service through improved frequency of MARTA bus routes, particularly during the weekends.

Objective: Enhance and improve transit facilities with integration of the Belt Line.

Objective: Utilize transit to reduce the impact of automobile on the quality of life.

Objective: Provide land use patterns that support transit.

Objective: Provide improved bus facilities, such as posted schedules, shelters, and improved reliability.

Objective: Integrate transit with pedestrian improvements.

Land Use and Zoning Goals

Goal: Provide a balanced mix of compatible land uses.

Objective: Ensure a mix of commercial uses compatible with the design and character of the surrounding community.

Objective: Expand commercial opportunities by encouraging a diverse retail, restaurants, services and employment options.

Objective: Develop zoning regulations and land use policies that reflect the desired scale and character of historic areas, such as the Lakewood Heights Historic District.

Objective: Focus development and redevelopment toward substandard, deteriorated and dilapidated parcels, rather than undeveloped parcels.

Objective: Encourage development around key intersections.

Objective: Limit auto-oriented land uses in areas where their impacts on neighborhoods and traditional neighborhood community centers are minimized.

Objective: Encourage new developments to be constructed in a sustainable manner that is comparable to the community vision.

Markets Goals

Goal: Establish community supported, market-based development strategies.

Objective: Support neighborhood commercial uses.

Objective: Establish market-based and financially viable development concepts, while respecting the community's vision for its future.

Objective: Provide a healthy mix of retailers, restaurants, services and professional uses.

Housing Goals

Goal: Ensure a mix of quality housing options.

Objective: Prevent displacement of existing residents from redevelopment.

Objective: Encourage a variety of new housing types, neighborhoods, and prices that reflect the desired scale and character of the corridor.

Objective: Focus reinvestment/redevelopment opportunities in neighborhoods with vacancies, or are in need of repair.

Objective: Identify senior housing opportunities where seniors can walk to parks, retail services, churches, and other daily needs.

Economic Development Goals

Goal: Encourage the economic development of the corridor.

Objective: Protect and expand viable industrial areas and the jobs they represent, but balance the needs of industrial and residential uses to allow them to coexist in locations accessible by nearby neighborhoods.

Objective: Capitalize on proximity to the airport in economic development efforts.

Objective: Evaluate the current state of existing retail/commercial centers throughout the corridor, and rehabilitate those areas to best serve local and neighborhood needs.

Objective: Encourage private development and redevelopment activities which will provide employment opportunities at all income levels.

Objective: Encourage the most appropriate design and architectural preservation consistent with reasonable use and economic feasibility considerations.

Objective: Encourage development opportunities adjacent to and benefited by public transportation.

Objective: Throughout the project areas promote and assist business retention/expansion activities.

Public Facilities Goals

Goal: Create a safe environment for residents and visitors.

Objective: Provide effective policing in residential areas.

Objective: Provide adequate street and sidewalk lighting.

Objective: Provide for homeless and transient population in different ways to ameliorate their negative impact on businesses, residents, and visitors.

Objective: Clean up the streetscapes with greenery, street trees, pedestrian lighting, and outdoor seating.

Objective: Remove threatening persons, especially those engaged in illegal activity such as drugs and prostitution.

Goal: Ensure adequate infrastructure to support future development.

Objective: Maintain and rehabilitate utilities and infrastructure.

Objective: Incorporate natural resource protection and open space provision into infrastructure improvement projects.

Objective: Identify stormwater management and sewer improvements to mitigate flooding of low-lying areas.

Environment Goals

Goal: Create a safe environment for residents and visitors.

Objective: Support effective policing in residential areas.

Objective: Encourage urban design principles that promote safety.

Goal: Ensure adequate infrastructure to support future development.

Objective: Maintain and rehabilitate utilities and infrastructure.

Objective: Find alternatives to aboveground utilities, where possible.

Objective: Incorporate natural resource protection and open space provision into new infrastructure and improvement projects, such as participation in the Atlanta Greenway Acquisition Project.

Goals: *Provide a range of parks and open space.*

Objective: Utilize parks and recreation areas, including the BeltLine, to connect residential areas and commercial/mixed-use areas.

Objective: Encourage parks, greenways, multiuse trails and recreation facilities that meet the needs of different age groups.

Objective: Increase the number of public spaces.

Objective: Integrate natural resource features into recreation amenities.