NORTHSIDE DRIVE

THE GRAND TRANSIT BOULEVARD

SRTA/ATLANTIC STATION SITE

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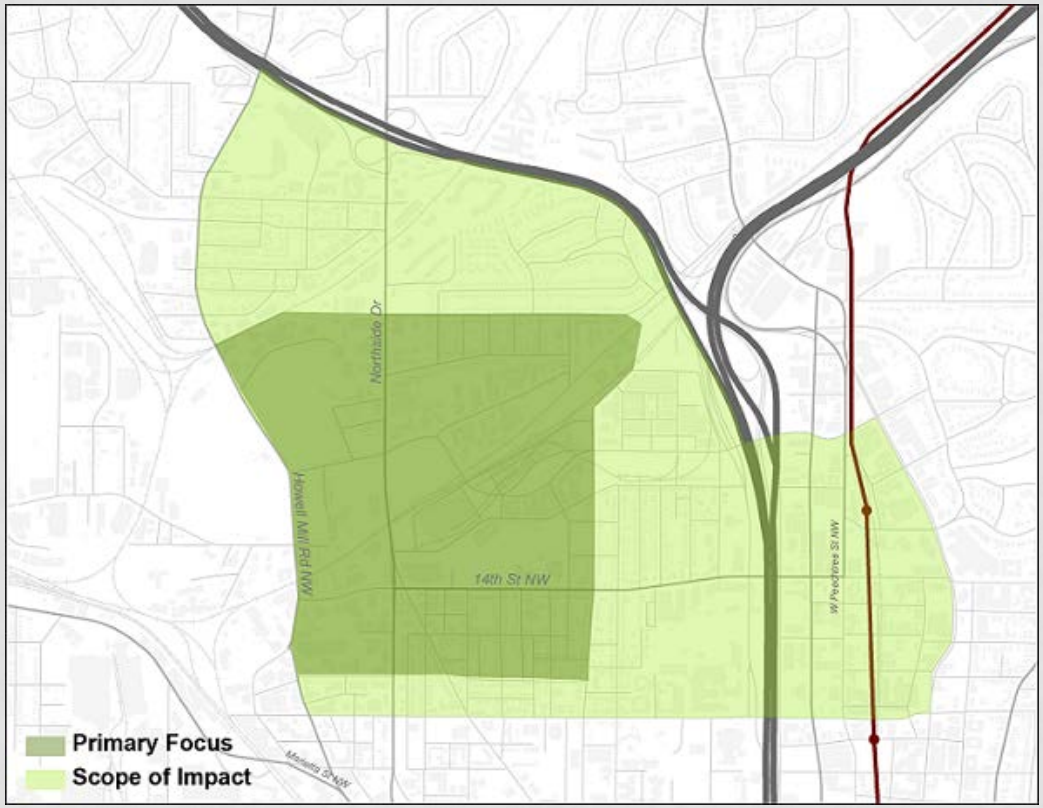
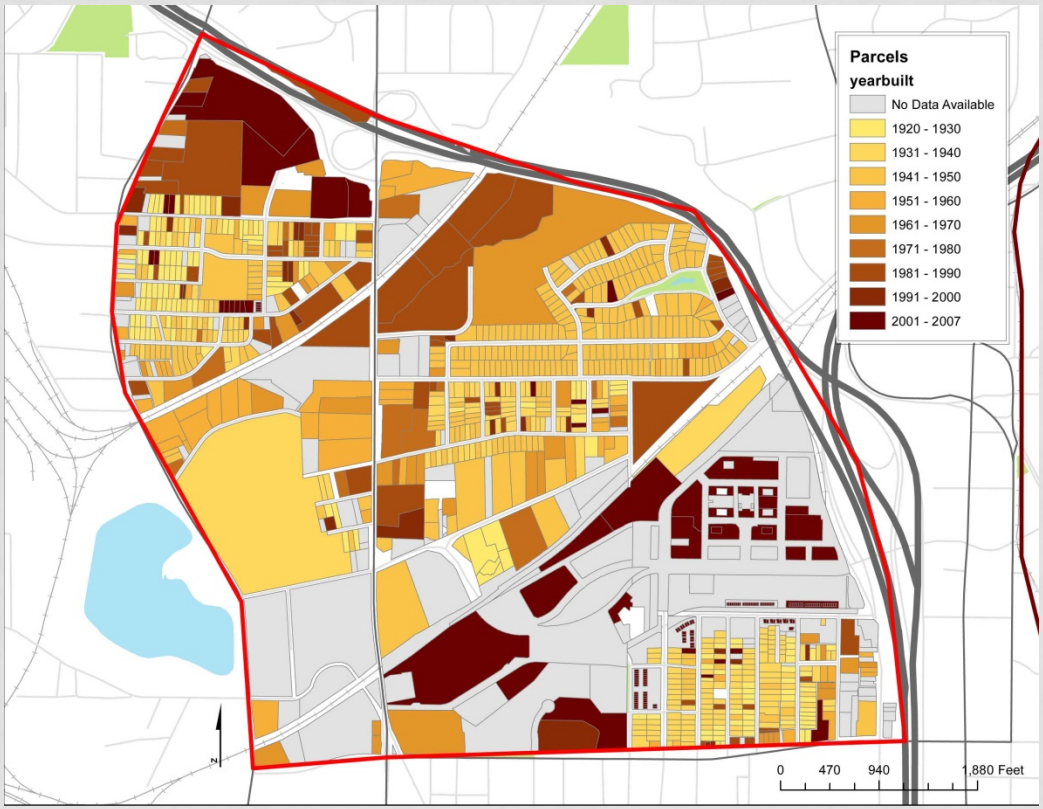
DELINEATION OF STUDY BOUNDARY

- Primary Focus:
  - SRTA Site
  - 14th/Hemphill Intersection
- Impact area:
  - North of 10th
  - East of Howell Mill
  - Arts Center MARTA



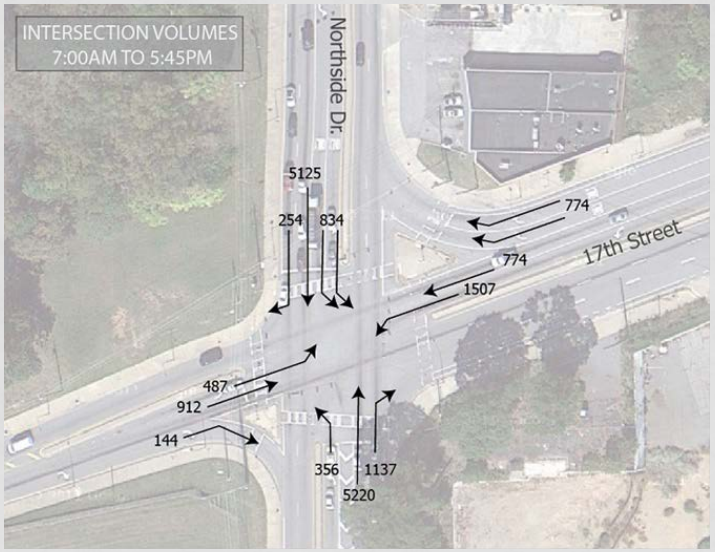
HISTORY AND CONTEXT

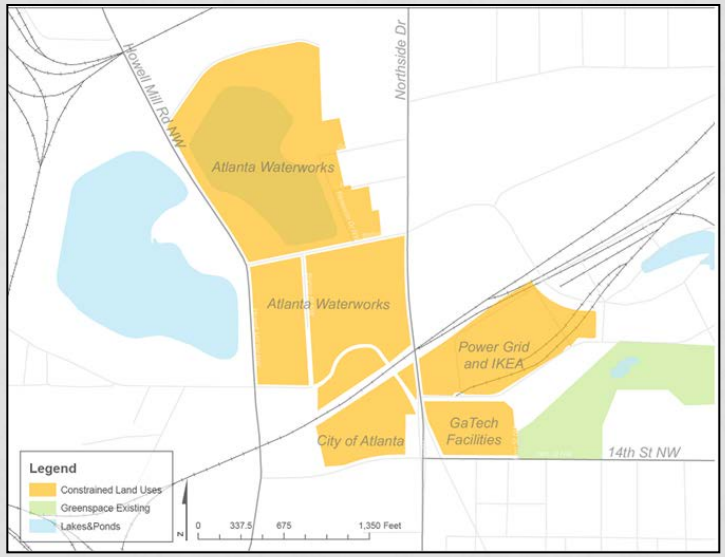
- 3 historic neighborhoods:
  - Berkeley Park
  - Loring Heights
  - Home Park
- Steel, meatpacking, and textile industrial history
- Urban redevelopment:
  - Atlantic Station
  - Westside Arts District



KEY ISSUES

- Pedestrian Environment
- Transportation
- Land Use





PROBLEM STATEMENT

- Auto-oriented
- Channelized movement
- Lack of connections
- Land use constraints

SOCIO- ECONOMIC, HOUSING & DEMOGRAPHICS

Worker Race	2010 Count	2010 Share
White Alone	4,211	60.7%
Black or African American Alone	2,394	34.5%
American Indian or Alaska Native Alone	16	0.2%
Asian Alone	237	3.4%
Native Hawaiian or Other Pacific Islander Alone	2	0.0%
Two or More Race Groups	82	1.2%

Worker Ethnicity	2010 Count	2010 Share
Not Hispanic or Latino	6,618	95.3%
Hispanic or Latino	324	4.7%

Worker Educational Attainment	2010 Count	2010 Share
Less than high school	536	7.7%
High school or equivalent, no college	1,204	17.3%
Some college or Associate degree	1,583	22.8%
Bachelor's degree or advanced degree	1,604	23.1%

Worker Sex	2010 Count	2010 Share
Male	3,512	50.6%
Female	3,430	49.4%

Total All Jobs	2010 Count	2010 Share
Total All Jobs	6,942	100.0%

Worker Age	2010 Count	2010 Share
Age 29 or younger	2,015	29.0%
Age 30 to 54	4,057	58.4%
Age 55 or older	870	12.5%

Earnings	2010 Count	2010 Share
$1,250 per month or less	1,818	26.2%
$1,251 to $3,333 per month	2,189	31.5%
More than $3,333 per month	2,935	42.3%

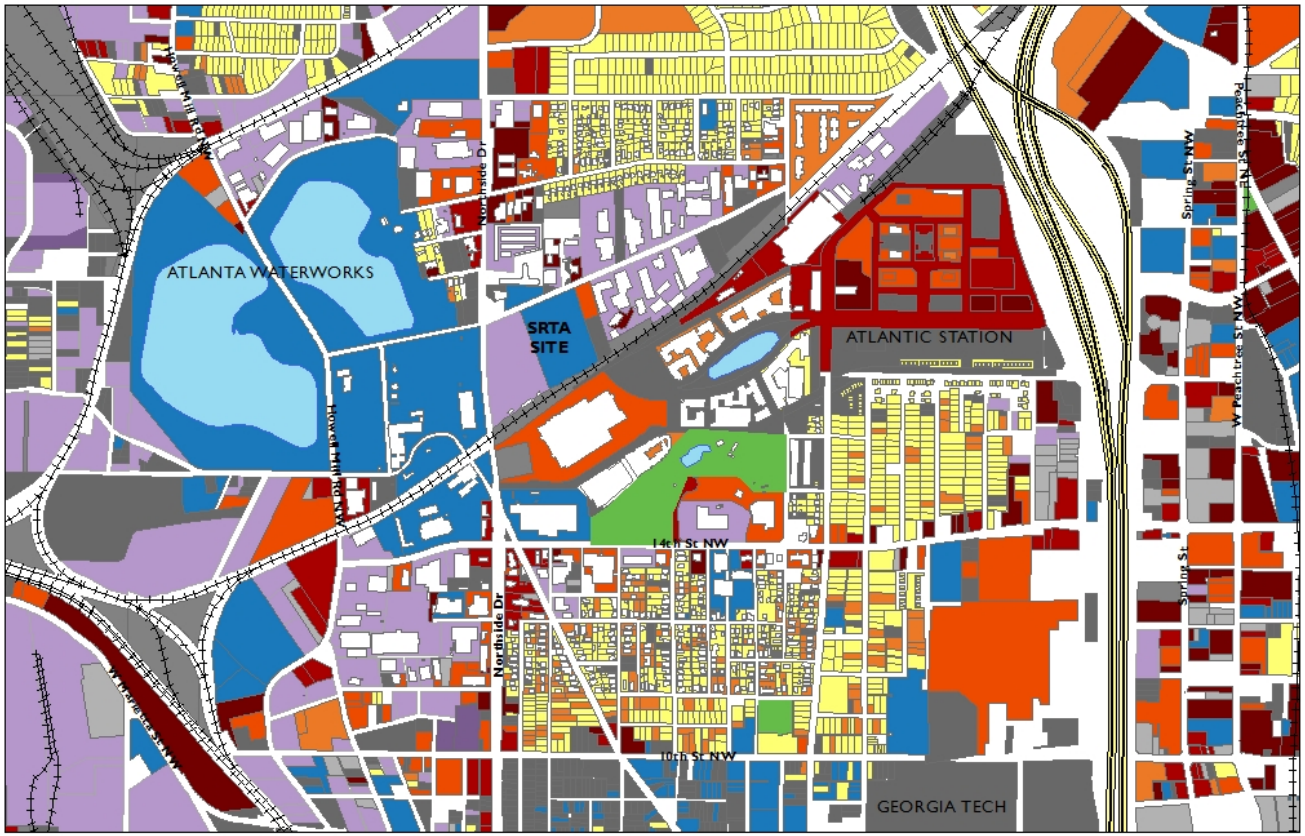
NAICS Industry Sector	2010 Count	2010 Share
Agriculture, Forestry, Fishing and Hunting	0	0.0%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	0	0.0%
Construction	408	5.9%
Manufacturing	197	2.8%
Wholesale Trade	232	3.3%
Retail Trade	1,439	20.7%
Transportation and Warehousing	35	0.5%
Information	576	8.3%
Finance and Insurance	285	4.1%
Real Estate and Rental and Leasing	591	8.5%
Professional, Scientific, and Technical Services	730	10.5%
Management of Companies and Enterprises	285	4.1%
Administration & Support, Waste Management and Remediation	232	3.3%
Educational Services	23	0.3%
Health Care and Social Assistance	332	4.8%
Arts, Entertainment, and Recreation	101	1.5%
Accommodation and Food Services	1,071	15.4%
Other Services (excluding Public Administration)	130	1.9%
Public Administration	275	4.0%

AREA-SPECIFIC STAKEHOLDERS

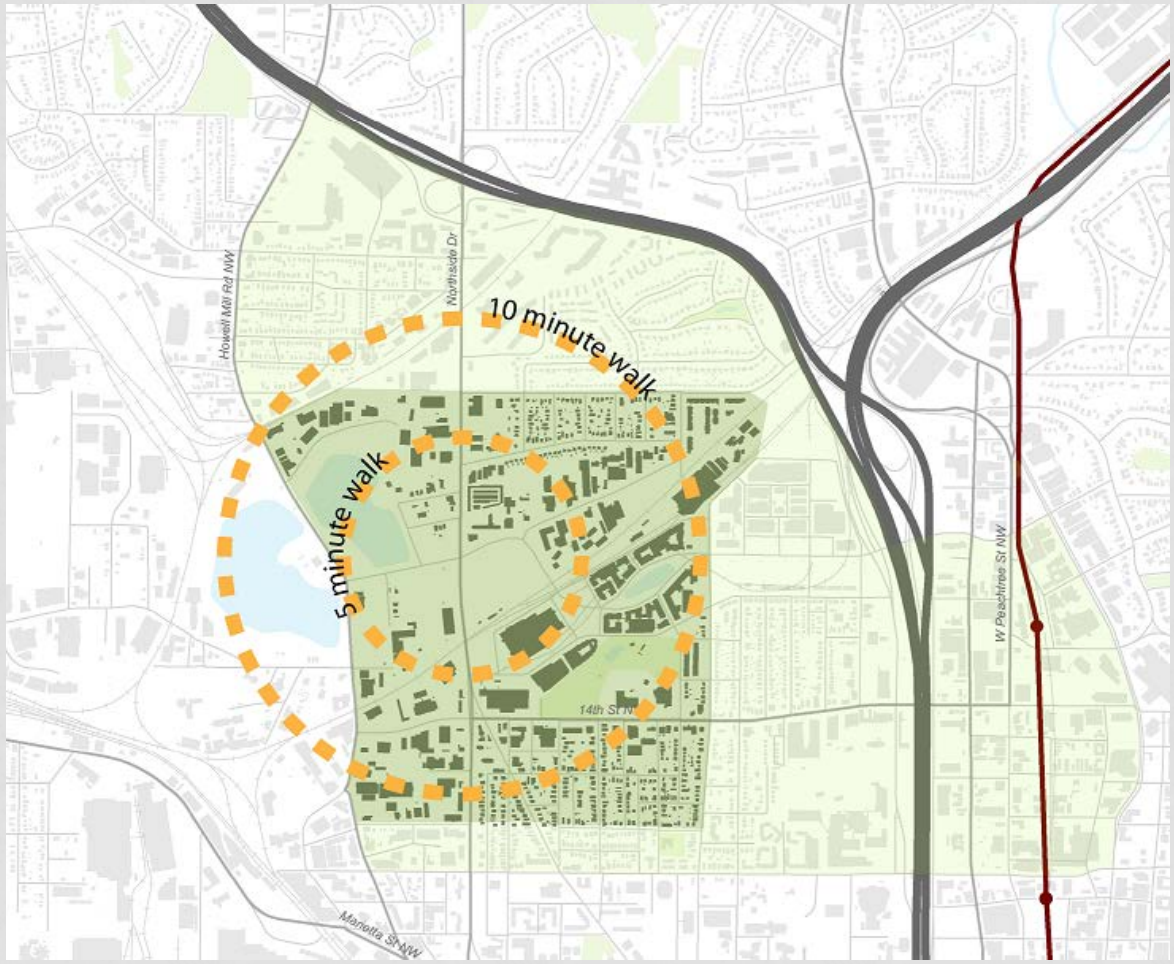
- Amtrak
- CCT/GRTA/MARTA
- SRTA
- GDOT
- Midtown Alliance
- CAP
- NPU D / E
- NS/CSX Rail
- Atlanta Water Works
- Northwest Community Alliance
- Westside Arts District
- Atlantic Station
- IKEA
- Howell Mill Shopping Center
- Loring Heights N.A.
- Berkeley Park N.A.
- Berkeley Heights
- Home Park
- Georgia Tech

BUILT ENVIRONMENT

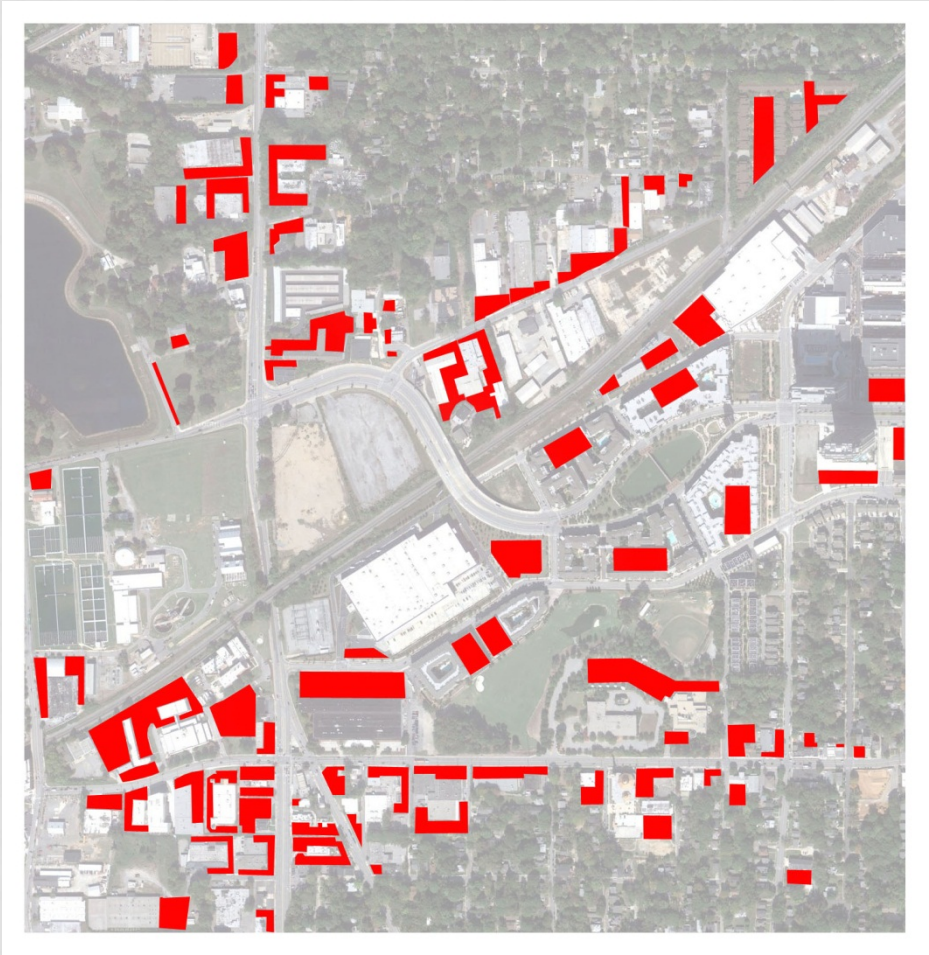
LAND USE


ATLANTA WATERWORKS
SRTA SITE
ATLANTIC STATION
GEORGIA TECH
Northside Dr
Howell Mill Rd NW
14th St NW
10th St NW
Spring St NW
Peachtree St NW
W Peachtree St NW
Railroads
Buildings
Greenspace
Fulton_MF_Res
Fulton_SF_Res
Fulton_Institutional
Fulton_Industry
Fulton_Comm_1
Fulton_Comm_2
Fulton_Comm_Office
Fulton_Vacant
Fulton_Utilities
Fulton_Parking
N
SRTA SITE AREA EXISTING LAND USE
0
1,000
2,000
Feet
1" = 1,000'

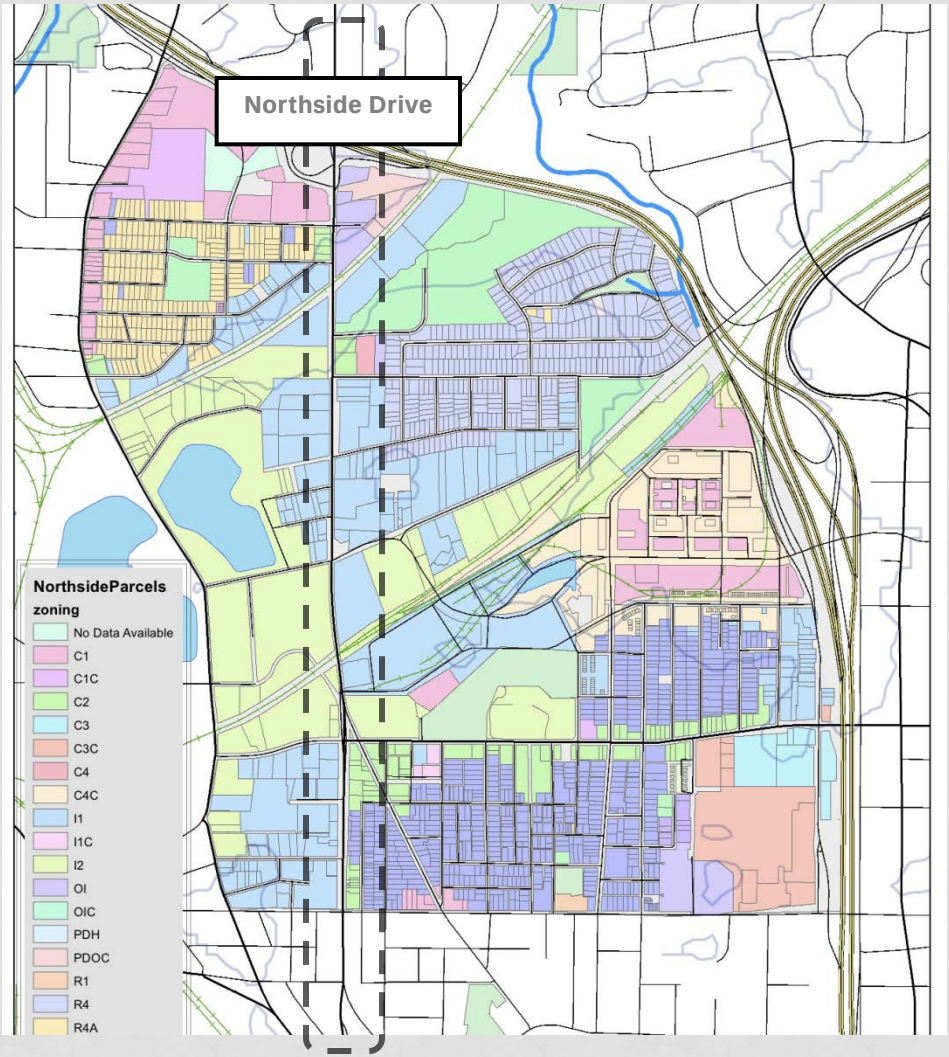
URBAN DESIGN



PARKING INVENTORY



CURRENT ZONING



NATURAL ENVIRONMENT

- No natural bodies of water
- 1 small stream
- Atlanta Water Works reservoirs, several smaller neighborhood ponds
- Several small neighborhood parks
- Greenspace potential

GENERAL COMMON FINDINGS AMONG PREVIOUS STUDIES

- **Challenges**
  - Inadequate road infrastructure
  - Inconsistent terrain along the length of Northside Drive
  - There is an aged housing stock in the communities located west of the corridor
  - Historic trend of social problems to the west of the corridor and polarization of significant amount of retail and residential development activities to the east.

GENERAL COMMON FINDINGS AMONG PREVIOUS STUDIES

- **Opportunities**
  - Study area has regained development traction
  - A range of road design and upgrade options are possible for the corridor
  - Enhanced role as a north-south link
  - Integrating and connecting developments on the east side and the west side
  - The diversity of land uses and institutions in the vicinity of the corridor that provides to enhance the overall character of Northside Drive (Ex. Georgia Tech and Atlantic Station)

NEXT STEPS

- **Additional Information**
  - Intersection traffic counts
  - Regional commute patterns
- **Stakeholder involvement**
  - Interviews with key land owners
  - Neighborhood outreach
  - Other stakeholders
- **Initial Design phase**
  - SRTA site
  - Intersection redesign
  - Northside Drive improvements
- **Stakeholder design assessment**
- **Final Design Phase**