



COMMUNITY INFORMATION SESSION

MARTA *Rapid* Campbellton/Greenbriar Transit Hub

Help shape the future of Campbellton Road!

August 13, 2024

PUBLIC ENGAGEMENT

- NPU meetings and other community meetings
- Greenbriar Mall Back to School Bash
- Bus canvassing on Route 83
- Signage at over 20 bus stops
- Texting campaign reaching 35,000 numbers
- Canvassing at the follow locations:
 - Apartment complexes
 - Churches
 - Senior facilities
 - Businesses
 - Residence

Please email campbellton@itsmarta.com



PURPOSE & NEED



Why Build the MARTA Rapid Campbellton/Greenbriar Transit Hub Project?

To develop a high-capacity transit investment to help achieve:



A **faster**, more **reliable** transit option



Greater **mobility** for residents to access employment opportunities, education, affordable housing, and other essential services



Growth in **economic development** and jobs



Greater regional transit **connectivity**

PURPOSE & NEED



1. High Transit Demand



2nd Highest MARTA Ridership
> 3,800 Riders per day

3. Increased Need for Safety and Access

410
Annual Crashes
City of Atlanta's
High Injury Network



2 to 5 lanes
Varying roadway
geometry

2. Mobility Needs of Transit Dependent Populations

No Vehicle Access Poverty Level



Seniors



HALF

of households spend more
than 30% of income on housing

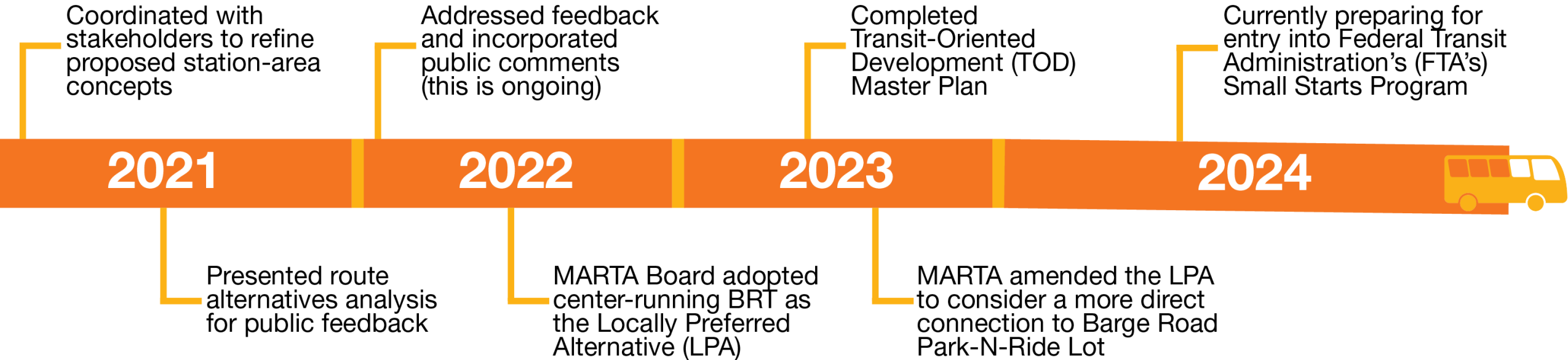
4. Constrained Economic Growth



1 out of 4

Commercial properties are
vacant & underutilized

PROJECT MILESTONES



LPA REVISIONS



A flyover was added, which provides

- A more direct connection to Barge Rd park-n-ride lot
- A quicker and shorter route to Barge Rd park-ride lot
- Minimizes ROW (right of way) impacts on Barge Rd



EXAMPLE BRT DESIGN FEATURES

Center station platforms



EXAMPLE BRT DESIGN FEATURES

Bike-ped features



GREENBRIAR TRANSIT HUB



Key features

- **Central point for various transportation modes**
 - Bike and pedestrians**
 - Bus**
 - Mobility services**
- **Serve as a hub for future ART (arterial rapid transit) and other local routes**

Clayton Justice Center Example



GREENBRIAR TRANSIT HUB



- Exact location for hub is being determined and coordinated with mall property manager
- Yellow arrows mark potential location



FEDERAL FUNDING PROCESS



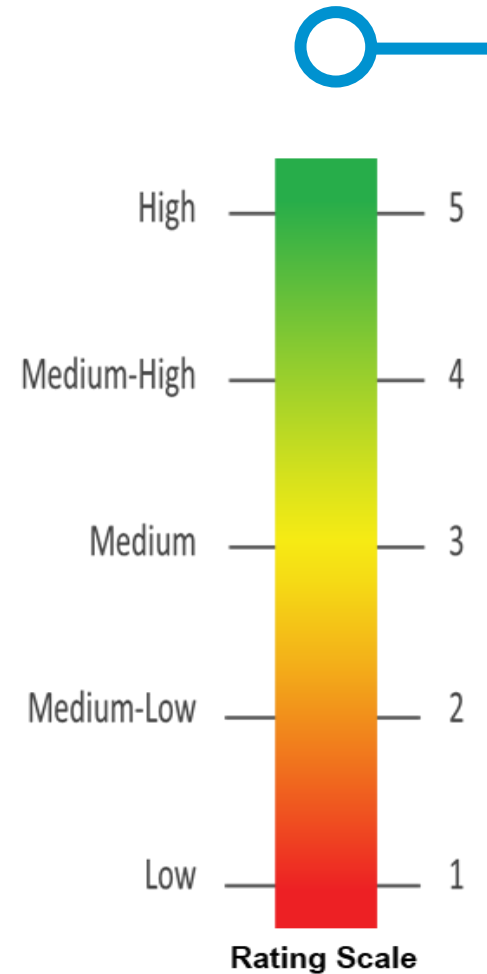
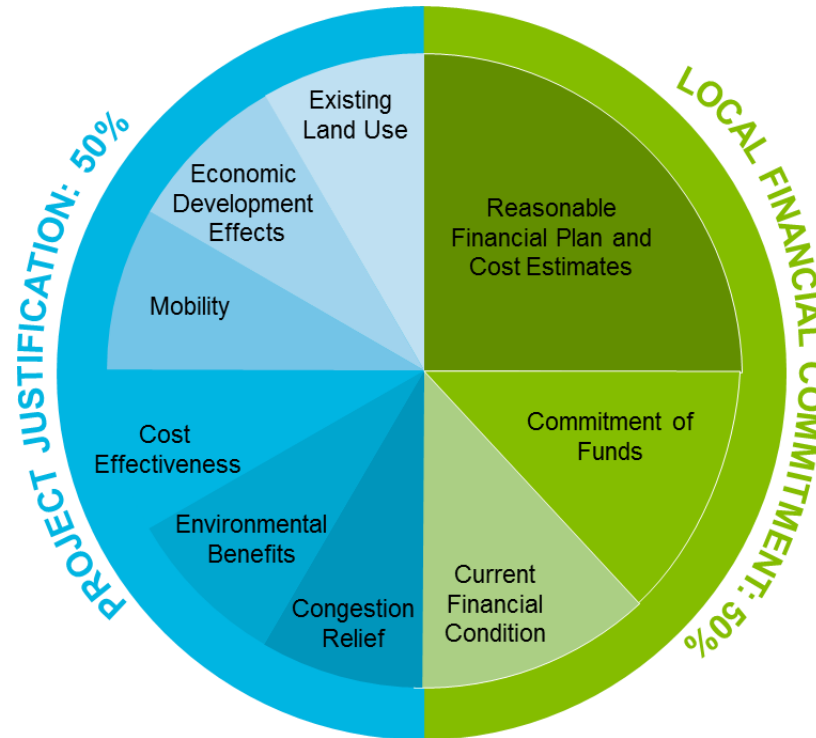
Requirement to receive a Capital Investment Grant



Minimum of 'Medium' Rating required for both *Project Justification* and *Local Financial Commitment*



Submittal for first rating due to FTA on August 23, 2024



FEDERAL FUNDING PROCESS



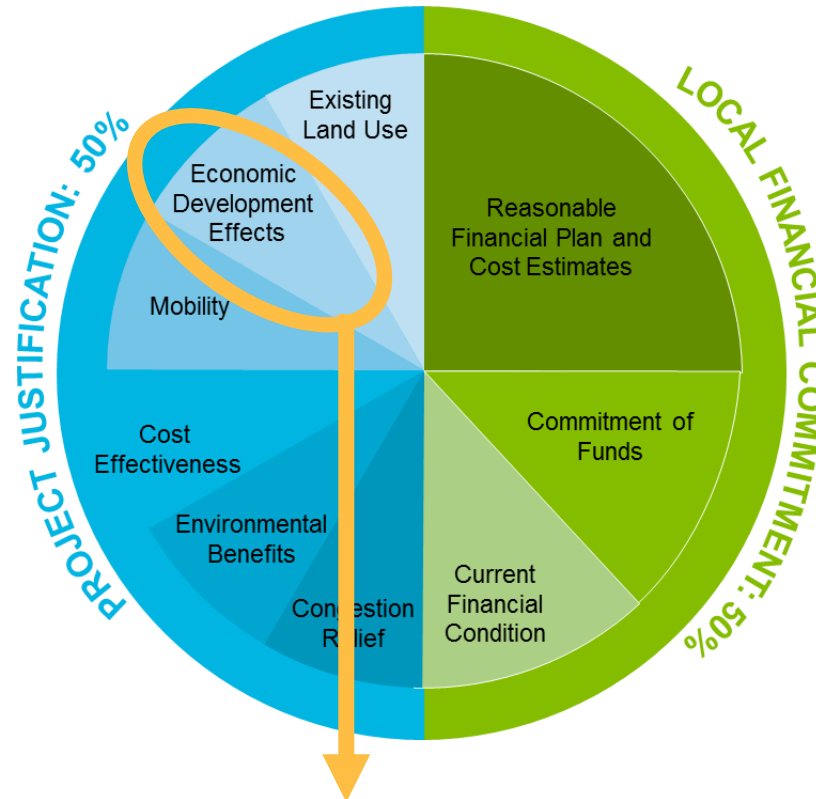
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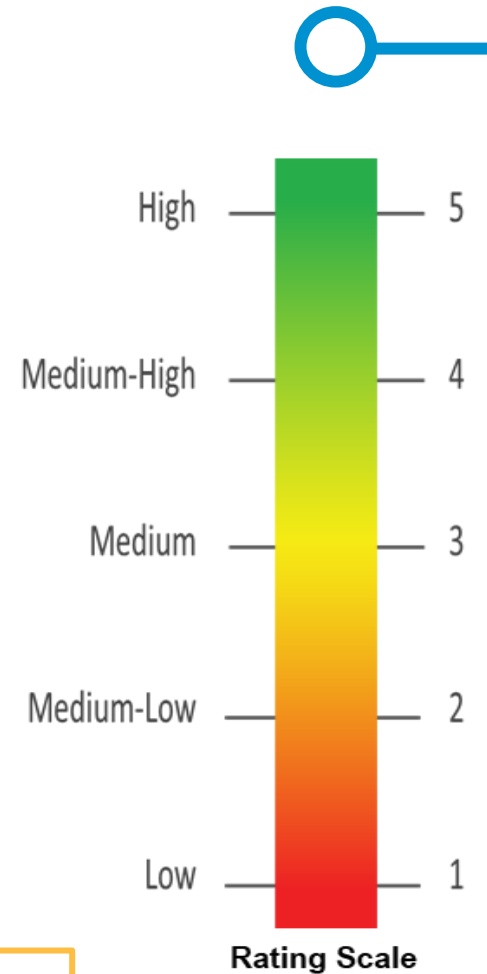
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MARTA must demonstrate to the FTA that City of Atlanta policies support TOD



WHAT IS TRANSIT ORIENTED DEVELOPMENT (TOD)



Compact and pedestrian friendly development located adjacent to transit



Homes, businesses, shops, and other services located within walking distance of a transit station



Livable places with a mix of land uses, including housing at all affordability levels



Walkable districts with improved sidewalks, pedestrian amenities, and a vibrant streetscape



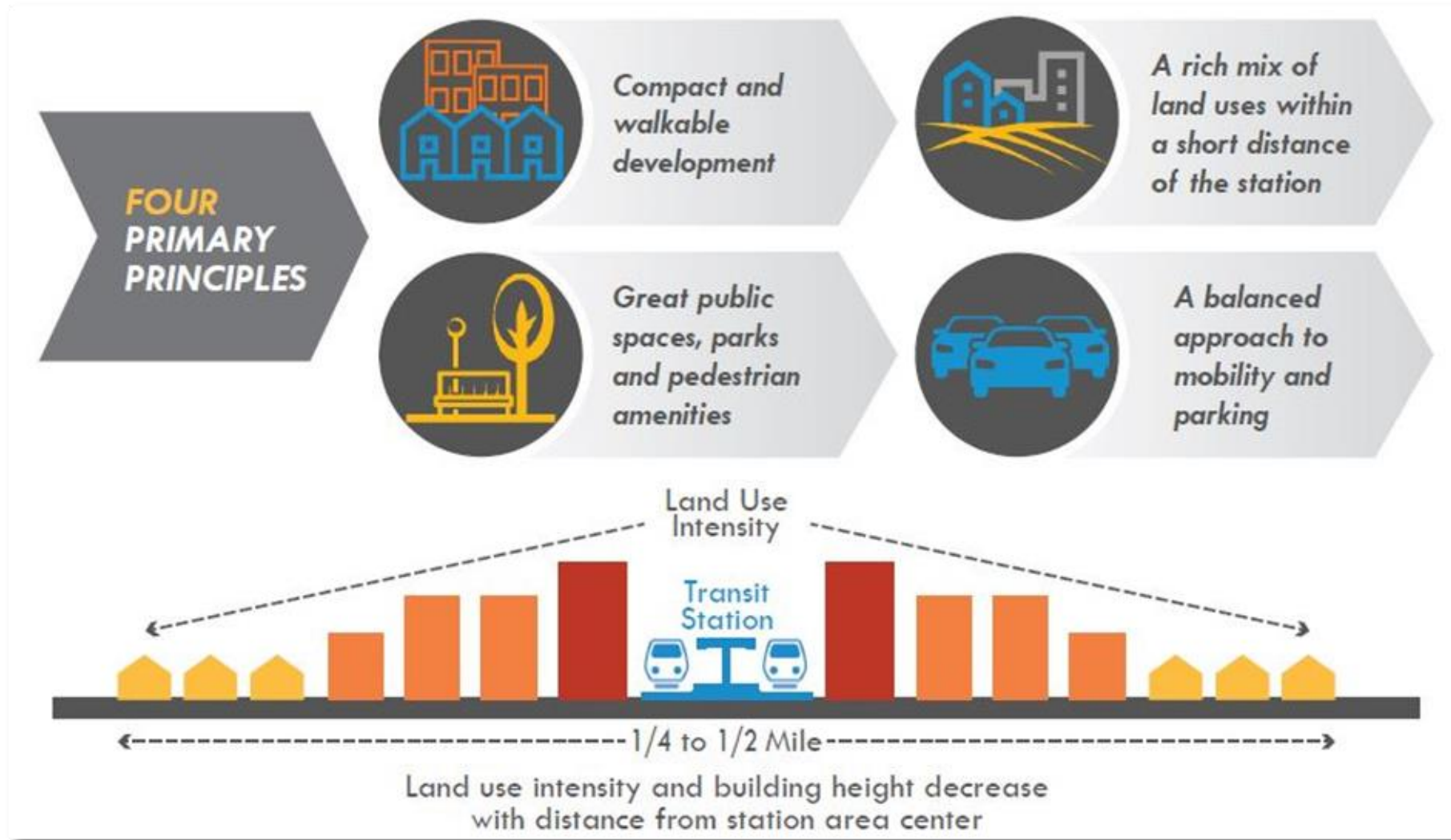
Does not mean “no cars,” but promotes alternative ways to travel and less parking than non-TOD locations

CAMPBELLTON CORRIDOR TOD MASTER PLAN



- **Coordination ongoing since May 2023**
 - ✓ MARTA, City departments, other community stakeholders
 - ✓ Coordinated with NPUs P,R, and S
- **City adoption of the TOD Master Plan will...**
 - ✓ Include the plan as a non-binding “guiding” document
 - ✓ Confirm the City’s established intent to focus on the corridor
 - ✓ Strengthen MARTA’s federal funding application

TOD MASTER PLAN (JUNE 2023)



TOD MASTER PLAN (JUNE 2023)



- Station Types assigned to guide future redevelopment, reflecting:
 - ✓ Existing context & uses
 - ✓ Local accessibility
 - Serving transit-dependent residents
 - ✓ City policy priorities
 - Housing options
 - Job growth & accessibility



TOD MASTER PLAN (JUNE 2023)



- The Plan provides general recommendations in 5 areas, aligned to the assigned Station Type for each location:

1. Zoning Refinements

2. Pre-Development Activities

3. Catalyst Station Focus

4. Housing Stabilization

5. Mobility & Placemaking

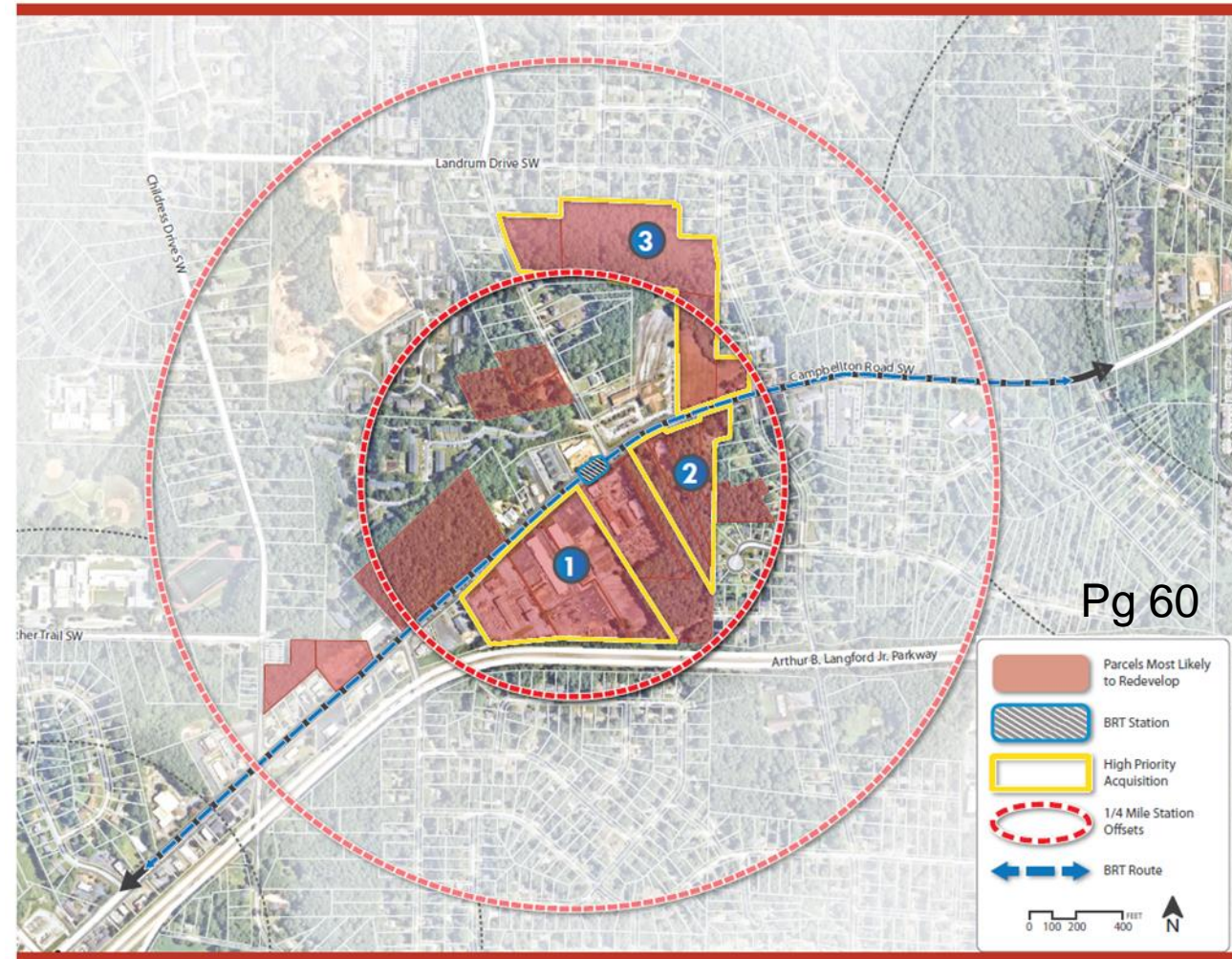
RECOMMENDATIONS



2: Pre-Development Activities

- Proactively acquire parcels to protect affordability via Land Trust, Land Bank, etc.
- Attract investment by consistently conducting code enforcement particularly for multi-family residential buildings
- Formalize corridor-focused partnerships

HIGH PRIORITY PARCELS



RECOMMENDATIONS



3: Catalyst Station Area Development

- Oakland City - MARTA to issue an RFP to develop surface parking into mixed-use development
- Delowe - develop a phased plan to convert shopping center to TOD
- Greenbriar - develop a phased plan to redevelop mall property (medium-term)

STATION AREA DEVELOPMENT CONCEPT



RECOMMENDATIONS



4: Housing Stabilization Initiatives

- Establish corridor housing advisory group to maintain affordable housing and prevent displacement / gentrification
- Preserve and improve affordable housing through grants, low interest loans, and tax credits for lower income homeowners and homebuyers
- Stabilize naturally occurring affordable housing (NOAH) with renovation assistance programs, including single family and multi-family



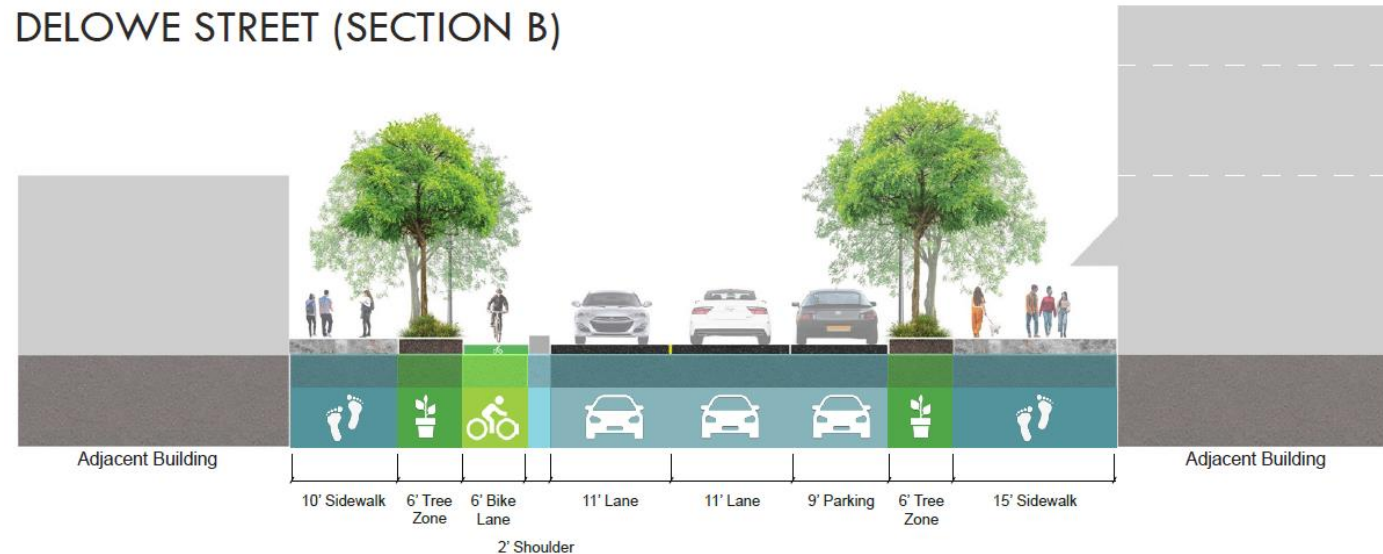
RECOMMENDATIONS



5: Mobility and Placemaking Initiatives

- Develop a plan to address ADA deficiencies and provide ped/bike infrastructure that will not be addressed by the BRT project
- Develop an access management plan to limit curb cuts and left turns and to prioritize bike/ped safety and transit efficiency
- Develop a plan to provide micro-mobility options
- Develop wayfinding, branding, and public art strategies
- Employ MARTA's programs to activate community spaces

DELOWE STREET (SECTION B)



NEXT STEPS



Since the 2022 LPA adoption, the project team is working to complete:



Advancing environmental studies and preliminary engineering activities



Identifying opportunities for TOD along the corridor



Submitting application to FTA's CIG Small Starts grant program to acquire funding that will cover portions of the project's capital costs



Preparing for future phases of project development, including design and construction

FREQUENTLY ASKED QUESTIONS:



When can we expect construction to start? When will service begin?

- It can be anticipated that construction will begin by 2028. Revenue service is anticipated in late 2030.

How will it be ensured that pedestrians, especially seniors and those with mobility issues, are safe when crossing the street to access stations?

- There will be cross walks and signals to aid pedestrians in safely crossing the street to access the Rapid Campbellton stations. Sidewalks and bike lanes will also be included along the corridor for increased safety and improved access.

FREQUENTLY ASKED QUESTIONS:



Are you looking into including barriers to prevent cars from crossing into designated Rapid Campbellton lanes?

- Yes – the current design includes barrier treatments. Further design elements will be included during the final design phase.

Will eminent domain be used to acquire the necessary land to build the Rapid Campbellton lanes?

- MARTA does not have eminent domain authority. There are federal guidelines that MARTA must adhere to during the design and construction process that ensures any property owners impacted are engaged fairly and receive just compensation. MARTA will continue to identify potential right of way needs for the project during final design.



Thank You!

For more information, visit
connectcampbellton.com.