



Aerotropolis Atlanta Land Use Analysis and Recommendations



AEROTROPOLIS
ATLANTA



Atlanta Regional Commission

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CHAPTER 1

Project Overview

Chapter 1: Project Overview

1.1 Background and Purpose

The Aerotropolis Atlanta Alliance (Alliance), created in 2015, is a public-private partnership focused on the economic, educational, and workforce development for the area surrounding Hartsfield-Jackson International Atlanta Airport (Airport). The Alliance strives to leverage the Airport for economic development and quality of life improvements for the South Atlanta region. The *Aerotropolis Atlanta Blueprint-A Vision and Strategy for the Atlanta Region (Blueprint)*, completed in 2016, is the foundation for advancing the Alliance priorities and key initiatives to move the vision forward.

The Alliance applied for technical assistance through the Atlanta Regional Commission's (ARC) Community Development Assistance Program (CDAP) to undertake

a multi-jurisdictional land use assessment of the Aerotropolis Atlanta, identified as an "Action" on the Matrix of Action Items from the Blueprint. The assessment is intended to analyze current and future land use designations and policies, and focus on key transportation corridors and jurisdictional boundaries. Through a review of land use policies, GIS analysis, and stakeholder engagement, this assessment prioritizes key geographies and corridors where interjurisdictional coordination and collaboration is recommended. This report offers next steps for the Alliance to better coordinate land use and economic development goals across jurisdictional lines as well as prepares the Alliance to embark on its next strategic and visioning process: Aerotropolis Blueprint 2.0.



Construction takes place at the Airport.



Engagement activities associated with the Alliance.

1.2 Process

The project was undertaken over a 12-month period with direction provided by stakeholders and the project management team (PMT). The PMT met regularly and three(3) stakeholder meetings were held with attendance ranging from County representatives, City Mayors, CIDs to Economic Development and Planning Directors representing the Aerotropolis area. The meetings focused on project overview and advisory recommendations of geographical and topical area maps.

Thorough record keeping of all photos, maps and slides incorporated into presentations was undertaken throughout the project to ensure effective communication and clear intention of collaborative targeted goals. In addition, a project timeline was presented to stakeholders.

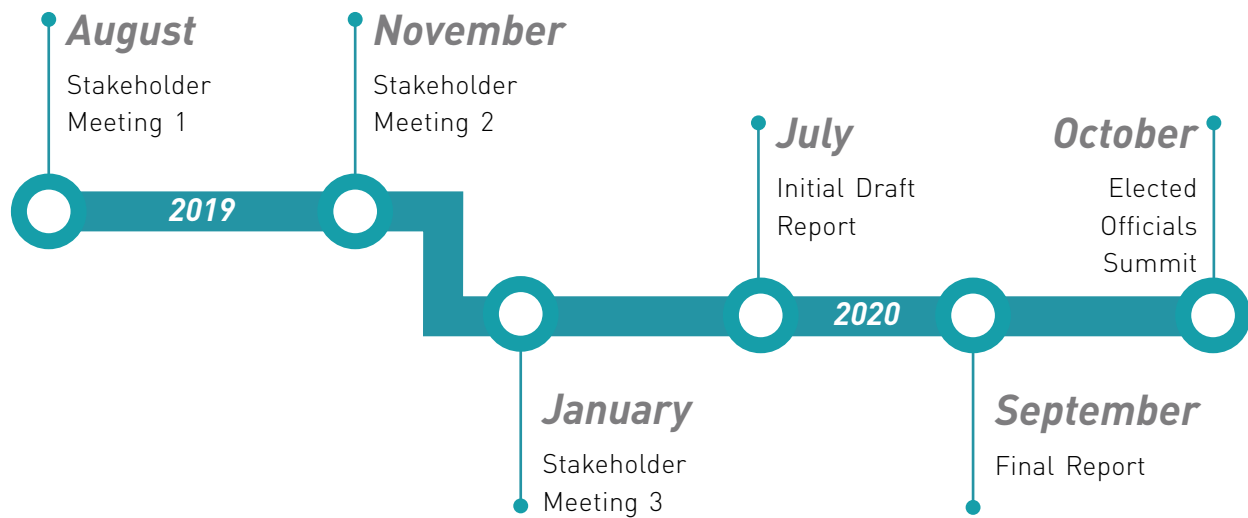
1.3 Stakeholder Engagement

The main goal for stakeholder engagement was to assist ARC with identifying points of collaboration, partnership, and focus areas. Throughout each stakeholder and PMT meeting, the input received ranged from traffic issues caused freight movement, the need for complete streets and beautification, boundary conflicts arising from lack of coordinated land use and zoning decisions, to the need to expand public transportation.

The stakeholder and PMT meetings focused on future land use, establishment of focus areas, coordination and communication, and speakers to highlight best practices.

The appendix of this report includes an explanation of each meeting as well as the display materials and input.

1.4 Timeline



Engagement activities in the Aerotropolis Atlanta.

Study Area

Chapter 2: Study Area

2.1 Study Area Boundaries

Aerotropolis Atlanta, shown on the map on the next page, is a region surrounding the Airport in which economic, social, and environmental conditions are substantively influenced by their relationship with, and proximity to, the Airport. It consists of Clayton County and parts of southern Fulton County including the cities of Chattahoochee Hills, College Park, East Point, Fairburn, Forest Park, Hapeville, Jonesboro, Lake City, Morrow, Riverdale, Palmetto, South Fulton, and Union City. Within the Aerotropolis Atlanta lie several subareas – geographic clusters of noteworthy land use and economic activity patterns. These subareas generate distinct benefits and challenges for the region, which are addressed throughout this report. All cities and counties listed here participated in the development of the Blueprint and this supplemental plan.

2.2 Aerotropolis: History and Mission

The Airport has long been a major driver of economic activity in the Atlanta region, but the potential of the Aerotropolis Atlanta has not been fully realized. The Alliance's collaborative efforts have united the surrounding area's many stakeholders under a joint vision and strategy. The Alliance is a public-private partnership that represents a vision to support the region by cultivating world-class economic assets and improving quality of life for those who live and work within it. Working with, and on behalf of, the interests of its partners, the Alliance is dedicated to planning for a vibrant Aerotropolis Atlanta.

2.3 Aerotropolis Blueprint

In 2016, the Alliance and the Atlanta Regional Commission (ARC) partnered with consultants to develop the Aerotropolis Atlanta Blueprint, a first-of-its-kind strategy for the Atlanta region, built to leverage the Airport and drive local economic investment and job growth while improving quality of life in and around the Airport. The Blueprint is a five-year, coordinated action plan that guides development and reinvestment,

transportation improvements, and broad economic development strategies for the Aerotropolis Atlanta. It serves to advance the Alliance's vision to make Aerotropolis Atlanta a preeminent location for economic investment in the Southeastern United States, leveraging the Airport as an economic driver to expand the concentration of targeted industries and strategically develop while enhancing the area's quality of life.

Blueprint laid out a high level vision for a complex area in terms of land use, transportation, jurisdictional boundaries, industrial development, Airport, and FAA development restrictions. The counties and cities within the area mostly predate the development of the Airport. The current Airport footprint has also developed with little or no coordination with surrounding jurisdictions. This has led to the complexity of the area and need for cooperation, coordination, and a common vision.

2.4 Aerotropolis Major Initiatives

Many of the of the partner cities and counties have been planning and updating local policies. They have incorporated the Blueprint vision and yet challenges and conflicts still exist. This section outlines recent planning activities in the area for review and coordination.

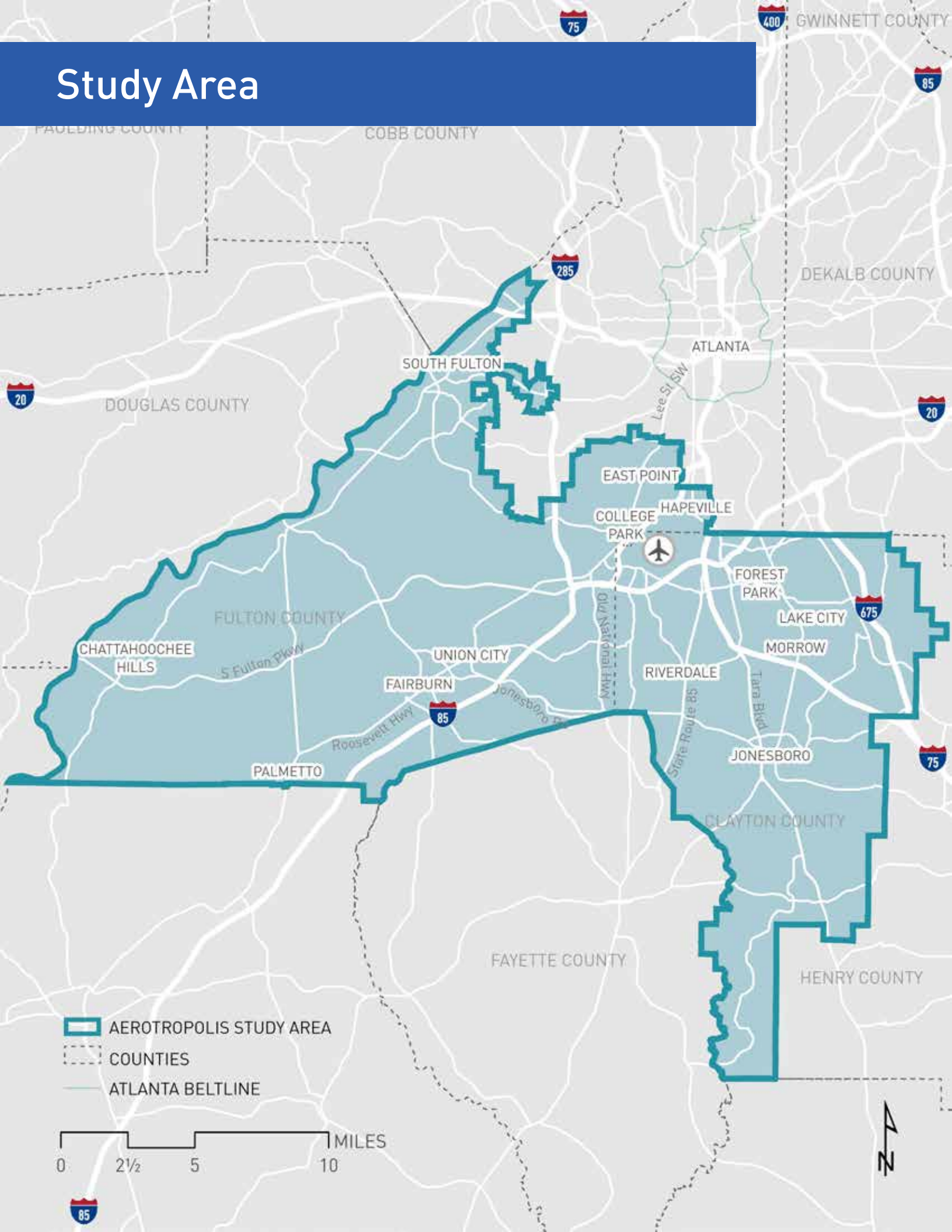
Aerotropolis Atlanta Community Improvement Districts Master Plan

In 2017, the Aerotropolis Atlanta Community Improvement Districts (AACIDs) developed a Master Plan with two key goals: to enhance regional perceptions of the area, and to foster the economic development of South Metro Atlanta. In service of these goals, the Plan outlines projects and initiatives geared toward improving public safety and wayfinding, the beautification of the area, and improvements to its infrastructure.

AeroATL Greenway Plan

Coordinated by the Alliance and the Aerotropolis Atlanta CIDs, this Plan provides a visionary framework for trail connectivity across the Aerotropolis. The study includes

Study Area





Logistics -Airplanes and trains in the Aerotropolis Atlanta.

the Airport and the surrounding cities, East Point, Hapeville, Forest Park, College Park, South Fulton, and portions of Fulton County and Clayton County, encapsulating an area of approximately 48,000 acres. The Plan proposes opportunities at the local and regional level to translate goals into a physical trail framework.

Aerotropolis Atlanta Freight Cluster Plan

As freight movement is a multi-billion-dollar industry in the state and a major economic driver of the Aerotropolis Atlanta, the Freight Cluster Plan studies the industry's operations in and through the Aerotropolis Atlanta. Not yet completed, the study will examine existing and projected future conditions of freight movement in the Aerotropolis and recommend improvements that will facilitate the continued movement of cargo in and through the area. Final recommendations will aim at supporting safe and efficient freight movement in and around the Airport, to maintain the viability of this crucial economic driver for the region and state.

Livable Centers Initiative Studies

The Livable Centers Initiative (LCI) is a grant program that encourages cities and communities in the Atlanta region to develop strategies that link residents to shopping, dining and other activities via sidewalks and

bike trails. LCI strives to provide metro Atlanta residents with a higher quality of life by re-imagining public spaces. The following studies have been conducted in or near the Aerotropolis.

College Park LCI Study

The College Park LCI Study is master planning effort, focusing on a thorough transportation and land use analysis to connect Downtown College Park, with the Gateway Center, approximately 170 acres of City owned land, the College Park Marta station, and proposed mixed-use development, Six West, adjacent to the Airport. Aiming to capitalize on its unique location, history, and linkage to various transportation opportunities, the City of College Park embarked on an ambitious planning and development process.

Mountain View LCI Study

Clayton County, Georgia, along with its partners, undertook the Mountain View LCI planning process to craft an up-to-date and visionary redevelopment strategy for the Mountain View area, a well-positioned yet underdeveloped economic activity center immediately east of the Airport. The document presents recommendations for economic development, the transportation network, and land uses within the study area.

Hapeville LCI and Comprehensive Plan Update

In 2017, in a single study, the City of Hapeville updated its Main Street Town Center LCI and Comprehensive Plan. The document identifies where the LCI Program, a Market Study, and the Community's Vision overlap to provide focus and direction for the development of a master plan. Centering recommendations on five(5) development nodes within the City, this plan seeks to implement the community's vision to create vibrant, mixed-use downtown and gateway nodes that serve residents, businesses, and visitors of Hapeville, while preserving its small-town charm.

Comprehensive Transportation Plans

Clayton County Comprehensive Transportation Plan (CTP)

The Clayton County CTP is a roadmap for the development of the County's future transportation network, in response to current and future needs and vision for the future. The Clayton County CTP Update addresses all modes of transportation, including roadways and bridges, transit, bicycle and pedestrian facilities, and freight within Clayton County.

Southern Fulton Comprehensive Transportation Plan (CTP)

The Southern Fulton CTP Update is being conducted to update local transportation plans that are made a part of the regional transportation planning process. The ARC, the Cities of Chattahoochee Hills, College Park, East Point, Fairburn, Hapeville, Palmetto, South Fulton and Union City, along with Fulton County, are working together on the update of the 2013 Plan.

Urban Land Institute Technical Assistance Panels

Technical Assistance Panels (TAPs) provide expert, multidisciplinary advice to local governments, public agencies and nonprofit organizations facing complex land use and real estate issues in the Atlanta region, consisting of Georgia, Alabama and Eastern Tennessee. ULI Atlanta offers objective and responsible guidance on a variety of land use and real estate issues ranging from site-specific projects to public policy questions.

ULI TAPs Mountain View

The Clayton County Community Development Department requested technical assistance for a comprehensive development strategy to determine how Clayton County can maximize economic development, properly brand the area to create a positive perception, create an entertainment district, and establish Mountain



Downtown Hapeville

View as a major regional economic engine. Due to the prominent location within the Aerotropolis Atlanta, Mountain View has the potential to become a major economic driver for Clayton County, the Atlanta region, and beyond.

Virginia Avenue Studies

Virginia Avenue Streetscape Study

The Virginia Avenue Corridor was identified by stakeholders and the community as one of the biggest opportunities within the Aerotropolis Atlanta CIDs, with potential to be a true urban, walkable, mixed-use corridor. This study of Virginia Avenue provides two approaches for enhancing the Virginia Avenue street section. One which followed a shallow build to zone that would create a more urban walkable corridor while the other utilized a controlled setback that would provide for limited parking along the corridor frontage.

Virginia Avenue Smart Corridor Study

The Virginia Avenue Smart Corridor Study assesses the potential of new and emerging transportation technologies and their ability to address safety, walkability, and mobility along the Virginia Avenue Smart Corridor. The recommendations included in this report are intend to be incorporated into the scoping study and ultimate Concept Report for the overall Virginia Avenue Corridor project that includes additional improvements, including a road diet, widening of sidewalks and bicycle facilities.

Comprehensive Plans

The Georgia Planning Act requires that cities and counties maintain comprehensive plans that help shape future growth. These plans generally recognize the physical, economic, social, political and aesthetic factors of a community and are developed in a process that includes intensive analysis and robust public engagement. Table 1 identifies the most recent updates that Aerotropolis communities have made to their comprehensive plans. The ARC is currently assisting Fairburn and Union City with Comprehensive Plan updates. Future land use elements from recent comprehensive plans were reviewed and integrated into the study and therefore are not summerized.

Table 1: 2015-2019 Comprehensive Plans

2015	2016	2017	2018	2019
Fairburn	Atlanta	East Point	Forest Park	Clayton County
Jonesboro	Chattahoochee Hills	Hapeville	Lake City	
	College Park	Palmetto	Riverdale	
	Fulton County	Union City		
	South Fulton			

Other Planning

Finding the Flint

In 2017, American Rivers, The Conservation Fund, and the ARC launched Finding the Flint, an effort to support the health of the Flint River reconnecting people to this hidden river. Finding the Flint incorporates strategies for bringing the river to the forefront in a landscape where the airport, interstate highways and urban development loom large.

Tax Allocation District (TAD): City of College Park and City of South Fulton

The City of College Park and the City of South Fulton have identified Old National Highway as an important redevelopment corridor. For the benefit of each city, and the corridor as a whole, a collaborative effort is underway to establish a TAD to support the redevelopment of blighted areas and vacant structures and promote economic development.

Airport City Master Plan:

The Airport City Master Plan is a study of 320 acres of prime, redevelopable, greenfield land directly west of the

Airport. This plan aims to encourage strategic and sustainable community-centered development to create a publicly accessible, live, work, and play community and global destination.

Mountain View Master Plan:

The Mountain View Master Plan is a planning effort led by the Development Authority of Clayton County (DACC) necessitated by the FAA condemning most of the residential in area in need of redevelopment. This plan aims to encourage private and public investment in the Mountain View area to create a publicly accessible, world class “International Hub” and destination live, work, and play community.

Six West Master Plan:

The Six West Master Plan details a proposed 320-acre catalytic mixed-use development strategically located near the City of Atlanta and the Airport. The master plan features a variety of uses including retail, office, hotel, and residential.

A VISION FOR CONNECTING ATLANTA'S
FLINT RIVER HEADWATERS AND THE AEROTROPOLIS

Finding the Flint

CHAPTER 3

Future Land Use Analysis

Chapter 3: Future Land Use Analysis

3.1 Generalized Future Land Use

An audit of local land use policies and updating local plans for compatibility with Blueprint were identified as key efforts recommended in the near term. These efforts are important to implement three of the four key goals established for Blueprint:

- Increased Economic Investment
- A True Partnership
- Advancing Catalyst Sites/Project

The initial step of the land use analysis involved compiling GIS data of each jurisdiction's future land use from their most recent comprehensive plans. After compiling this data, land use types were coded into common designations that were consistent across jurisdictions. A generalized land use map was created and provides an overview of the desired land use pattern and scale of land uses within the study areas to show a more clear picture of land uses in the area. The map shows the twelve different land use types identified in Table 2.

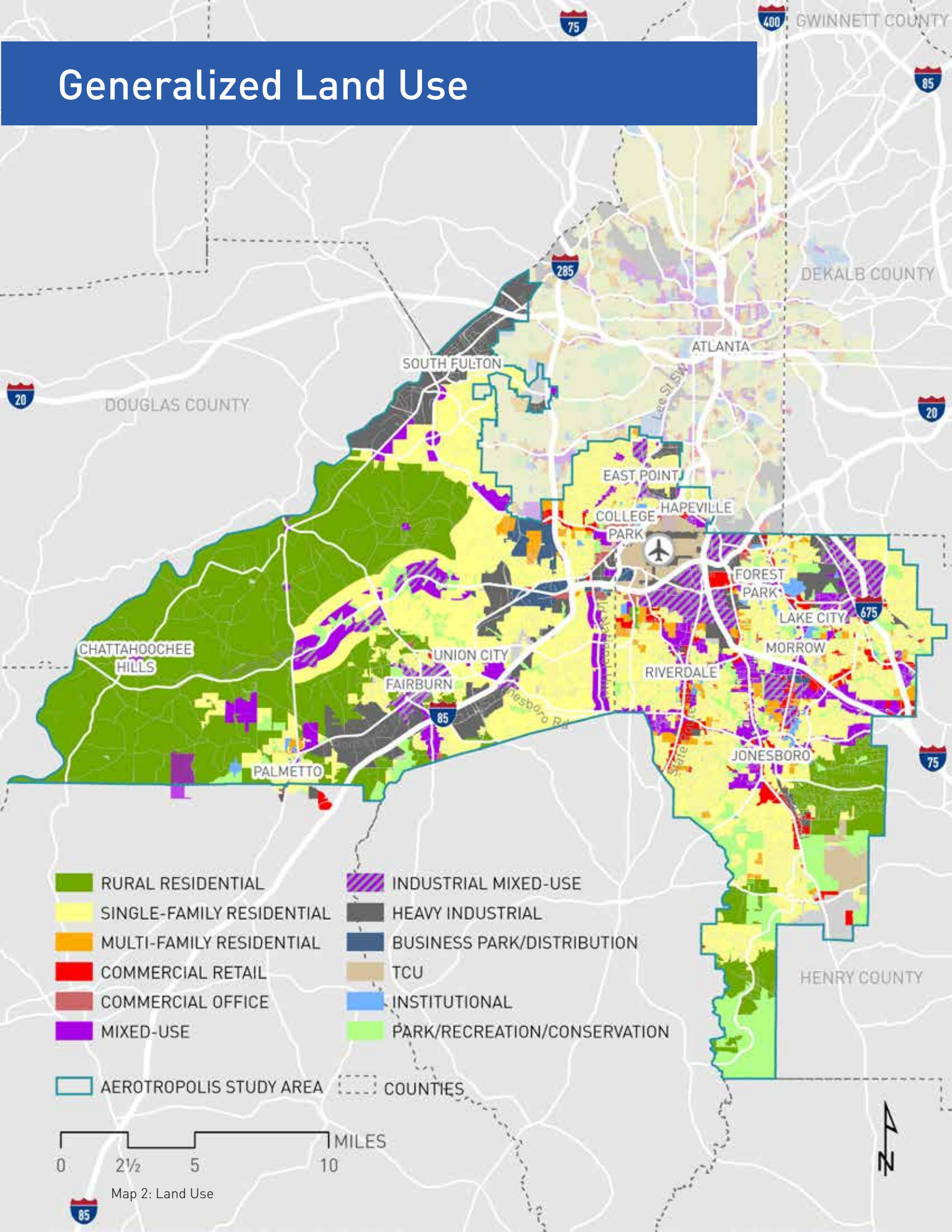
The generalized map, even with significantly less land use categories, illustrates the lack of cohesive land uses and abundant conflict points. This leads to complex relationships between the thirteen (13) municipalities and two (2) counties in the area. Further, the absence of land use amendments by participating cities and counties since the adoption of Blueprint is a

sign that a comprehensive team effort toward these goals has not been made. The designated land uses, and by extension zoning designations, do not lend themselves to easy navigation or investor/developer confidence that there is cooperation between municipalities.

The generalized land use map is not intended to inform or prescribe local level policy. It is simply a tool to better understand the land use goals of the Aerotropolis jurisdictions. The project team utilized the generalized map, stakeholder input, and aerials to determine areas where land uses coordinate and where they are incompatible. Mixed-use and industrial mixed-use designations are particularly problematic because of the lack of cohesive definitions and thus scale and interaction with other land uses, such as residential, has caused conflicts. Mixed-use and industrial related uses are identified and discussed in this chapter. Key land use coordination and unified definitions for mixed-use and industrial mixed-use land use designations, or new categories, are required across jurisdictions and recommendations will be made regarding coordination in Chapter 5. In addition, priority geographies are identified and discussed in Chapter 6.



Generalized Land Use



Land Use Type	Description
Rural Residential	If unspecified as rural, residential lots equal/less than 1 unit per acre
Single-Family Residential	If unspecified as single family, residential lots between 2-8 units per acre
Multi-Family Residential	If unspecified as multi-family, residential lots 8+ units per acre
Commerical Retail	General commercial land uses and those specific to retail
Commercial Office	Office Land Uses
Mixed-Use	Mix of commercial, office, hotel, public spaces, and residential uses
Industrial Mixed-Use	Mix of commercial, industrial, and sometimes residential uses
Heavy Industrial	Industrial uses that include either processing, manufacturing, fabrication, etc.
Business Park/Distribution	Business and light industrial uses including warehousing, logistics, trade distribution, etc.
Transportation, Communications, Utilities (TCU)	Includes areas owned and operated by Hartsfield-Jackson Atlanta International Airport, MARTA, power lines, transmission lines, railroad right of way, and highways and road rights of way.
Institutional	Primarily institutional facilities
Parks/Recreation/Conservation	Includes both private and public parks, land for forestry and agriculture

Table 2: Simplified Land Use Categories

3.2. Industrial-Related Land Uses:

Per the map on the next page, about 17% of the Aerotropolis Atlanta is designated for industrial-related land uses. From the generalized map, these land use types include business park and warehouse distribution, industrial, and industrial mixed-use. These industrial areas primarily cluster around the interstates including I-75, I-85, and I-675. Major corridors like Fulton Industrial Boulevard, Roosevelt Highway, and South Fulton Parkway have industrial concentrations as well. Ultimately, industrial-related land uses are clustered near major roads with quick access to interstates and the airport for product distribution.

	Acres	Square Miles	Percent
Study Area	236,855	370	100%
Industrial-Related			
Industrial	22,302	35	9.4%
Business Park/ Distribution	2,211	3	0.9%
Industrial Mixed- Use	15,797	25	6.7%
Total Industrial	40,310	63	17.0%

Table 3: Industrial Related Land Uses

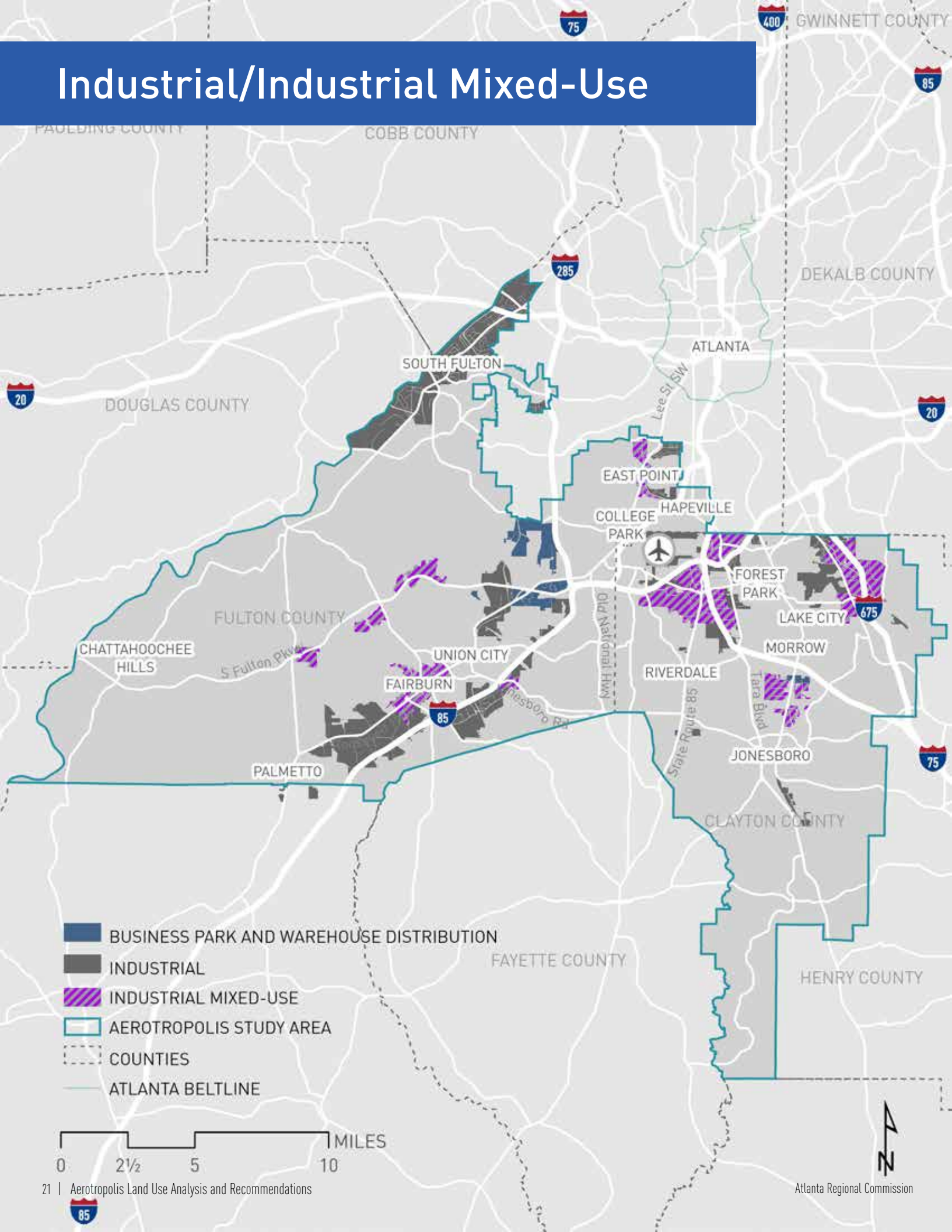
3.3. Mixed-Uses:

According to the mixed use map, a number of Aerotropolis jurisdictions planned for mixed-use districts, particularly along key corridors and in existing town centers. These mixed-use centers are key to creating livable, walkable communities. While these are future land use designations, much of these districts are not being realized on the ground. For instance, much of South Fulton Parkway is designated as mixed-use, but the corridor remains largely undeveloped, greenfield land. Old National Highway is also earmarked for mixed-use development, yet it is surrounded by mostly commercial uses. These mixed-use districts have incredible development potential.

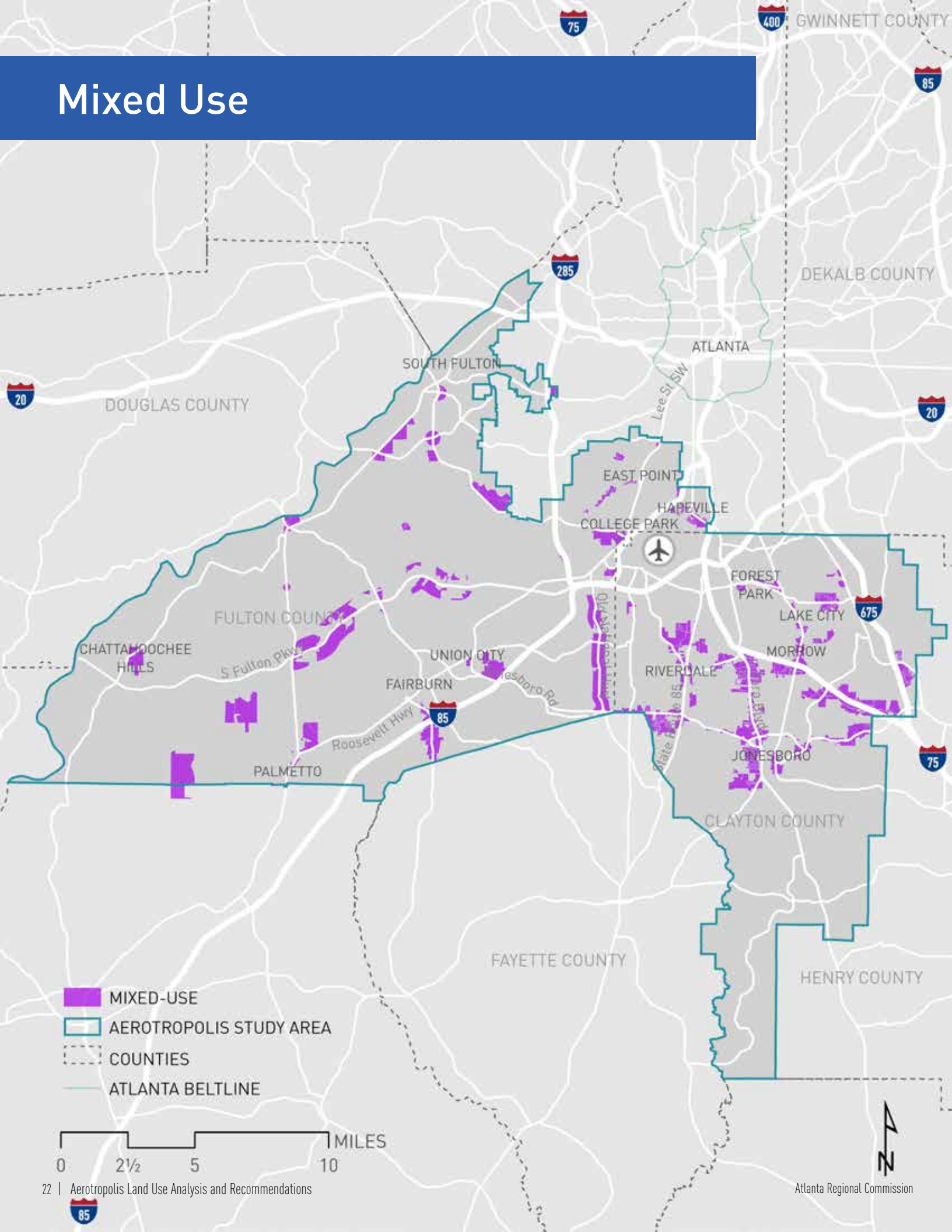
	Acres	Square Miles	Percent
Study Area	236,855	370	100%
Mixed-Use	20,546	32	8.7%

Table 4: Mixed-Use Related Land Uses

Industrial/Industrial Mixed-Use



Mixed Use



CHAPTER 4

Key Issues and Challenges

Chapter 4: Key Issues and Challenges

The following information has been compiled based on the input of stakeholders, data and GIS analysis conducted by ARC Staff. The top issues related to land use are:

1. The Federal Aviation Administration (FAA) limits redevelopment possibilities in the Aerotropolis.
2. Proximity to the Airport encourages industrial, logistics, and warehouse land uses that pose traffic, environmental, and aesthetic concerns and can prevent higher tax generating and quality of life developments from entering the market.
3. Lack of coordinated land use and zoning policies have resulted in incompatible land uses in close proximity across jurisdictions.

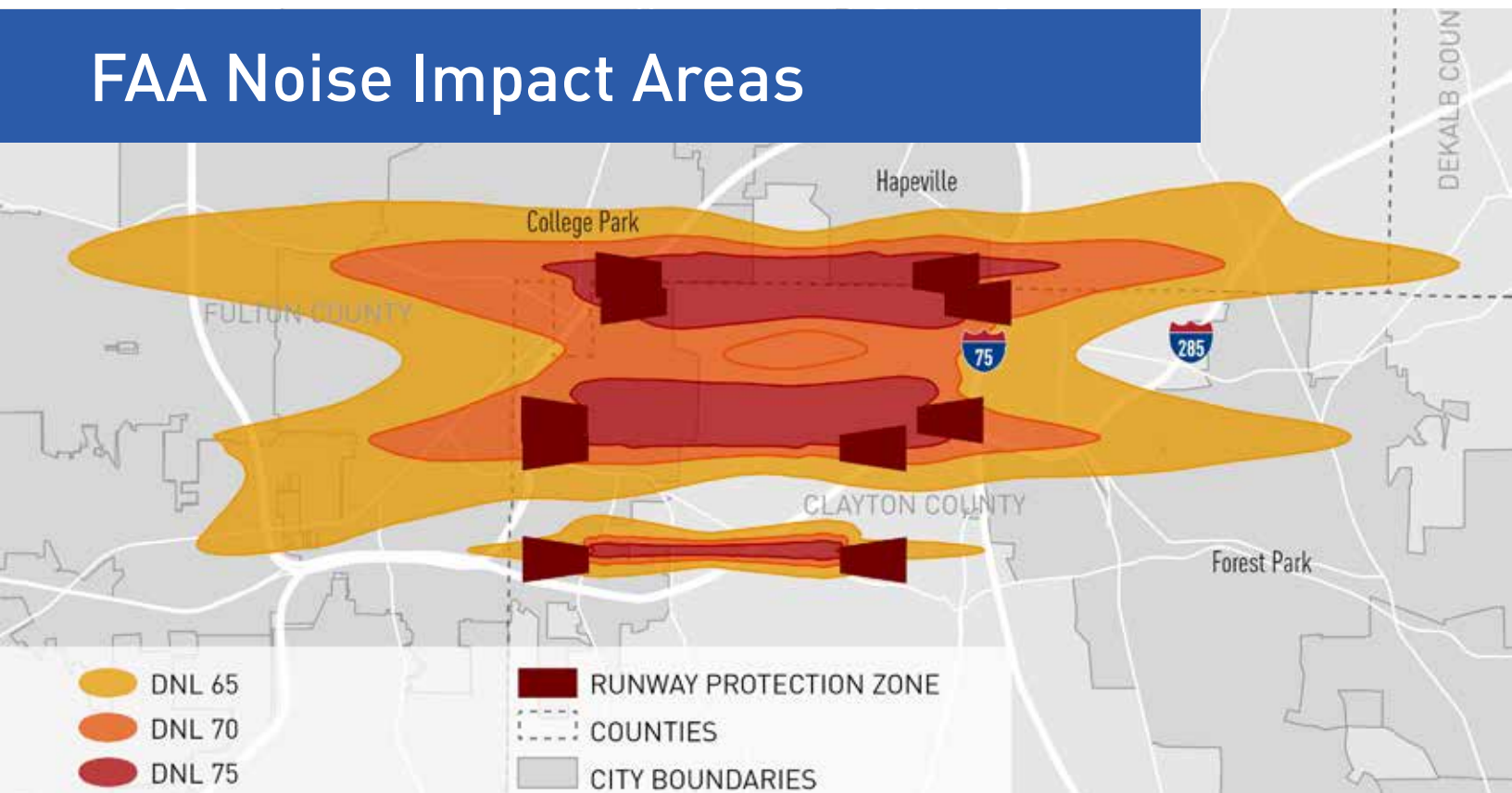
The Federal Aviation Administration (FAA) limits redevelopment possibilities in the Aerotropolis.

While the Airport offers opportunity for economic development, both noise and air pollution from the Airport negatively affect residents and businesses. The FAA imposes restrictions on land uses and building heights to protect the public and secure airport operations. Residential development is prohibited within

the noise impact areas defined by the FAA pictured below. The Aerotropolis Atlanta will ultimately have limitations in developing a business district in which people can live and work given the limited possibilities for dense housing development. Furthermore, building standards near the Airport require noise mitigation interventions. Because of the limited land uses and restrictive building standards, development is more challenging and costly. Due to the prominent location within the Aerotropolis Atlanta, Mountain View has the potential to become a major economic driver for Clayton County, the Atlanta region, and beyond.

The FAA applies a threshold of 65 DNL for significant noise exposure. Any noise exposure at or above 65 DNL is deemed incompatible for residential land uses. However, residential development may occur if the community incorporates noise reduction provisions into building codes which should be made consistent in all jurisdictions in the area. These specialized codes make residential development more costly and thus, often deter developers from increasing the housing supply in the Airport area.

FAA Noise Impact Areas



Proximity to the airport encourages industrial, logistics, and warehouse land uses that pose traffic, environmental, and aesthetic concerns and can prevent higher tax generating and quality of life developments from entering the market.

The strong growth in the study area’s industrial and warehouse development has negatively impacted the local transportation and environmental infrastructure. It has also, as highlighted in Chapter 3, out-performed mixed-use developments, creating an imbalance in development types. In addition, if the development pattern continues, the area will miss opportunities for quality of life developments well into the future as available land becomes more scarce.

Industrial, warehouse, and logistics development are important economic drivers and job-creators for the Aerotropolis. However, they exclude the opportunity for higher cost per square foot tax that comes with mixed-use development. Table 5 provides location quotients (LQs). A LQ over 1 indicates that an area specializes in a particular industry compared to the nation. For the Aerotropolis area, the transportation and warehousing industry has a particularly high location quotient a of 3.6. Wholesale trade and manufacturing industries have LQs above 1 as well. Demand for industrial space is growing. Over the past year, net absorption was positive at 3,904,654 square feet per Table 6. Net absorption is the total new square footage leased subtracted by the square footage of tenants that vacated their space in the same year.

Also, in the last year, over 6 million square feet of industrial space was under construction, accounting for

over 30% of the industrial construction for the 10-county Atlanta region.

Despite their economic implications, these land uses pose traffic, environmental, and aesthetic concerns, particularly when located near residential areas. An overabundance of these types of developments often prevent opportunities for projects which improve quality of life, tax revenue and a provide a variety of job options and housing. The following issues are by-products of industrial developments:

- 1. Truck Traffic:**
Stakeholders and residents cite truck traffic as a challenge to their communities. Because of increased congestion, some freight vehicles have opted for routes through residential areas, putting pressure on local road infrastructure, posing noise problems, and safety concerns near residential neighborhoods, schools, and other mixed-use developments.
- 2. Environmental Concerns:**
Industrial, warehouse, and logistics developments often require tremendous building and parking surface area, increasing the amount of impervious surface. These large impervious expanses produce significant amounts of stormwater runoff that cause erosion problems and carry pollutants to natural water systems. Furthermore, industrial developments can produce noise, air and water pollution themselves depending on the operation.
- 3. Aesthetics:**
Aesthetically, these developments are typically less appealing and can have negative implications to property values.

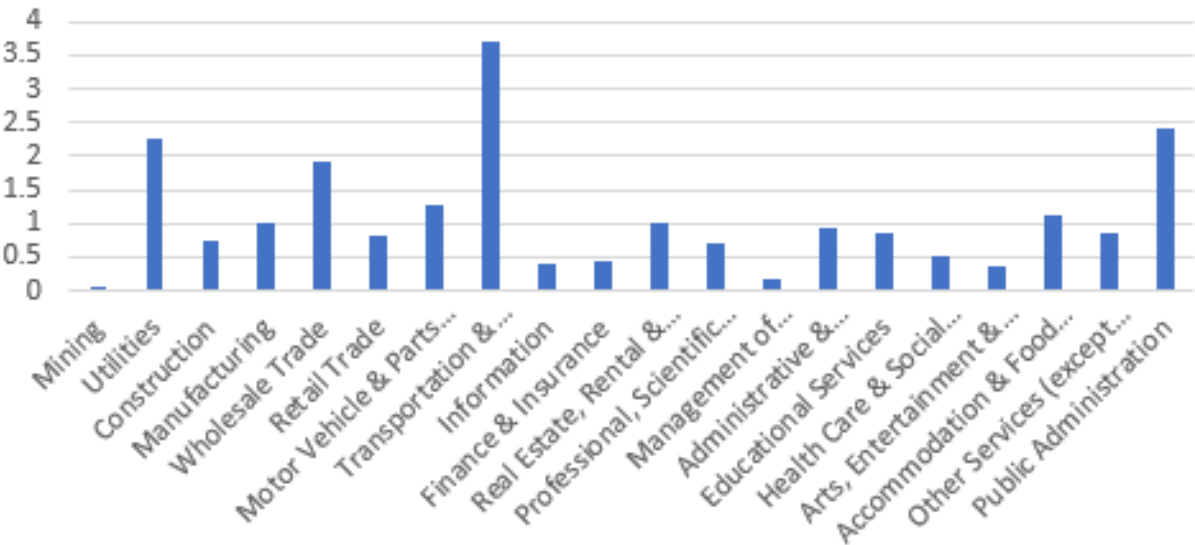


Table 5: Location Quotients

Table 6: Net Absorption

Metro Atlanta Industrial Real Estate	
Estimated Industrial Inventory	726,243,929
Market Cap Rate (aggregated by submarket inventory)	6.68%
Current Vacancy Rate	6.04%
Current Asking Lease Rate	\$6.11
Market Sale Price/SF	\$67.16
Total SF Under Construction	19,618,094
Last Year Net Absorption	12,122,243
Airport/North Clayton Industrial Submarket	
Estimated Industrial Inventory	112,698,169
Market Cap Rate	6.7%
Current Vacancy Rate	8.6%
Current Asking Lease Rate	\$5.15
Market Sale Price/SF	\$61
Total SF Under Construction	6,055,429
Last Year Net Absorption	3,904,654



Costruction Activity in the Aerotropolis

Lack of coordinated land use and zoning policies have resulted in incompatible land uses in close proximity across jurisdictions.

Local governments develop their own comprehensive plans and zoning codes with no requirements for municipalities to coordinate land uses at the edge of jurisdictions. As a result, incompatible land uses like single-family residential abutting industrial areas can occur at the edge of jurisdictions. The Aerotropolis area is no exception. Stakeholders throughout the process called for more coordination at jurisdictional boundaries to address issues including noise, pedestrian-vehicular conflicts, the burden on local infrastructure, transportation safety, and development design. The Freight Cluster Plan, in draft form, identified specific areas such as South Fulton Parkway and the City of East Point and City of Forest Park along Old Dixie Road (US 19/41/SR3) have incompatibilities that need discussions and collaboration.

The land use and zoning in the area is controlled by thirteen (13) cities and two (2) counties, representing many different processes and opinions. City boundaries have grown in a disorganized and unplanned way without thought for natural boundaries or the built environment, making it difficult for investors and developers to determine jurisdiction boundaries and thus, the regulations that govern prospective development sites. In addition, if a site does cross jurisdictional boundaries or is adjacent to another jurisdiction's boundary, a process to coordinate review, approvals and permits has not been established. Further, a process for citizens of one city to hold politicians of another city accountable when conflicts arise at these boundaries has not been established which, if developed region-wide, would promote the goal of a "true partnership."



Freight Cluster Plan

Powered by Aerotropolis Atlanta CIDs

Freight Forum

August 22, 2019



CHAPTER 5

Recommended Priorities: Aerotropolis Study Area

Chapter 5: Aerotropolis Priorities: Aerotropolis Study

5.1 Introduction

The Blueprint provided a strategic, overarching framework to guide growth and development from its adoption in 2016, for the next five years. The document serves as a resource for policymakers to help guide development decisions that further the economic and quality of life in the area. The Alliance and its partner CIDs have made significant progress working through the Matrix of Action Items located in the Appendix of this document. All items in the Organizational and Branding and Marketing areas have either been completed or are on-going. Limited progress in the action areas of Land Use and The Urban Form and Transportation has been made, but the critical action items identified to be completed in the short term (0-1 year), "Update Local Plans for Compatibility with Blueprint" and "Audit Local Land Use Policies for Efficacy at Enabling Blueprint", have not significantly progressed.

The Aerotropolis Atlanta priority actions are imperative to the future success of the area. These do not apply to a specific area but are more generally applicable to study area extents. They contain a combination of policy, programming, and outreach efforts. The Aerotropolis Atlanta priority actions, listed below, will inform the development of Blueprint 2.0.

5.2 Need for a comprehensive and coordinated action plan for future industrial development

1. **Resolution of Jurisdictional Boundary Conflicts:** The Future Land Use Analysis highlighted the need for multijurisdictional review and collaboration on land use policies and designations at jurisdictional boundary lines to avoid conflicts. The conflicts negatively impact existing development and the perception of the development community when either industrial or other development is proposed in the Aerotropolis. A coordinated action plan will promote industrial development in areas where Aerotropolis Atlanta partners have agreed it makes sense and avoids negative impact to areas where other types of development are desired.
2. **Land Use Definition:** Cities and counties in the Aerotropolis Atlanta should agree upon a common definition for both industrial and industrial mixed-use or develop other more appropriate categories. It may also be important to develop a definition of mixed-use to differentiate it from industrial mixed-use. The definitions should be incorporated into planning studies such as comprehensive plans and master planning studies. A consistent definition will provide all Aerotropolis Atlanta partners with a solid understanding of uses allowed in these categories.
3. **Zoning:** Once land use agreements have been made, an overlay district or specific zoning designation should be discussed for the Aerotropolis Atlanta. Zoning is the regulatory tool to implement land use policies.
4. **Design:** A design template for the Aerotropolis Atlanta should be discussed. The design template can include allowed design types, materials, and other aspects of the urban form. The design template can either be administered by local municipalities or a committee of the Alliance.
5. **Determination of the Location of Parking and Staging Areas:** Parking and staging areas are needed throughout Aerotropolis Atlanta for freight operations feeding both the Airport and industrial developments. A determination of appropriate areas and sites within each jurisdiction based on development patterns, existing land uses and infrastructure should be discussed and adopted. Shared cost can also be discussed.
6. **Impact on Local Infrastructure:** Existing and proposed infrastructure improvements should be studied as part of land use discussions prior to the approval of future industrial development. If a land use change is proposed, the appropriate infrastructure should be planned and programmed collaboratively between municipalities and the Alliance. Including infrastructure improvements in planning documents allows elected officials to allocate funds to these projects and identifies these projects formally, making grant opportunities more accessible.
7. **Economic Impact:** The demand for industrial development in the area is high. Data from 2019 indicates that 30% of industrial construction in the

10-county area has taken place in the area. While important for construction jobs in the short-term and limited permanent jobs in the long-term, impact to neighboring and proposed adjacent development and overall quality of life may be negative. A balance needs to be achieved which leverages the demand, but clearly identifies specific development sites with appropriate existing or planned infrastructure which

limit the negative impact to other existing or planned land uses. Economic development should benefit the whole area as well as individual partners.





5.3 Improved communication and collaboration is important to coordinate jurisdictional plans with Blueprint.

1. **Elected Officials:** Convening elected officials around key efforts is imperative to success. By endorsing Aerotropolis Atlanta planning efforts, working towards a common vision, policies and goals and incorporating these planning recommendations into their comprehensive plans, partner communities confirm their commitment and form a common foundation. Cohesive planning documents and a common vision will facilitate coordinated land use decisions and strengthen communities. An action

plan for the identifying key next steps, with support from local officials, is paramount. Since and “Initial Point of Contact” has been established for each partner, when key efforts are identified, meetings should be held with the larger group and between individual partners that may be most impacted.

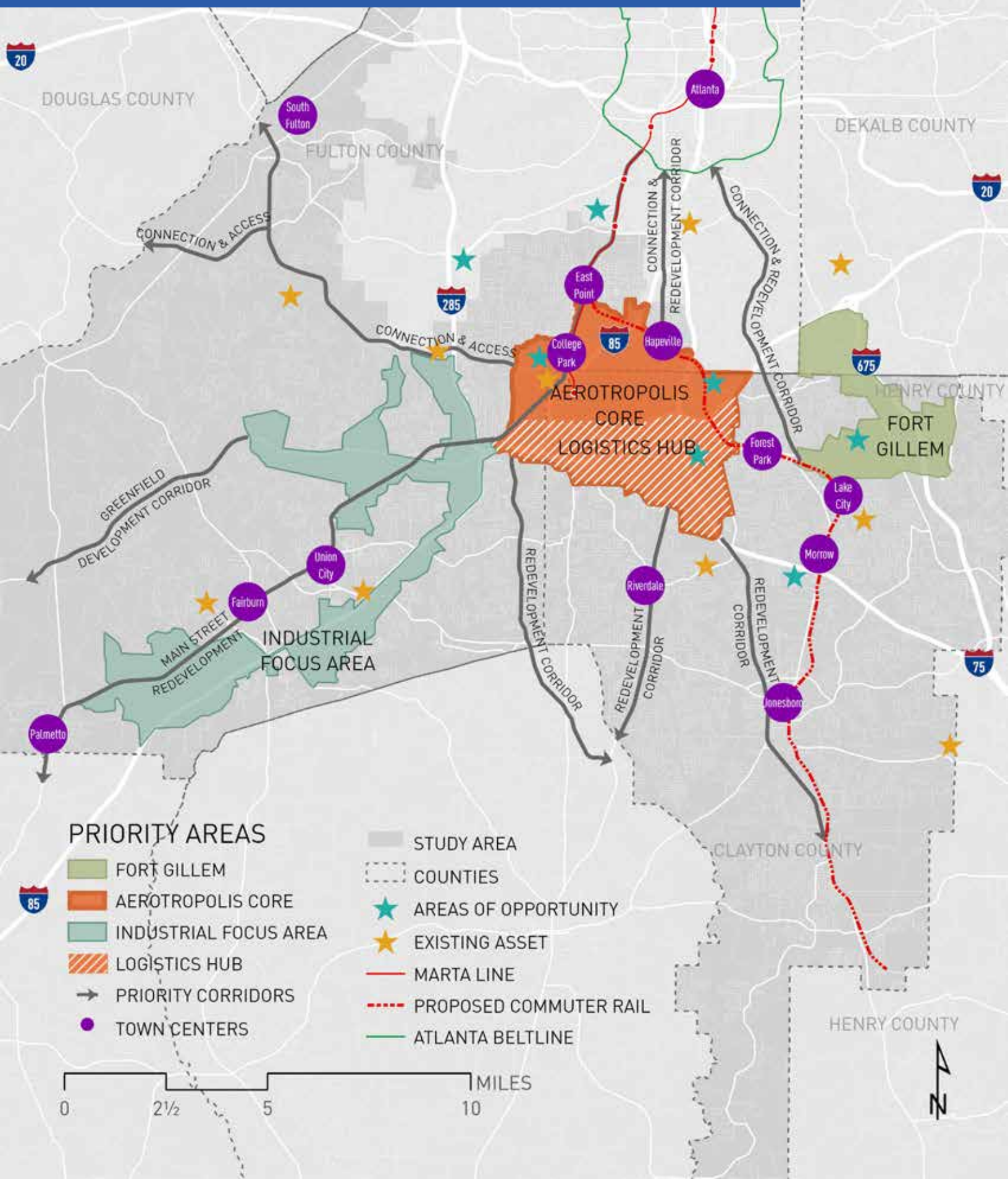
2. **Education:** Regularly scheduled meetings for all Aerotropolis Atlanta partners, in concert with the Alliance, should be held to learn about best practices in similar multijurisdictional partnerships providing ideas, inspiration, solutions and an opportunity to strengthen and grow.
3. **Airport Planners:** The Alliance should continue to engage Airport planners for future development planning and infrastructure coordination, including on-going green infrastructure and other innovative projects and/or efforts.

CHAPTER 6

Recommended Priorities by Subarea



Study Area Overview



6.1 Aerotropolis Core Subarea

Challenges:

The Aerotropolis Core Subarea, first identified in the Blueprint, is the heart of the Aerotropolis Atlanta. Home to the Airport, and the primary office and commercial real estate submarkets in the Aerotropolis Atlanta, the area is also anchored by the Georgia International Convention Center, Porsche Cars North America, the State Farmer's Market, and Delta Air Lines. The Aerotropolis Core Subarea also captures the town centers of College Park, East Point and Hapeville. Furthermore, the Aerotropolis Core Subarea is home to key redevelopment sites including the Mountain View and Airport City College Park, now known as Six West.

1. **Airport Proximity:** The proximity of this area to the Airport limits redevelopment opportunities. FAA safety regulations and noise pollution are primary limiting factors.
2. **Walkability:** The Aerotropolis Core lacks walkable, mixed-use centers aside from historic downtowns which pose an opportunity for the introduction of improved walkability in the area, though FAA regulations must be built into the appropriate solution.
3. **Flint River:** The headwaters of the Flint River starts just north of the Airport and flows through pipes and ditches along road and industrial sites in the Aerotropolis Core. There is an effort to restore the headwaters of the Flint River and create destinations along this natural asset.

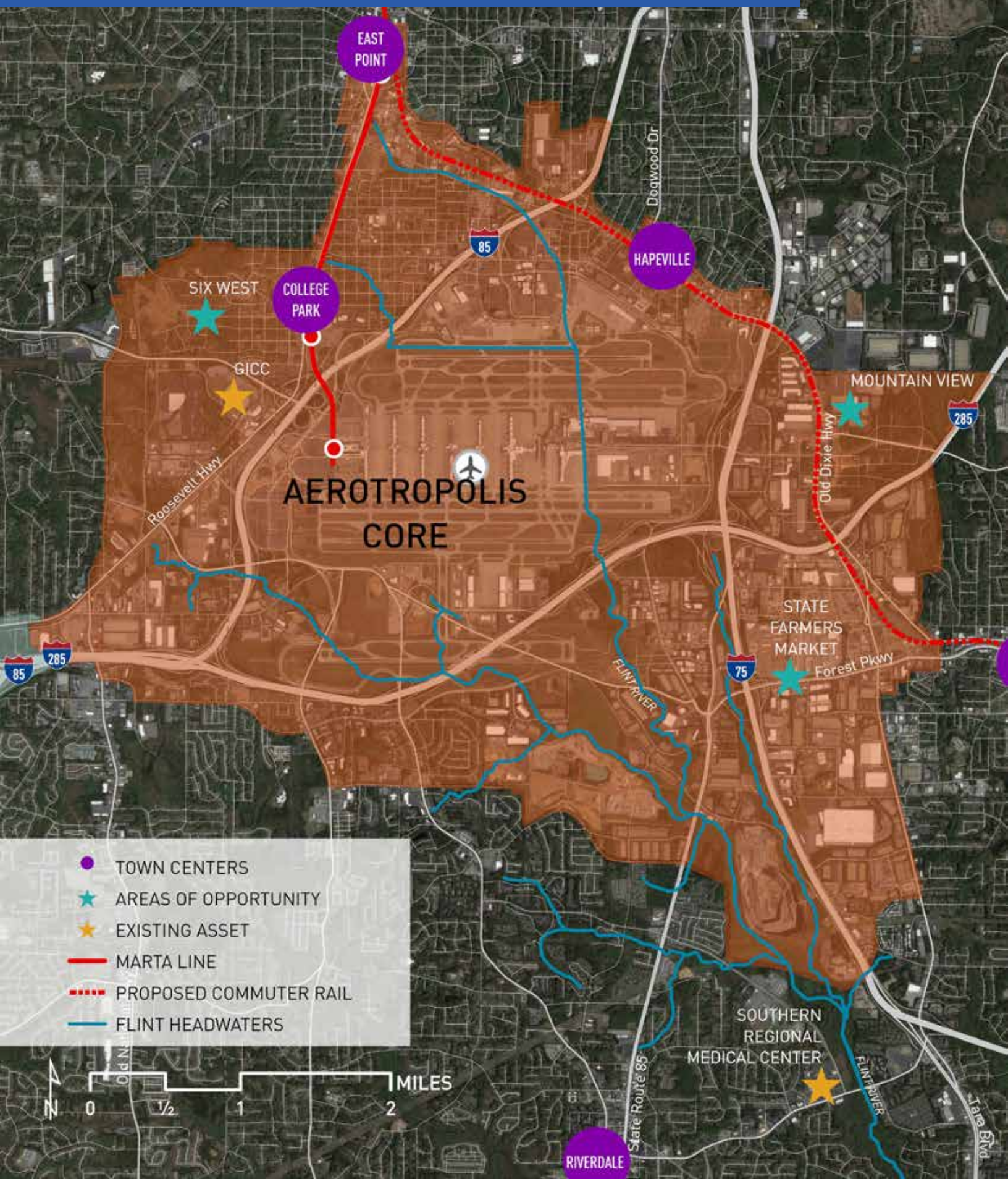
Opportunities:

1. **Zoning:** The development of unified, multijurisdictional zoning or an overlay district for the Aerotropolis Core could address development conflicts. With multiple historic downtowns, the core already possesses the infrastructure to provide the subarea with walkable, mixed-use development. Furthermore, unified zoning, developed with consideration for FAA regulations, could yield redevelopment appropriate for the remainder of the area.
2. **Project Manager:** The appointment of a dedicated project manager for the Aerotropolis Core, who

would help local partners market key sites within the Aerotropolis Core Subarea could also improve prospects for redevelopment within the area.

3. **Walkability:** The stakeholder engagement process identified several other potential actions to address the area's challenges with walkability and redevelopment. Coordination of efforts, such as the AeroATL Greenway and downtown walkability initiatives in the area allows for synergy to be realized between disparate projects. Other actions are identified in the public participation section of the Appendix.
4. **FAA:** Engage the FAA in a formal way to foster appropriate growth.
5. **State Farmers Market:** The State Farmers Market is a wholesale and logistical hub owned by the State Department of Agriculture located in Forest Park. This is a significant asset for the City of Forest Park and the Aerotropolis Atlanta. Strategic land use and transportation planning and stakeholder engagement regarding this site will be beneficial to all jurisdictions in the area.
6. **MOU:** Interjurisdictional redevelopment efforts may be optimized through the creation of an MOU between local development authorities to form a joint development authority for the area, unifying development efforts, especially those whose economic impacts span multiple jurisdictions.
7. **Studies:**
 - a. Delta Air Lines as the focus (Delta City/Downtown Delta): Redevelopment opportunities exist, such as parking decks to catalyze redevelopment or environmental clean-up, but coordination between the City of Atlanta, East Point, and Hapeville, which have adjacent jurisdictional boundaries, and Delta (lease terms) is needed. A Transit Feasibility Study for connecting the Domestic Terminal to the International Terminal would also be beneficial.
 - b. Transportation Study for Conley Road.
 - c. Walkability coordination efforts between planning studies.
 - d. Finding the Flint: Need to continue to develop the Flint River Concept.

Aerotropolis Core Subarea



6.2 Logistics Hub Subarea

Comprising the southern half of the Aerotropolis Core, the Logistics Hub is its own subarea due to the high concentration of air cargo and logistics facilities. The Logistics Hub forms the center of the South Metro Logistics Market. While the area is defined by logistics, it is also home to the State Farmers Market, and it is the largest food production and distribution cluster in the country.

Challenges:

1. **Freight Traffic:** Stakeholder engagement yielded substantial commentary about difficult truck access through the Logistics Hub. While the Aerotropolis hosts a concentration of cargo, freight, and logistics economic activity, the Logistics Hub contains a particularly high concentration of this activity. As this area has long been challenged by its freight traffic, the AACIDs have commissioned a Freight Cluster Plan, which is in the process of studying the existing and projected future conditions of freight movement in the Aerotropolis Atlanta, to recommend improvements that will aid in the continued movement of cargo in and through the area. Upon the release of this plan, recommendations appropriate to the Logistics Hub's conditions should be applied to mitigate the strain of freight traffic on roadways.
2. **Area Identity-Visioning:** The Logistics Hub also

exhibits a necessity for visioning. Stakeholder engagement suggested that the identity of the area is unclear.

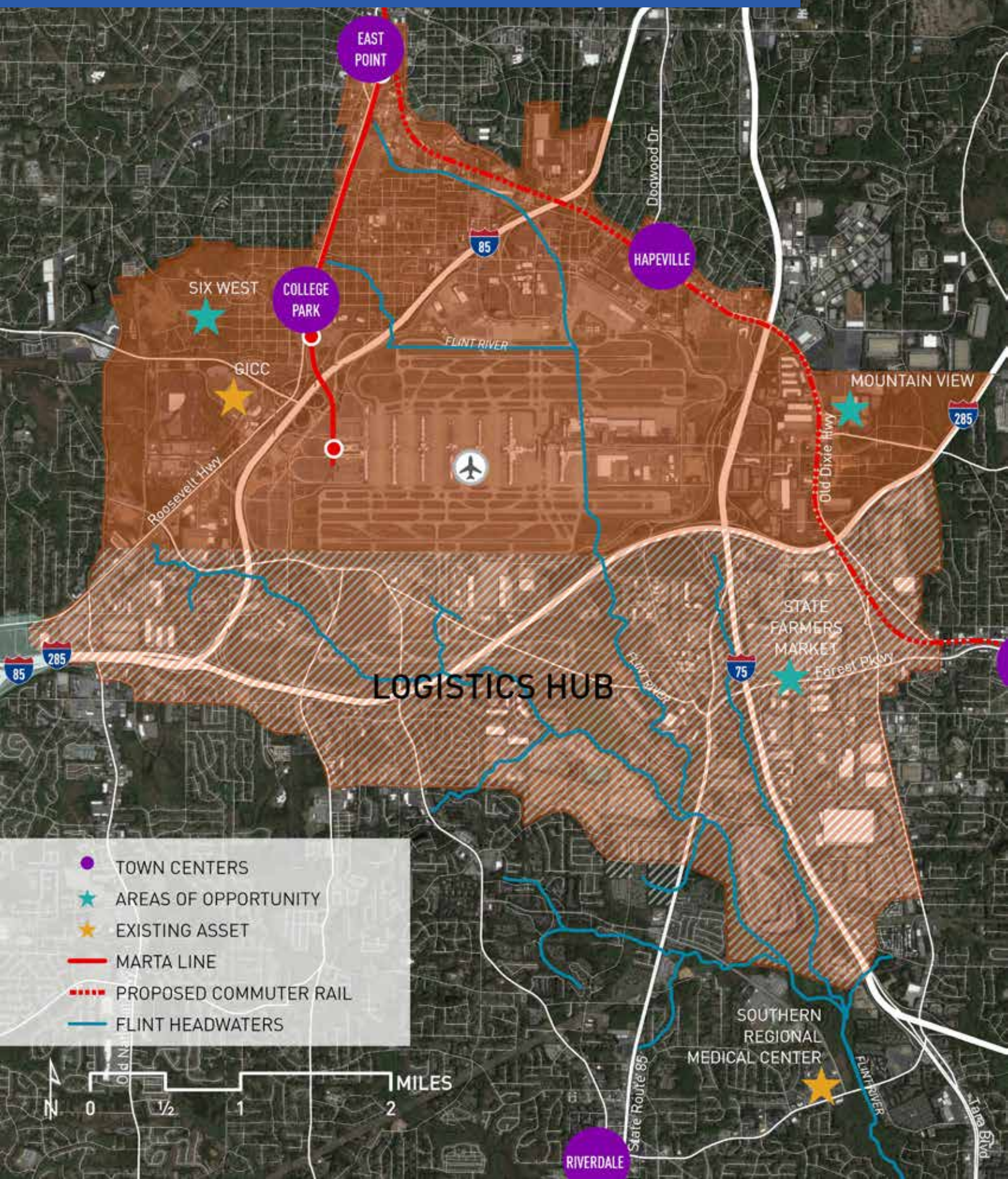
3. **Land Use:** Industrial mixed-use is poorly defined and not consistent in the study area. Some communities have this category but others do not causing further confusion on how to make consistent land use decisions. In addition, some land use categories are too broad to effectively translate to zoning regulations that truly impact what type of development is desired.
4. **Airport Development Coordination:** Leadership from the Airport and coordination with the Alliance is needed to address transportation infrastructure and the possibility of an expansion of the cargo business and identity creation efforts.

Opportunities:

1. **Area Identity-Visioning Study:** A study, including a public participation plan, can create a vision for the area. The Alliance and local partners can institute an identity for the area and update zoning to create an overlay district that addresses design standards and allows for a diversity of uses appropriate for the vision. In updating the Logistic Hub's zoning or implementing an overlay district, the Alliance and its partners will study best practices for developing an integrated balance between industrial and mixed-use land uses.
2. **Incentives:** Research and identify incentives for vision appropriate development/redevelopment.



Logistics Hub Subarea



6.3 Industrial Focus Subarea

The South Fulton Industrial Area is defined by I-285, I-85, and South Fulton Parkway. Roosevelt Highway and Main Street also run through this subarea. The Cities of Chattahoochee Hills, Fairburn, Palmetto, South Fulton, and Union City all intersect with the subarea. Attractions within this area include Atlanta Metro Studios, the Georgia Renaissance Festival, Fairburn Educational Campus, Serenbe, and the CSX Intermodal Yards.

Roosevelt Highway connects most town centers in Fulton County, as well as the Gateway Center, Airport City, the Airport's domestic terminal, Woodward Academy, and the CSX Intermodal Yards. Pinewood Studios and Fayetteville are just south of the area. Roosevelt Highway is a key corridor and connector in the Industrial Focus Subarea and presents an opportunity to connect historic walkable downtowns. The strength of this corridor is the link between historic downtowns which have all seen a resurgence in recent years. Planning to allow each community to maintain its sense of place while providing cohesive development linking them is key to success. The South Fulton/I-85 Industrial Focus Area has experienced tremendous growth in logistics operations over the last decade, with several large corporations relocating to the area. As the western portion of South Fulton Parkway has large amounts of undeveloped land, it presents opportunities for redevelopment.

Due to the rapid expansion of logistics operations in the area – especially considering the land available for development – truck access in and through this area poses a significant challenge presently and for the future. As with the Logistics Hub, in order to accommodate existing and projected freight traffic, jurisdictions in this area should quickly implement appropriate recommendations from the AACIDs' forthcoming freight cluster plan to mitigate truck traffic. In addition to implementing the freight cluster plan, jurisdictions in the area should collaborate to study how alternative routes and parking options can mitigate congestion on and around South Fulton

Parkway.

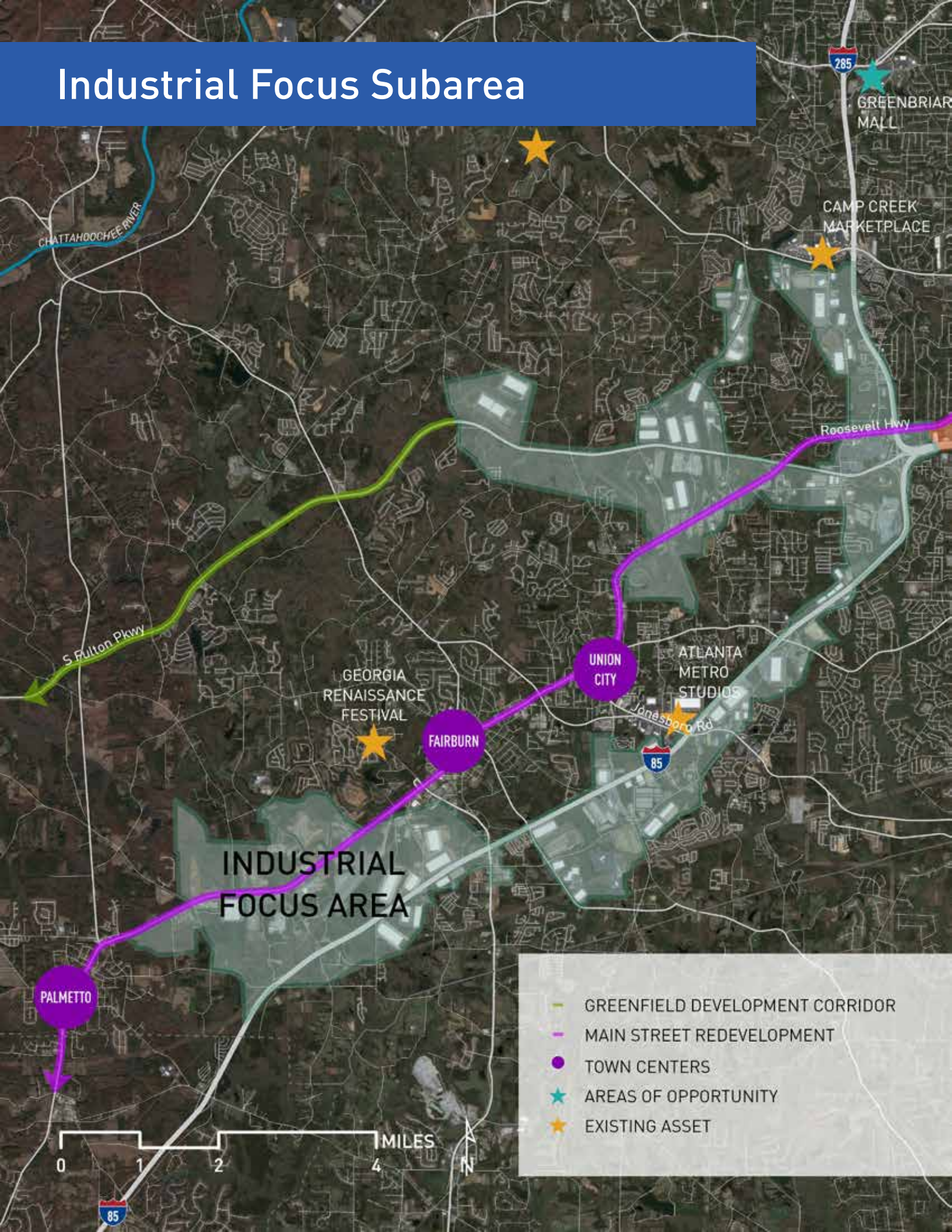
Challenges:

1. **Main Street Redevelopment Corridor:** Roosevelt Highway/Main Street/Lee Street runs through southern Fulton County and crosses many jurisdictions. It passes through several historic town centers including East Point, College Park, Union City, Fairburn, and Palmetto. While the corridor connects town centers physically, there is no consistent sense of place, look or feel.
2. **South Fulton Parkway:** Studied recently in 2017, South Fulton Parkway requires interjurisdictional coordination to realize its vision. Warehouse and industrial development continue moving in along the corridor contrary to the conservation-focused mixed-use development imagined.

Opportunities:

1. **Main Street Redevelopment Corridor:** The Roosevelt Highway/Main Street/Lee Street corridor warrants further land use study given its proximity to large-scale warehousing operations, its connection to MARTA heavy rail and its role as Main Street to several town centers. A focused study would establish cohesive land uses across jurisdictions that account for town center redevelopment, economic development, and transit connections.
2. **South Fulton Parkway:** There are possible boundary to warehouse sprawl that invite Aerotropolis Atlanta jurisdictions to consider more sustainable development patterns southeast of Derrick Rd.
3. **Planning Recommendations:** South Fulton Parkway and the Roosevelt Highway Corridor will allow coordination and cohesive development along both corridors on the outskirts of historic communities.

Industrial Focus Subarea



6.4 Fort Gillem Subarea

The boundaries for this subarea are drawn by the Gillem Logistics Center, I-675, and Moreland Avenue. In contrast to the South Fulton/I-85 Industrial subarea, this portion of the Aerotropolis Atlanta contains some older logistics facilities coupled with state-of-the-art logistics/warehousing development constructed by the Gillem Logistics Center. Future land use maps categorize Fort Gillem as industrial mixed-use or a similar designation.

Challenges:

1. **Building Stock:** The area is characterized by older industrial development containing many aging and obsolete industrial facilities, some of which are on or eligible to be listed on the National Register of Historic Places, complicating their reuse.
2. **Freight Traffic:** Freight traffic is significant in this area.

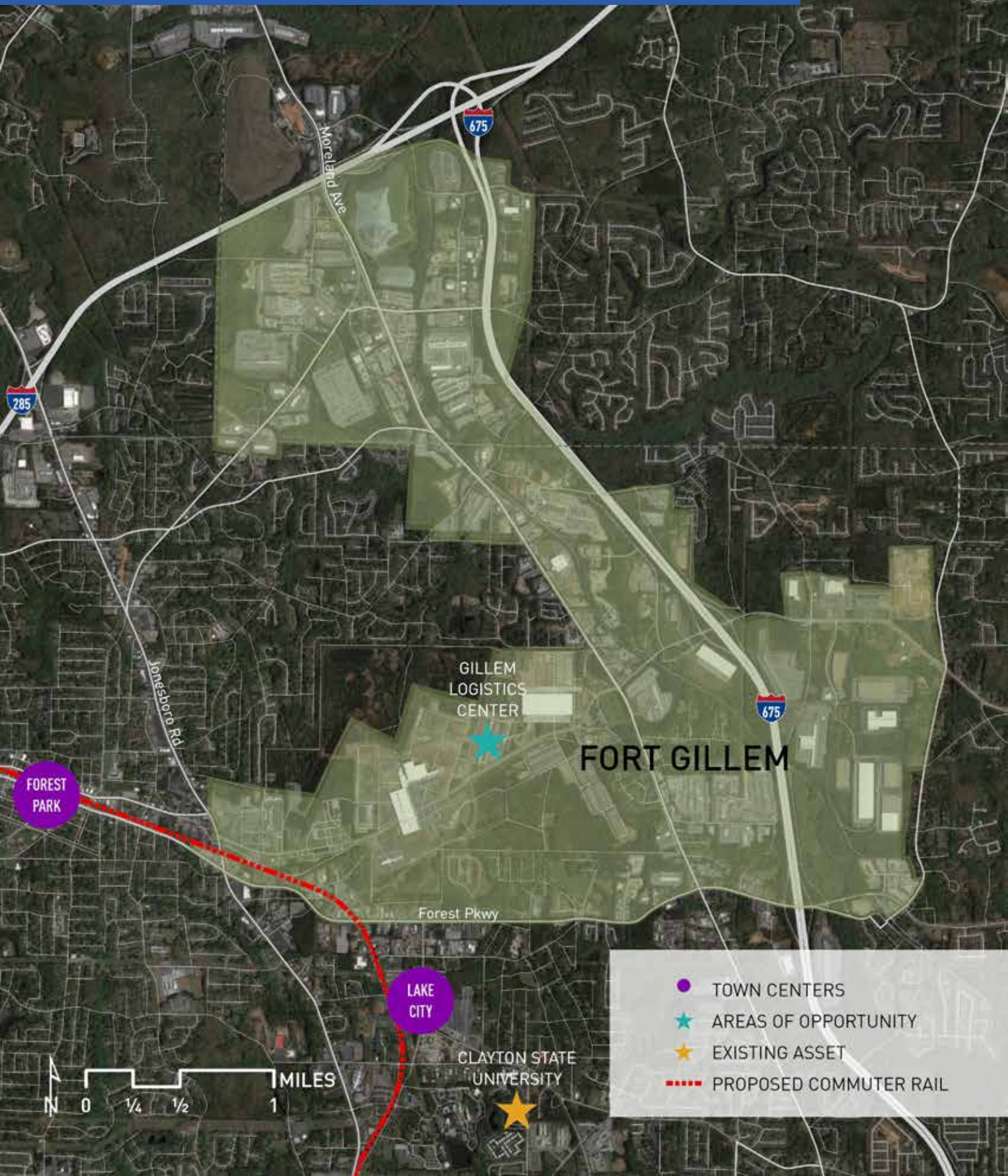
Opportunities:

1. **Historic Properties:** To optimize the redevelopment of aged industrial facilities, local jurisdictions should consider studying and mapping existing historic properties. Researching best practices to redevelop, rehabilitate, and maintain historic industrial buildings will be beneficial to retain the area's sense of place. Financial assistance through grants and other technical assistance may be available for these properties.
2. **Freight Cluster Plan:** Appropriate recommendations from the Plan should be implemented to mitigate freight traffic.



New Development in the Aerotropolis Atlanta.

Fort Gillem Subarea



6.5 Connection to the Urban Core Subarea

This subarea contains the corridors that connect the Airport to the Atlanta Beltline, a critical regional asset. These include Main Street/Lee Street, Metropolitan Parkway, Lakewood Avenue, the Downtown Connector, and MARTA Red/Gold lines. Attractions in this area include Fort McPherson and several major film studios, the Dick Lane Velodrome, and the Cellairis Amphitheatre at Lakewood. The town centers of East Point and Hapeville, as well as the Lakewood Heights neighborhood are in the area. This subarea contains many aging residential neighborhoods and industrial uses.

Challenges:

1. **Integration:** Lack of integration with Atlanta's urban amenities and resources.
2. **Investment:** Lack of investment to connect to key amenities and resources.

Opportunities:

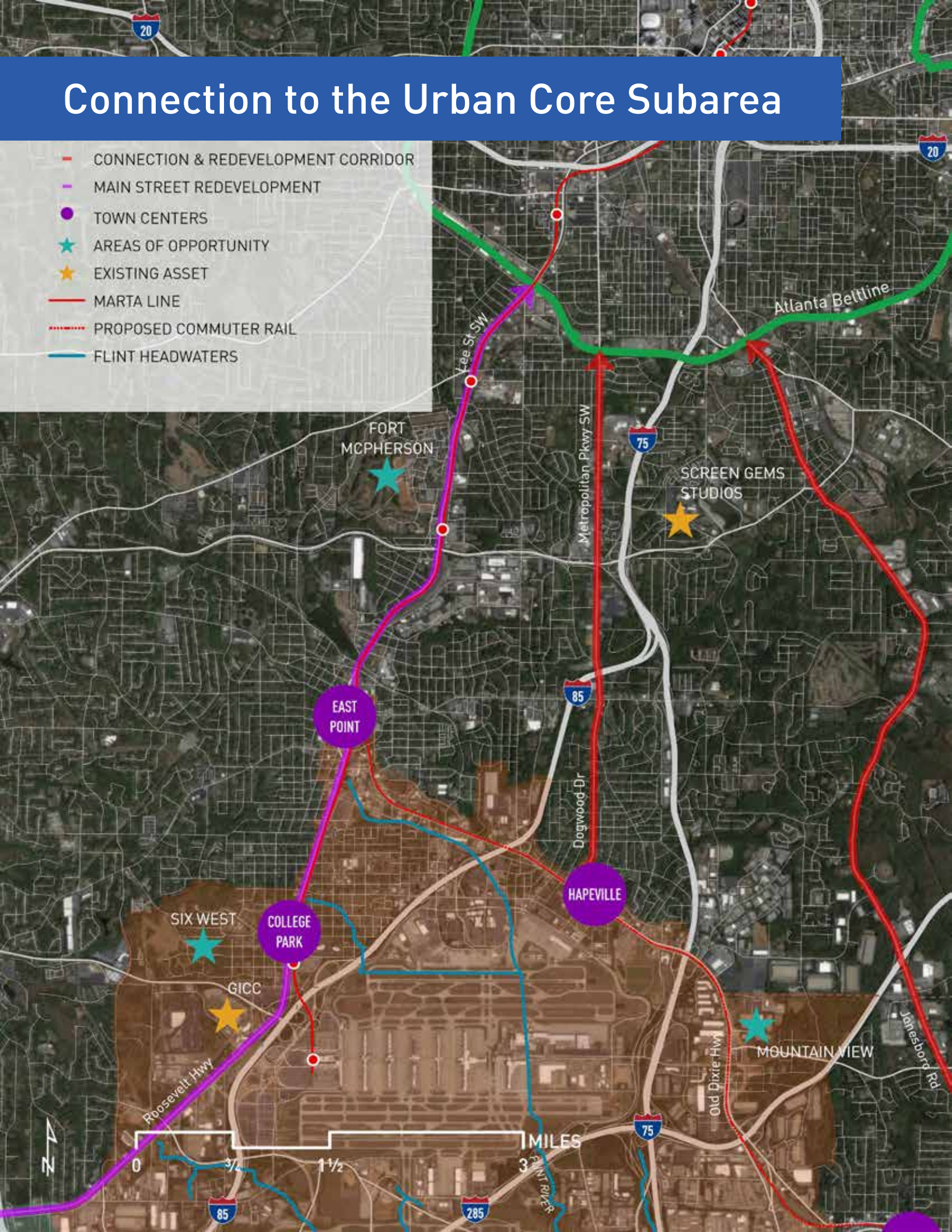
1. **Zoning:** The entire Aerotropolis needs cohesive and coordinated land use and zoning. The existing residential and industrial development could benefit from infill zoning regulations if it is the intent that the existing development and development patterns are to be retained and remain the same.
2. **Collaboration:** Collaboration with the highly successful and visible Atlanta Beltline, Inc. can provide insight into planning activities in the area and possibly develop new collaborative projects to benefit the Aerotropolis Atlanta area.



Downtown East Point. Photo courtesy of Marietta Daily Journal

Connection to the Urban Core Subarea

- CONNECTION & REDEVELOPMENT CORRIDOR
- MAIN STREET REDEVELOPMENT
- TOWN CENTERS
- ★ AREAS OF OPPORTUNITY
- ★ EXISTING ASSET
- MARTA LINE
- PROPOSED COMMUTER RAIL
- FLINT HEADWATERS



6.6 Northwest Clayton Subarea

As part of the broader south metro logistics market, Northwest Clayton is the largest logistics market in Clayton County. Located in this part of the county are the Cities of Forest Park, Jonesboro, Lake City, Morrow, and Riverdale. The area includes corridors identified for transit expansion. The ongoing Clayton County Transit Study has identified the corridor between Old Dixie Highway and Jonesboro Road as a primary transit corridor. The southern end of these roads merge to become North Main Street. This corridor connects many town centers in South Fulton County and Clayton County, as well as the Porsche Experience Center, the Airport's International Terminal, Mountain View, Clayton State University, Southlake Mall, and the Gillem Logistics Center.

Challenges:

1. **Freight:** As with most subareas of the the Aerotropolis Atlanta, Northwest Clayton faces difficulty moving freight traffic to and from the area.
2. **Zoning:** Zoning should be updated to support transit expansion at proposed stops in the area. It is important to note, that for transit to be successfully implemented in Northwest Clayton, the relevant

jurisdictions must collaborate to improve bicycle and pedestrian access and safety, especially along key corridors. To address this issue, focusing on the development of the AeroATL Greenway routes which incorporate bicycle and pedestrian access with transit as recommended in the Clayton Transit Study.

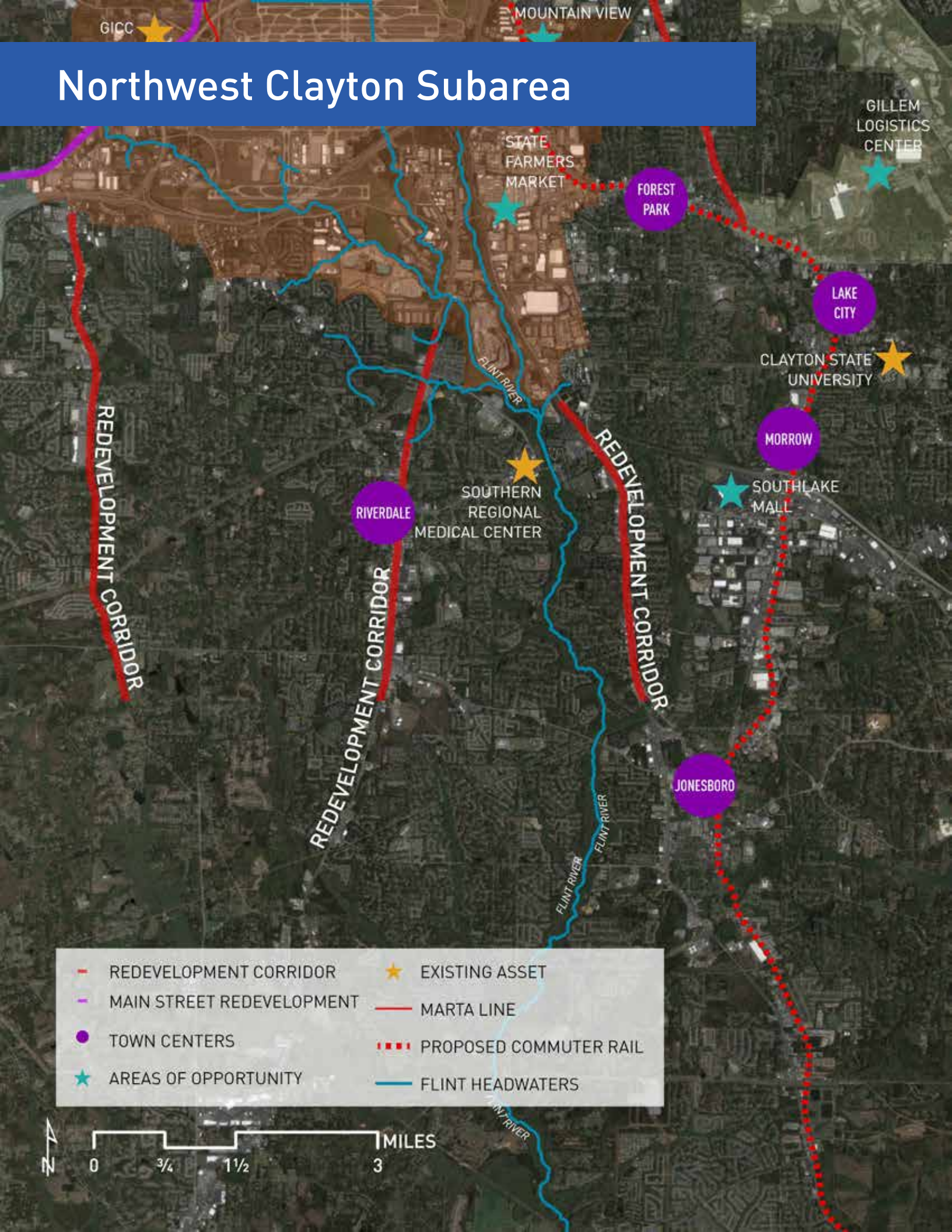
Opportunities:

1. **Plans:**
Clayton Transit Study and Freight Cluster Plan: Both plans will offer unique solutions for congestion issues faced by the area.
AeroATL: Greenway routes and incorporate bicycle and pedestrian access with transit that is recommended in the Clayton Transit Study.
2. **Flint River:** The Flint River remains an underutilized natural asset to the area. Local jurisdictions, partners and the planners at the Airport should collaborate to develop a vision and action plan for the Flint. Planning for green infrastructure at the Airport has already begun.
3. **Studies:** Study Southlake Mall and surrounding area.



Natural Areas in Aerotropolis

Northwest Clayton Subarea



6.7 Camp Creek Parkway Subarea

The Camp Creek Parkway subarea includes the portions of the Parkway from the Aerotropolis Core to Fulton Industrial Boulevard. This corridor connects the South Fulton Industrial area to I-285 and the Airport. Land use surrounding the Parkway is mainly residential, though bookended with commercial and logistics land uses. At its center is the Camp Creek Marketplace and Wolf Creek Amphitheatre, and it touches the cities of College Park, East Point, and South Fulton. This corridor is also a primary location for Airport Park and Fly lots.

Challenges:

1. **Vehicular Traffic:** While challenges along this corridor manifest differently from other, previously identified subareas, many still relate to traffic and access for freight and non-freight vehicles.

Stakeholder engagement and research identified that local and regional access to Camp Creek Marketplace should be facilitated; congestion of Camp Creek Parkway near the Marketplace and I-285 is problematic. Furthermore, with the abutment of industrial, commercial, and residential land uses throughout the corridor, it has been noted that freight traffic mingles with residential traffic at levels undesirable to residents traveling in and near the corridor.

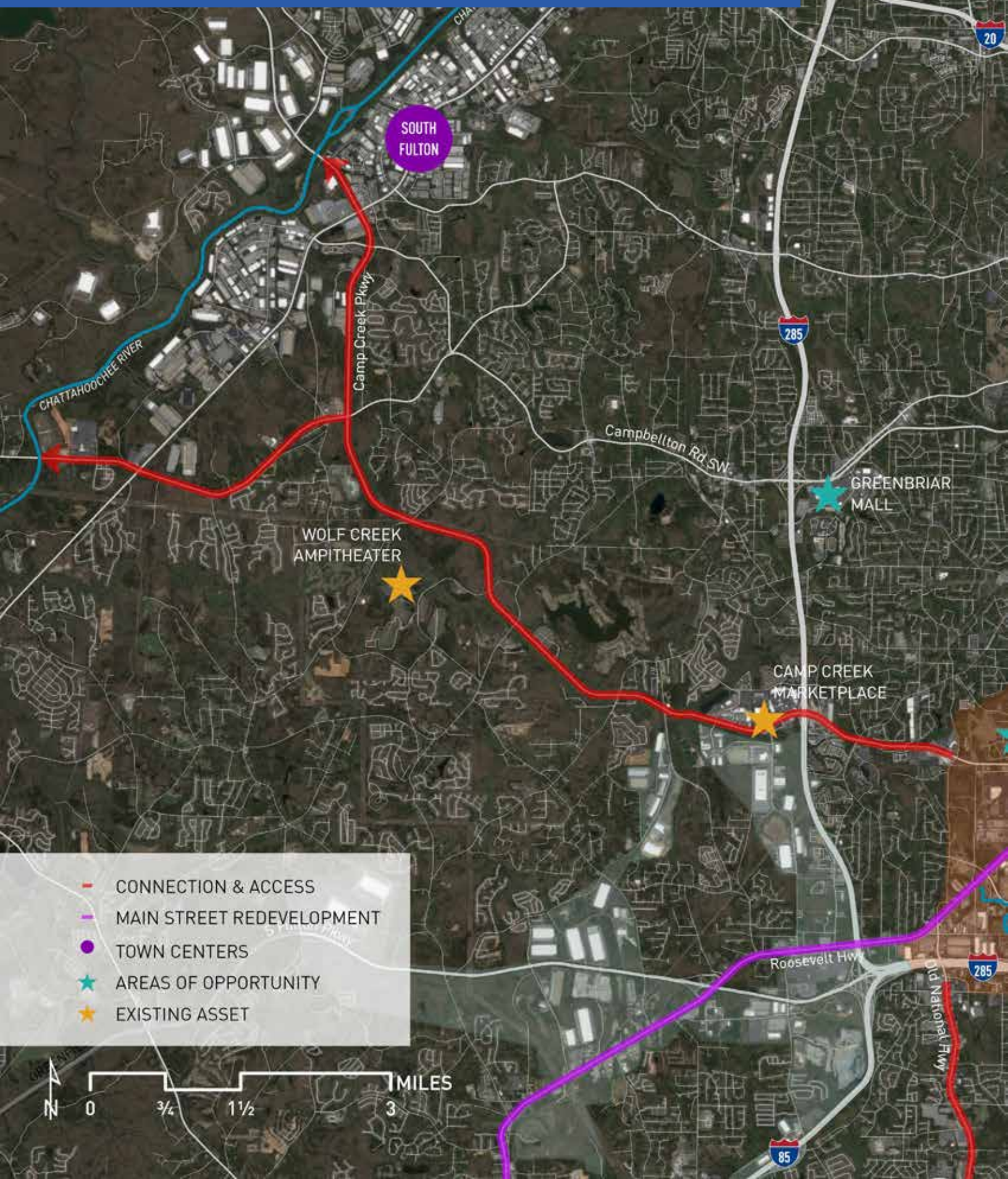
Opportunities:

1. **Vehicular Traffic:** The development of alternative routes to alleviate congestion along the Parkway could alleviate traffic and restore separation of freight and residential traffic in the area.
2. **Collaboration:** East Point and College Park can work together to develop appropriate development and redevelopment opportunities and land uses from the Gateway Center to Camp Creek Marketplace that supports residents and businesses.



Retail Opportunities in the Aerotropolis

Camp Creek Parkway Subarea



CHAPTER 7

Next Steps

Chapter 7: Next Steps

This report is meant to build off the successes of the Blueprint and assist the Alliance to better coordinate land use and economic development goals across jurisdictional lines. It also prepares the Alliance to embark on its next strategic and visioning process: Aerotropolis Atlanta Blueprint 2.0. To move forward, there is a need for overarching coordination needed to unify the area as outlined below.

1. A Summit will be held to reconnect partners. The Summit will be a half day event which will focus on the following:
 - a. Reestablish Blueprint vision and goals.
 - b. Outline the importance of coordination.
 - c. Review Action Matrix progress and highlight actions that need additional work (updated Action Plan in the Appendix).
 - d. Discuss what industrial, industrial mixed-use and

mixed-use means.

- e. Discuss land use conflicts. Brainstorm land use coordination.
 - f. Discuss coordination plan for land use and zoning changes.
2. Following the Summit:
 - a. A road map for collaboration and integration of vision into all plans in the area including regional and local plans.
 - b. A road map to coordinate land use changes throughout the Aerotropolis Atlanta.
 3. Focus on the upcoming Community Development Planning Assistance Project (CDAP): Creating an outline for Blueprint 2.0.
 4. Commence Blueprint 2.0.



Six West

Appendix

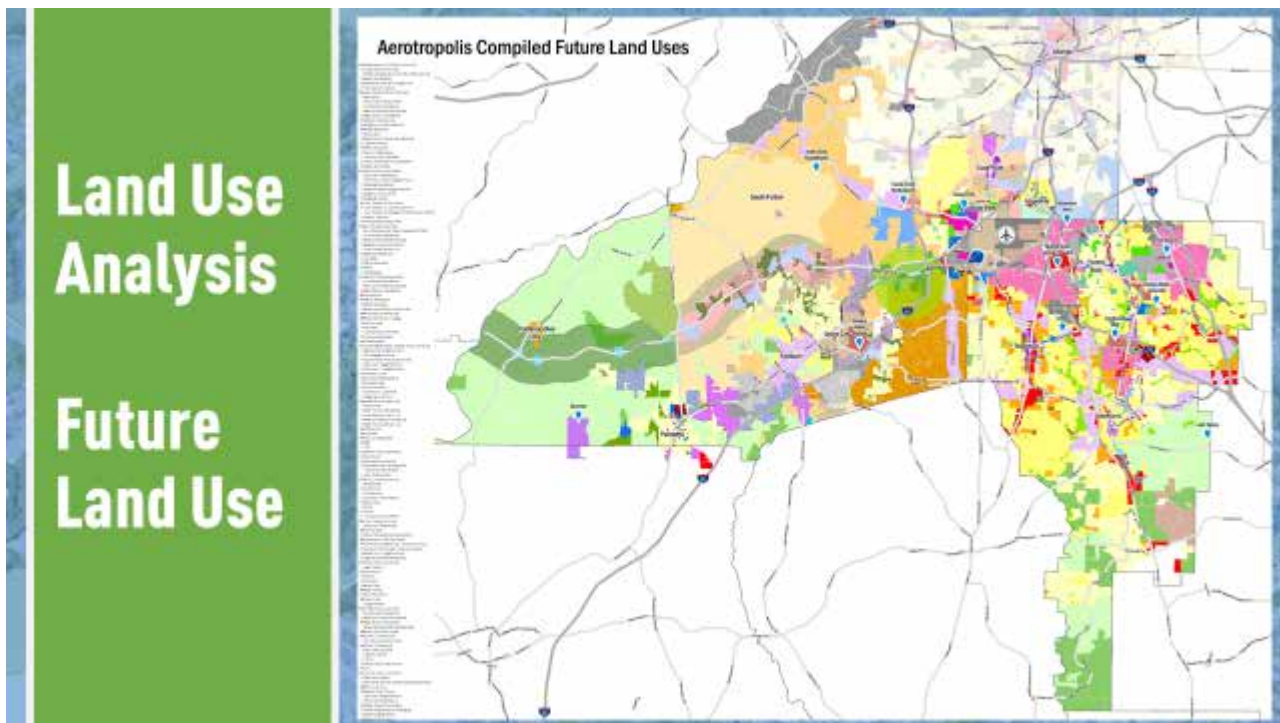
Action Matrix

	ACTION	YEAR	STATUS 2020	GOAL				KEY IMPLEMENTOR / PARTNER
				Improves Perception	Increased Economic Investment	A True Partnership	Advancing Catalyst Sites / Projects	
ORGANIZATIONAL	Hire Full Time Aerotropolis Staff	0-1	Complete					AAA
	Establish Blueprint Champions + Regular Interactions	0-1	Complete					AAA
	Establish Working Groups	0-1	Complete					AAA
	Establish Collectives	0-1	Complete					AAA
	Study + Refine Organizational Structures	1-3	On-Going					AAA
	Hire Additional Staff	3-5	Complete					AAA
	Identify Funding Mechanisms for Implementation	On-Going	On-Going					AAA, GDOT, DCA
BRANDING AND MARKETING	Establish Unique Aerotropolis Brand	0-1	Complete					AAA
	Develop a Marketing Communications Plan	0-1	Complete					AAA, CIDs
	Media Plan	1-3	Complete					AAA
	Establish Gateway Strategy	3-5	On-Going					AAA, CIDs, GDOT, H-JAIA
	Annual / Semi-Annual Aerotropolis Event	3-5	Complete					AAA, H-JAIA
	Keep the Story Alive	On-Going	Complete					AAA
LAND USE AND THE URBAN FORM	Update Local Plans for Compatibility with Blueprint	0-1	On-Going					Counties, Localities
	Audit Local Land Use Policies for Efficacy at Enabling Blueprint	0-1	On-Going					Counties, Cities, AAA
	Establish "Initial Single Point of Contact"	1-3	Complete					AAA, ARC, Localities
	Detailed Master Planning of Catalytic Sites	1-3	On-Going					CIDs, Localities
	Greenway Corridor Development	0-1	On-Going					ARC, Localities
	Strengthen Historic Downtown Cores	On-Going	On-Going					Localities
	Leverage Transit Nodes	On-Going	On-Going					Localities, MARTA
	Complete or Update Areas of Opportunity Studies	On-Going	On-Going					Localities
TRANSPORTATION	Improve Mobility Between Activity Nodes - Circulator Bus	0-1	On-Going					Localities, AAA
	Improve Connectivity for Movement of Goods	On-Going	On-Going					GDOT, ARC
	Enhance Walkability Around Existing and Proposed MARTA Stations	On-Going On-Going	Complete On-Going					MARTA, Localities
	Truck/Freight Study	1-3	On-Going					GDOT, ARC
	Implement Short Term Transportation Recommendations of Master Plan	On-Going	On-Going					CIDs, Localities

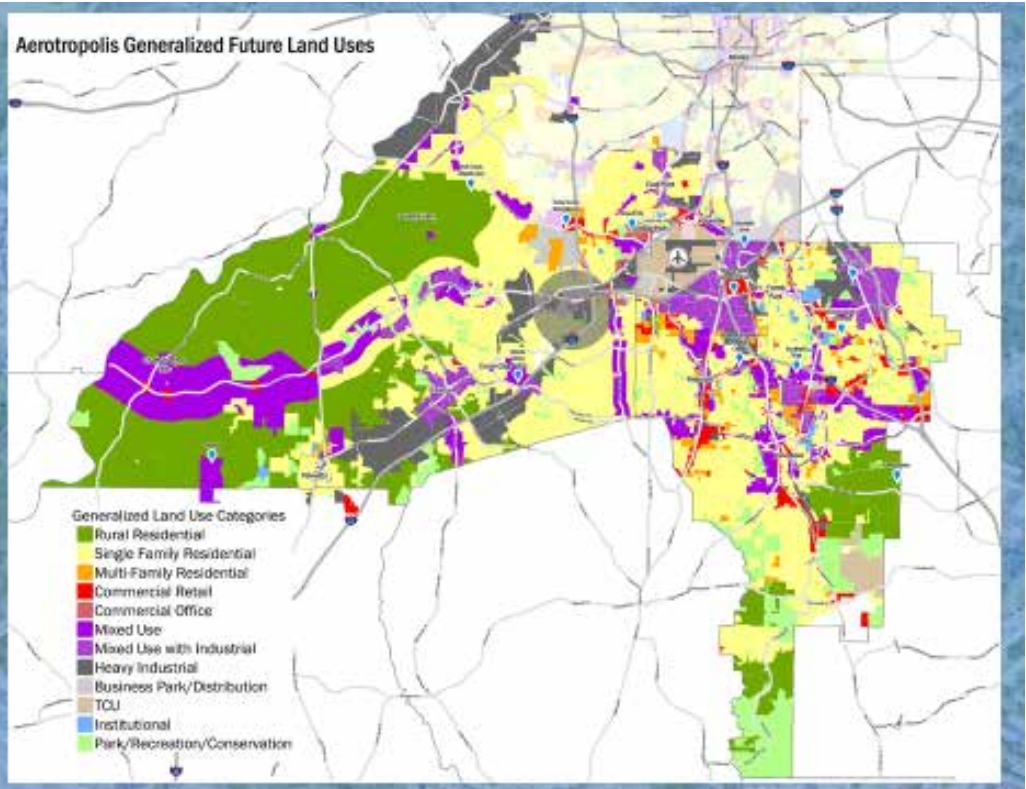
Stakeholder and Project Management Team Meetings

Stakeholder Meeting #1

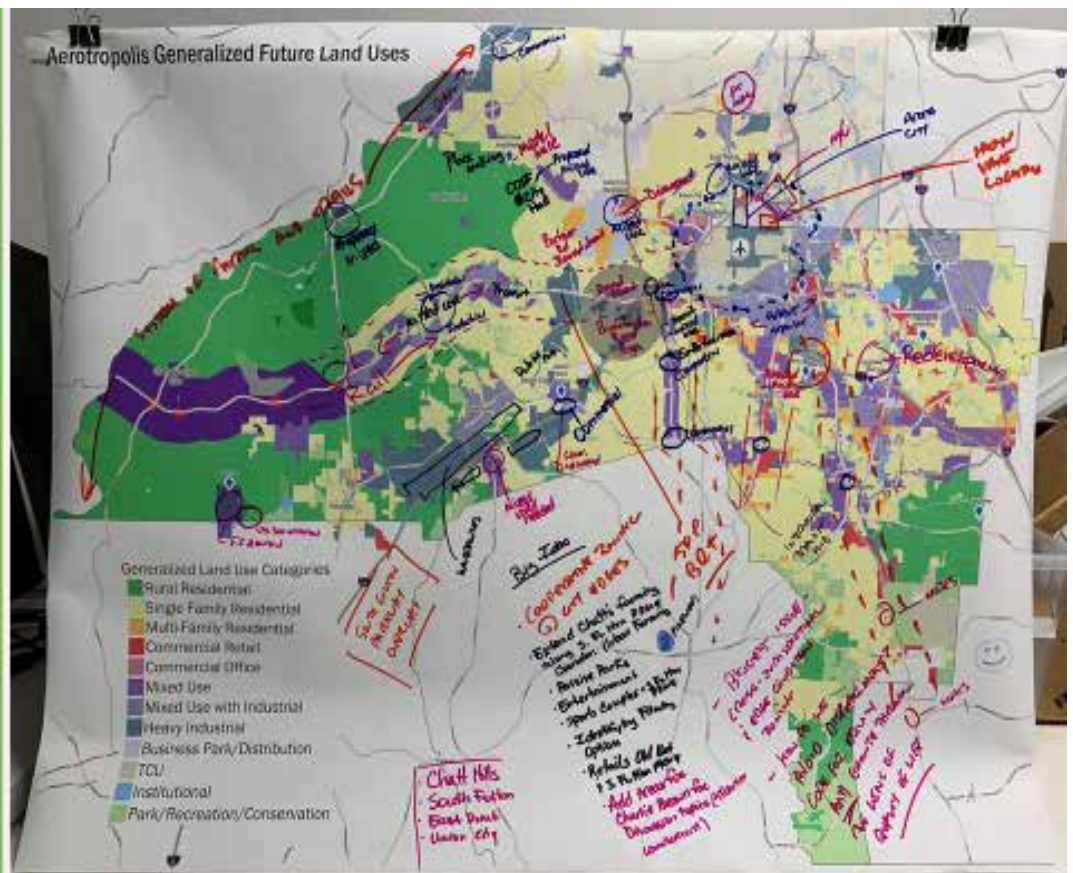
The first stakeholder meeting took place on August 28, 2019 at the Aerotropolis Atlanta headquarters and was led by ARC planners Anna Baggett and Jonathan Tuley. Agenda topics covered the project overview, background and past work, activity since Aerotropolis Blueprint, future development maps, and concluded with a group discussion. One of the key components covered was the Future Land Use Analysis maps. During the session, stakeholders broke into groups and were able to collaborate on discussion for input on the Generalized Future Land Use map, provide input for changes, additions or suggestions, and have ARC address any immediate questions. A photo of these maps (pre-input) can be found below. Land use policies, the importance of ongoing collaboration, and several Aerotropolis corridors were also discussed among the group.



Simplified Future Land Use

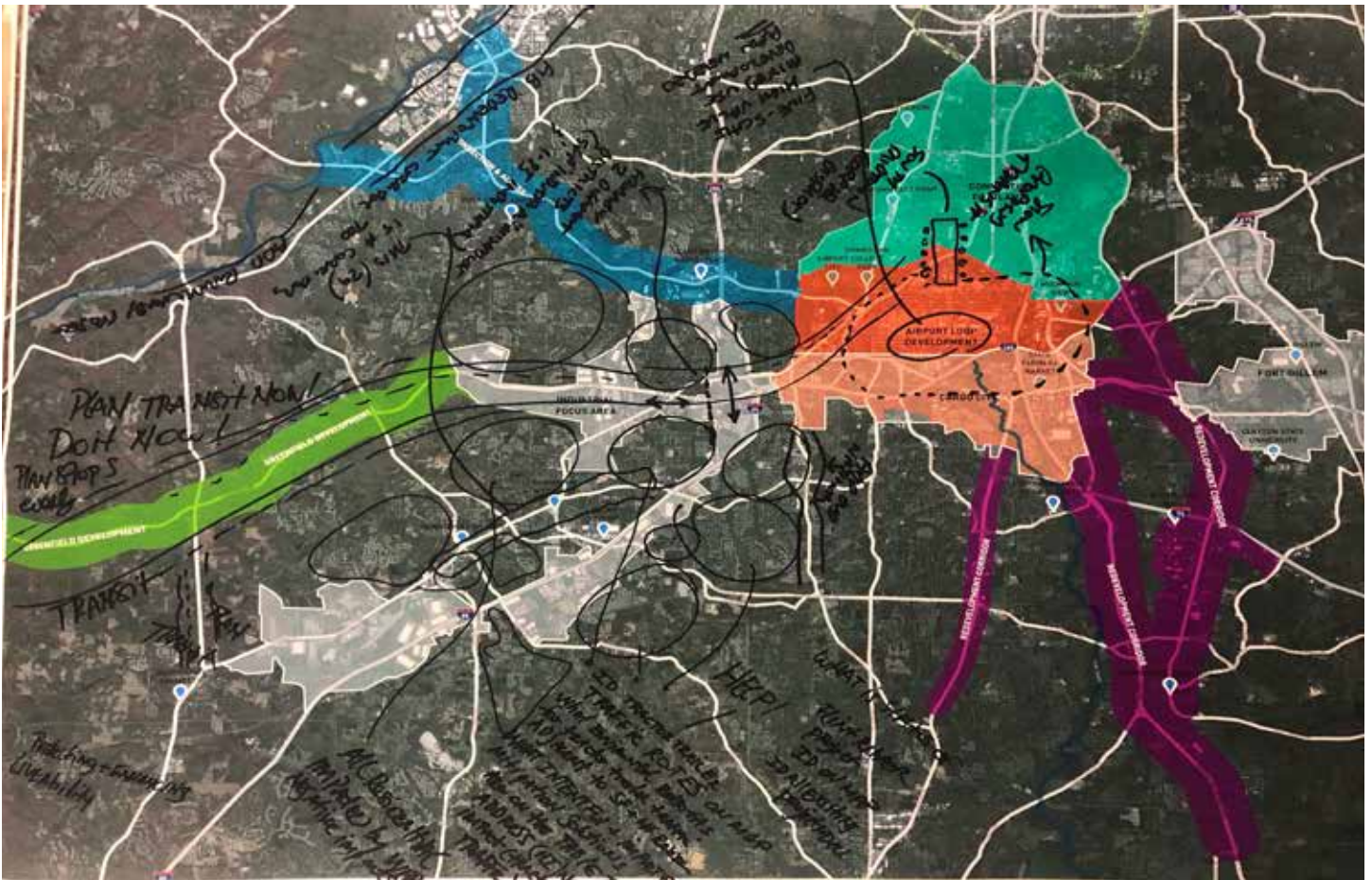


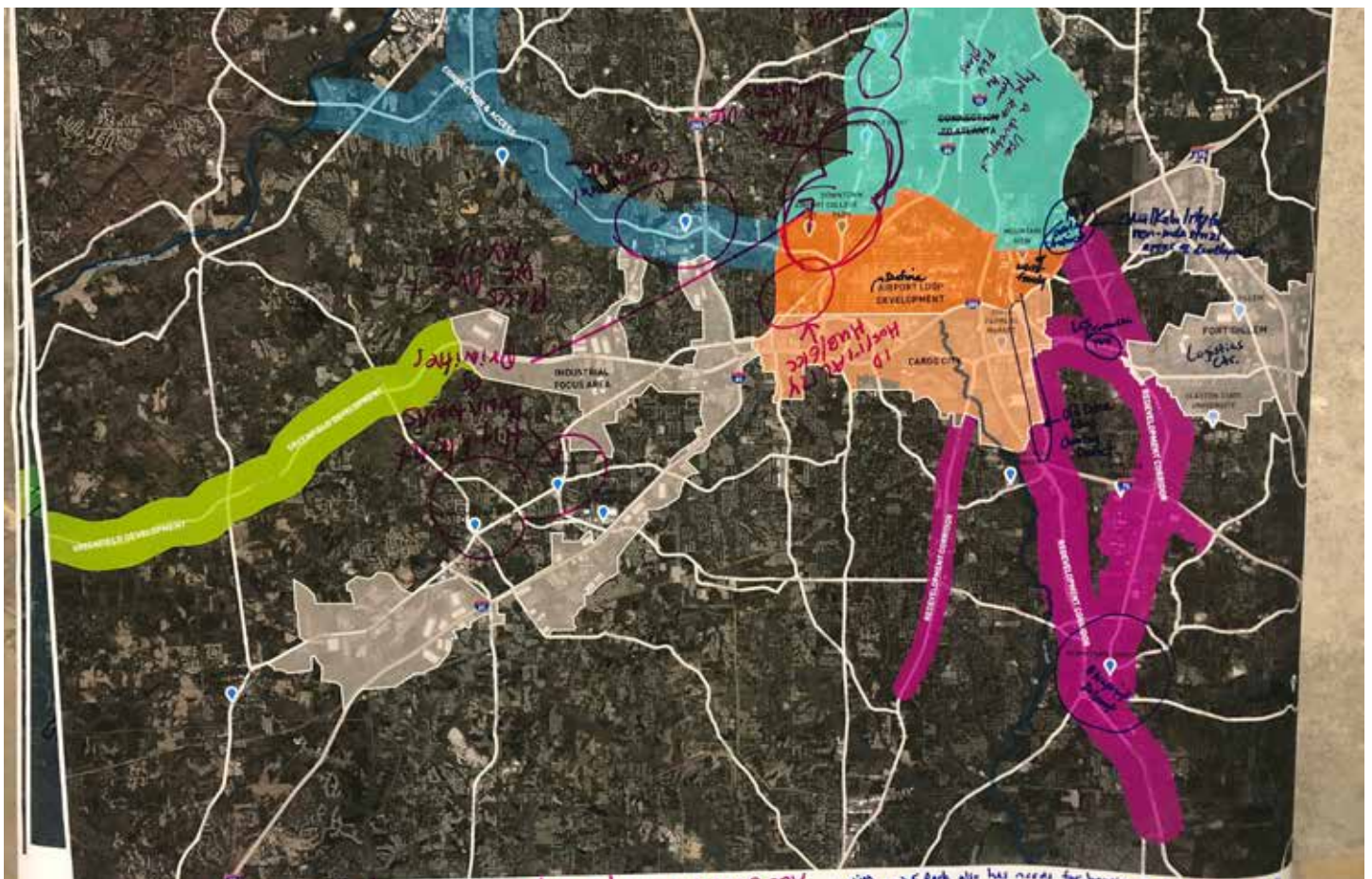
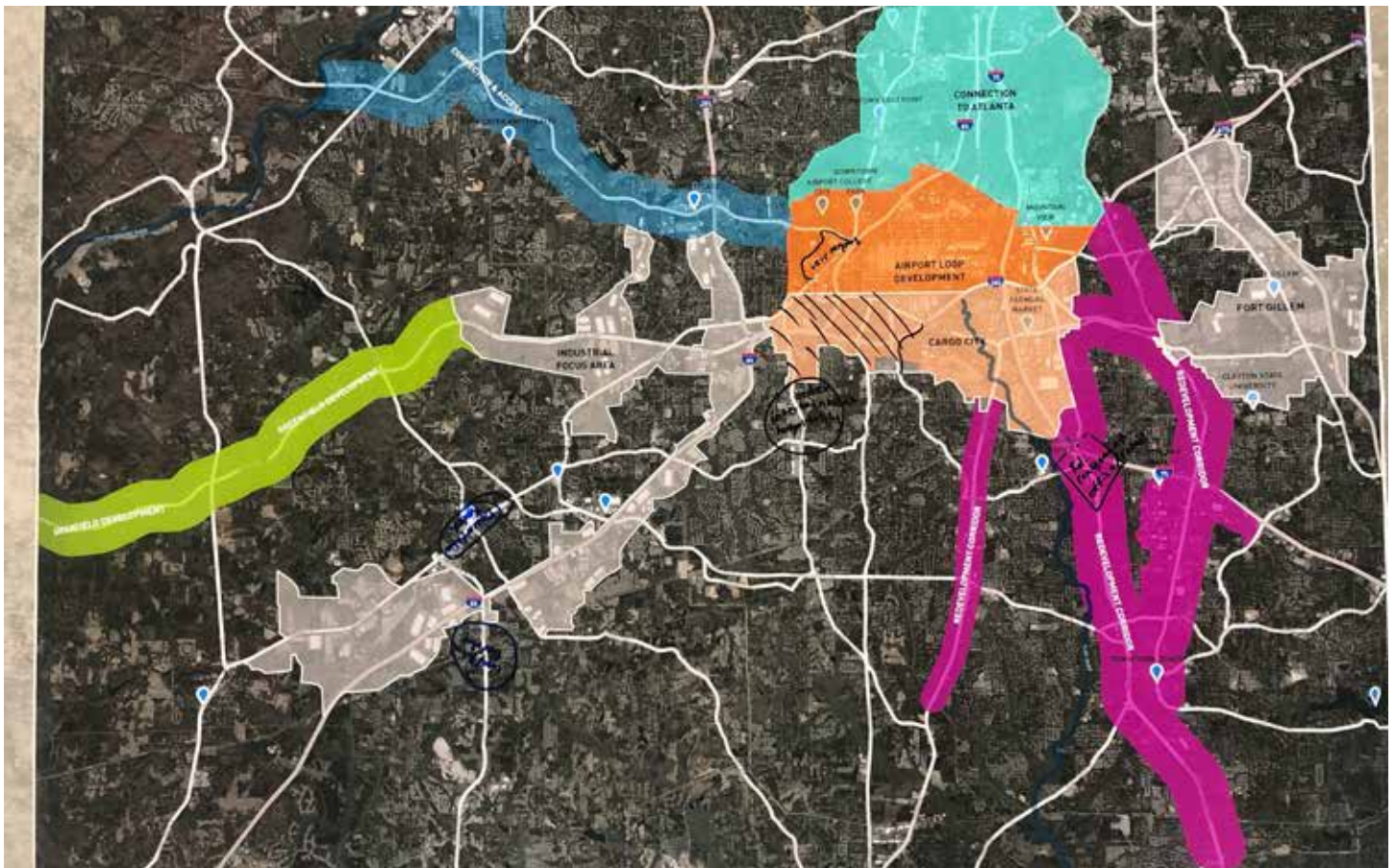
Input from First Meeting



Stakeholder Meeting #2

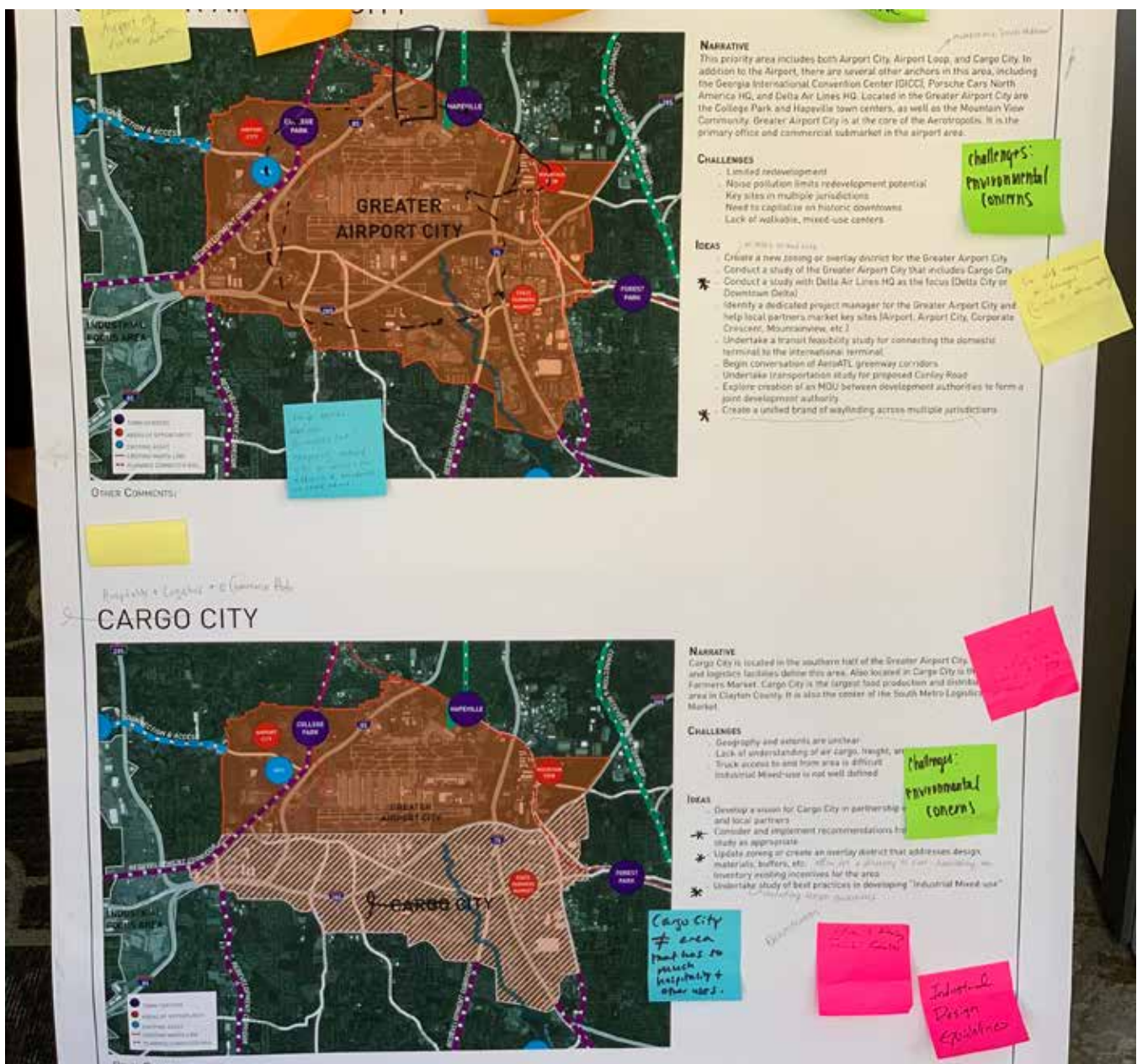
The second stakeholder meeting took place on November 4, 2019 at the Aerotropolis Atlanta headquarters and was led by ARC planners Anna Baggett and Jon Tuley. Others who presented consisted of Shannon James with AeroATL, Serra Hall with Select Newton and Haley Tolbert with Partnership Gwinnett. Agenda topics covered the project overview, a presentation from Stanton Springs, a presentation from Partnership Gwinnett and a priorities map overview and discussion. During meeting #1 stakeholders had an opportunity to mark input onto the Generalized Future Land Use map. A photo of this map (post-input) from meeting #1 is included in this Appendix.



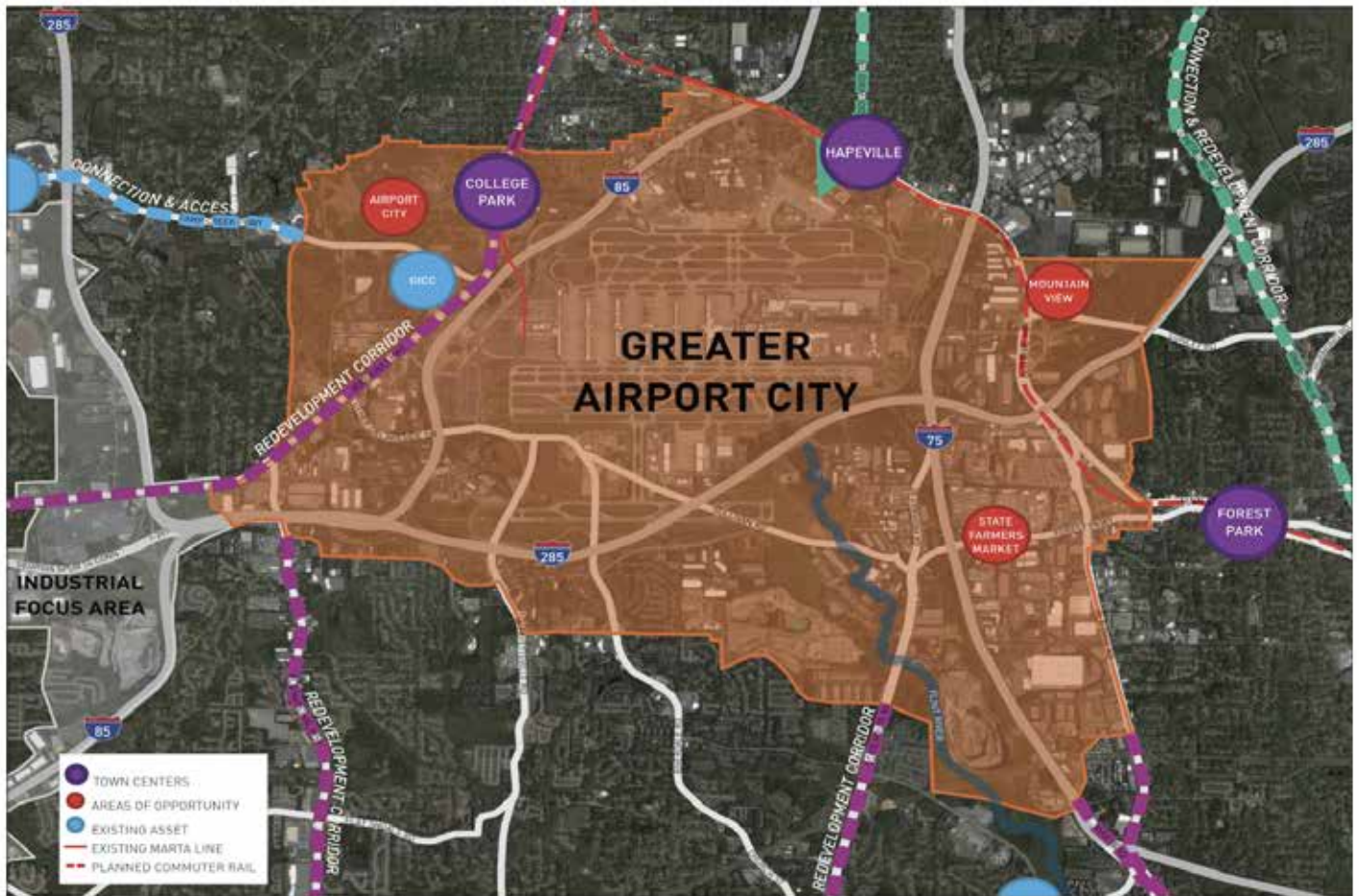


Stakeholder Meeting #3

The third stakeholder meeting took place on January 27, 2020 at the Aerotropolis Atlanta headquarters and was led by ARC planner Anna Baggett and Community Development Manager, Sam Shenbaga. Others who presented consisted of Shannon James with AeroATL, Gerald McDowell with AeroCIDs, Ann Hanlon of Perimeter CID and Tracy Rathbone of Town Center CID. Agenda topics, outside of the participating CID presentations, were to discuss an overview of the priorities map. Similar to meeting #1, stakeholders added input to this map and collaborated in discussion on any high-level issues or observations. Stakeholders also marked input on several subareas within the Priorities Map. These focus areas consisted of Greater Airport City, Cargo City, Industrial Focus Area, Fort Gillem, Connection to Urban Core, Northwest Clayton and Camp Creek Parkway. Photos of the Priority Areas Map and a photo of that map with stakeholder comments can be found below. Specific comments made by stakeholders during the third meeting can be found in the pictures in this appendix.



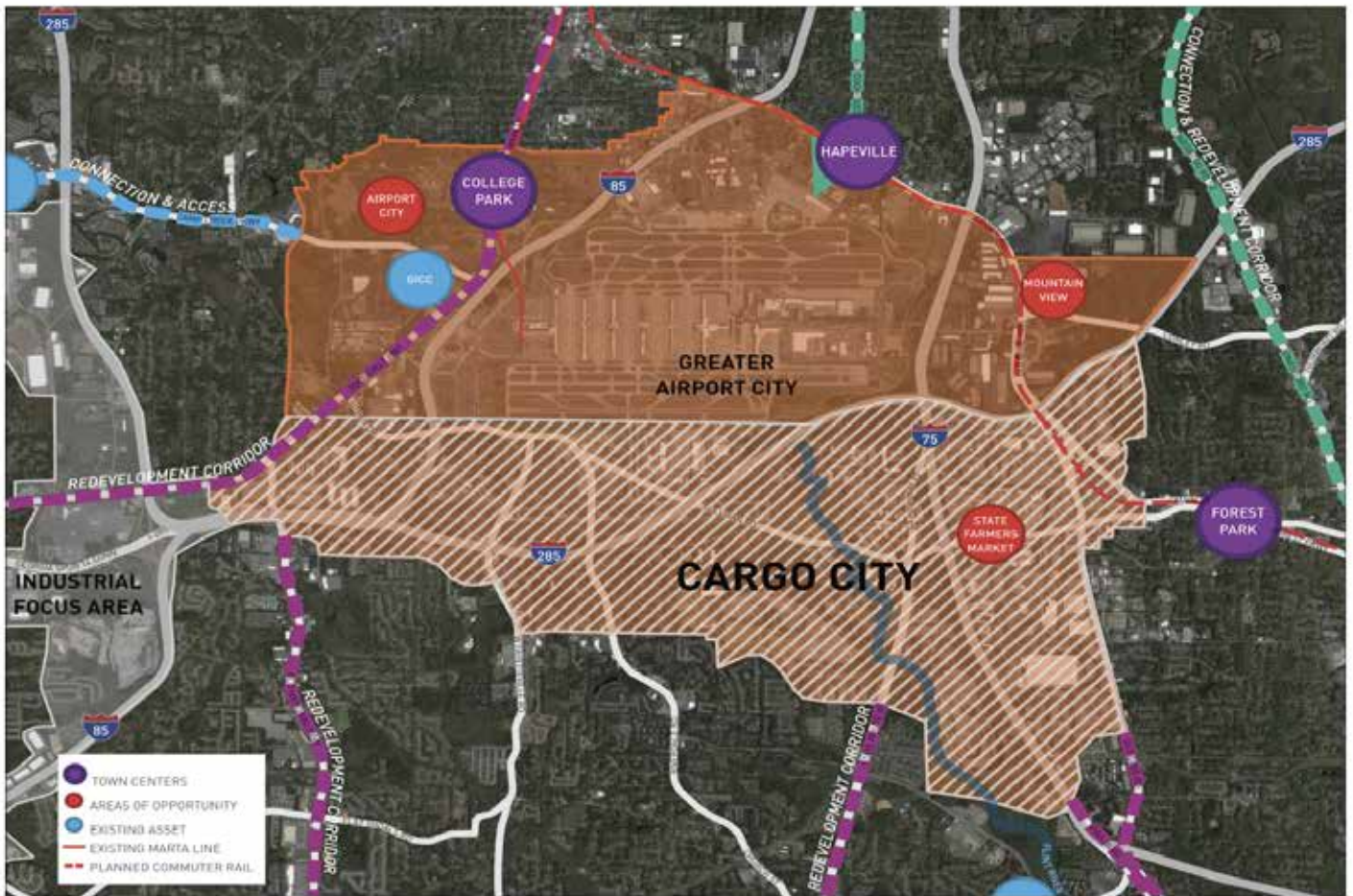
GREATER AIRPORT CITY



Greater Airport City Stakeholder Input Summary:

- A name change for the area – to Aerotropolis Core – was suggested, as “Airport City” could be confused with other efforts and boundaries with the same name.
- Stakeholders identified that environmental concerns should be added to the list of challenges associated with this area.
- Stakeholders noted that rezoning within this subarea should allow for Class A office space; recommendations were made against zoning for freight activity.
- Stakeholders suggested that the northern bound of this area should be expanded further north.
- Stakeholders noted that more mixed land use would improve a new zoning or overlay district for the area.
- Stakeholders emphasized the importance of Conducting a study with Delta Air Lines HQ as the focus.
- Stakeholders emphasized a proposed idea to develop a unified brand of wayfinding across multiple jurisdictions in the area.

CARGO CITY



Cargo City Stakeholder Input Summary:

- Stakeholders suggested a name change for this area, to Hospitality + Logistics + eCommerce Hub.
- Stakeholders suggested the implementation of unified industrial design guidelines across this area.
- Stakeholders suggested to plan and develop truck routes for this area.
- Stakeholders emphasized the importance of three proposed ideas for the area:
 - Consider and implement recommendations from the ongoing Freight Cluster Study
 - Update zoning or create an overlay district that addresses design, materials, buffers, etc.
 - Stakeholders also noted that zoning should allow for a diversity of uses, such as hospitality.
 - Undertake a study of best practices in developing Industrial Mixed-Use.
- Stakeholders recommended beautification for this area.

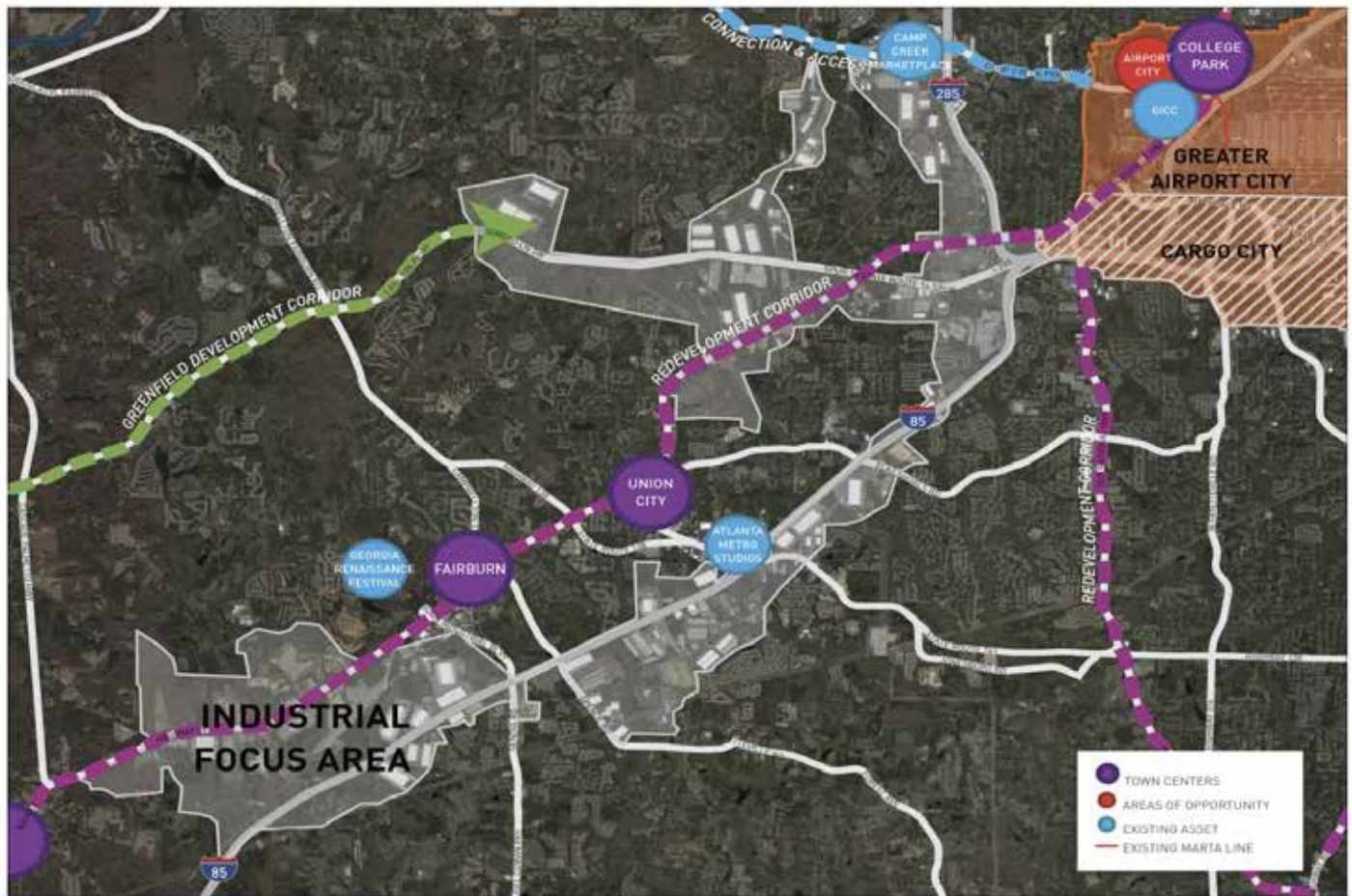
FORT GILLEM



Fort Gillem Industrial Area Stakeholder Input Summary:

- Stakeholders noted where stoplights are needed (see marked board).
- Stakeholders noted that trails should connect residential areas to nature and amenities.
- Stakeholders noted that one proposed idea – to update zoning or create an overlay district in the South Fulton Industrial Area Stakeholder Input Summary:
- Stakeholders noted a need to identify where to concentrate truck parking and warehousing, then build dedicated truck routes to meet needs and separate freight from passenger vehicles.
- Stakeholders identified the need to establish cohesive land uses along Roosevelt Highway, noting an incohesive mix of commercial, residential, and industrial uses.

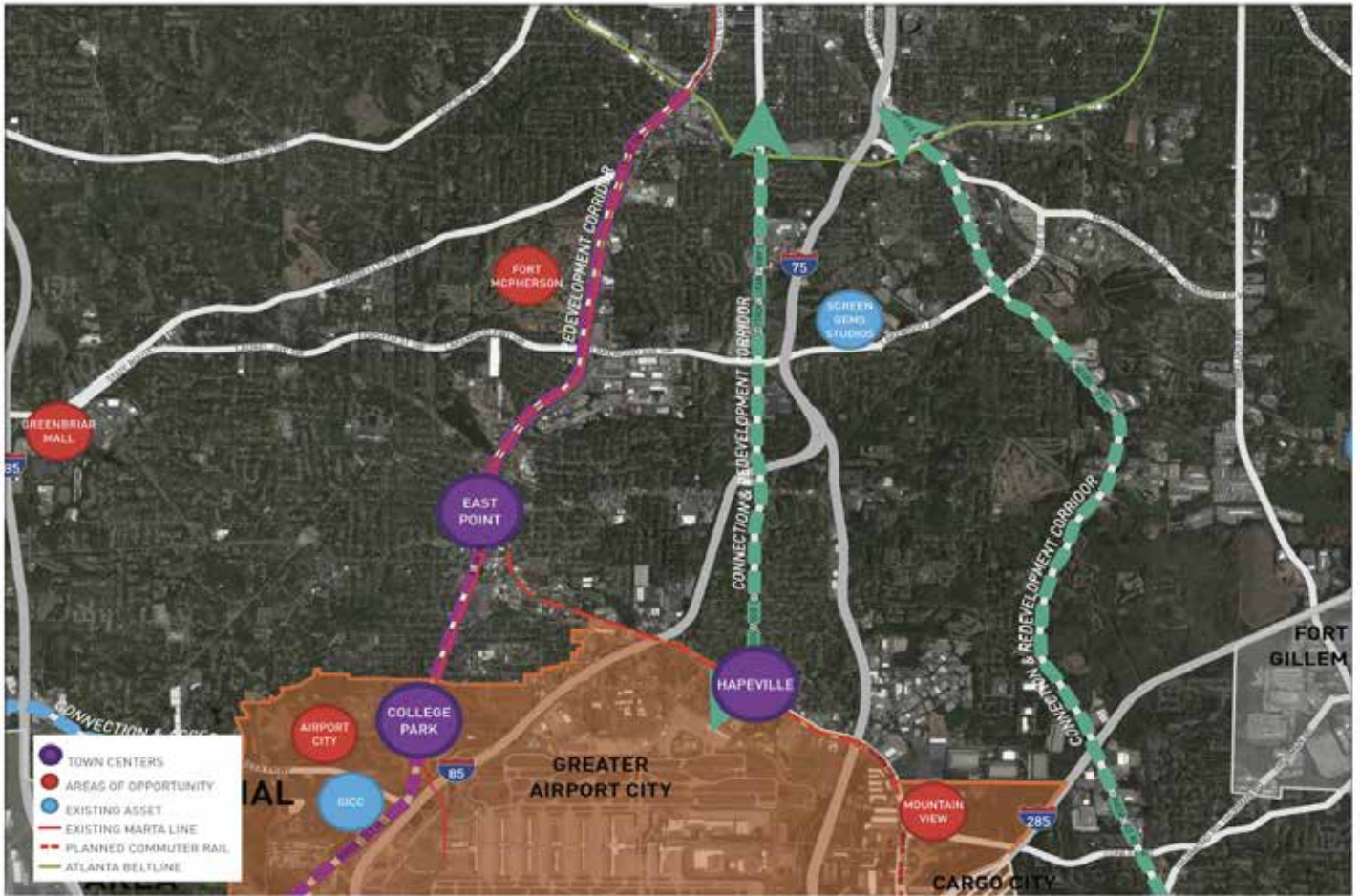
SOUTH FULTON INDUSTRIAL FOCUS AREA



South Fulton Industrial Area Stakeholder Input Summary:

- Stakeholders noted a need to identify where to concentrate truck parking and warehousing, then build dedicated truck routes to meet needs and separate freight from passenger vehicles.
- Stakeholders identified the need to establish cohesive land uses along Roosevelt Highway, noting an incohesive mix of commercial, residential, and industrial uses.

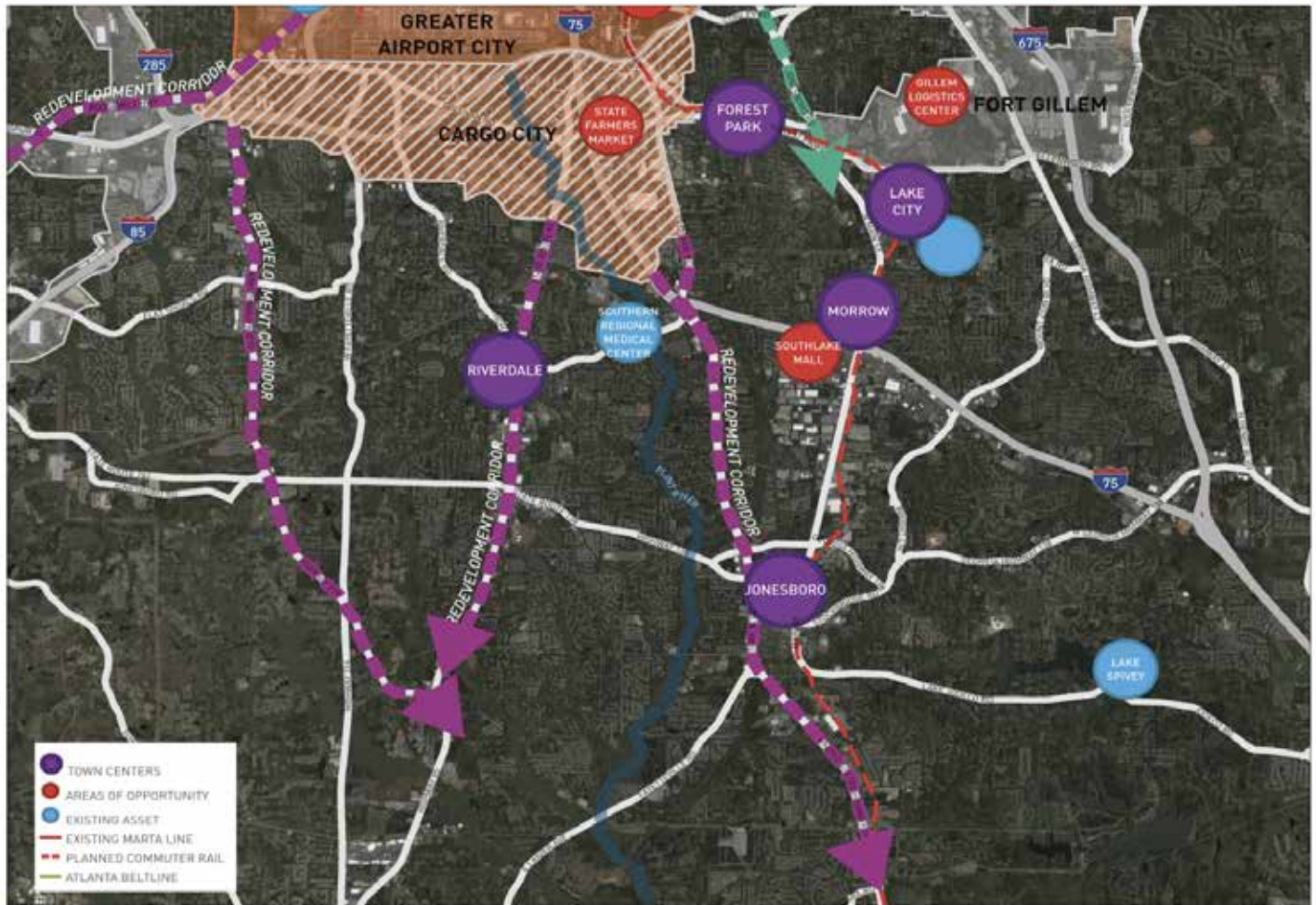
CONNECTION TO URBAN CORE



Connection to the Urban Core Corridor Stakeholder Input Summary:

- Stakeholders noted that the southern reaches of this corridor could be classed as “Airport Midtown South,” hosting high value, Class A Office space.
- Stakeholders noted potential opportunity for a large commercial development to the west of the corridor (see marked board).
- Stakeholders noted the importance of connecting Fort Macpherson with pedestrian and bike paths and MARTA.

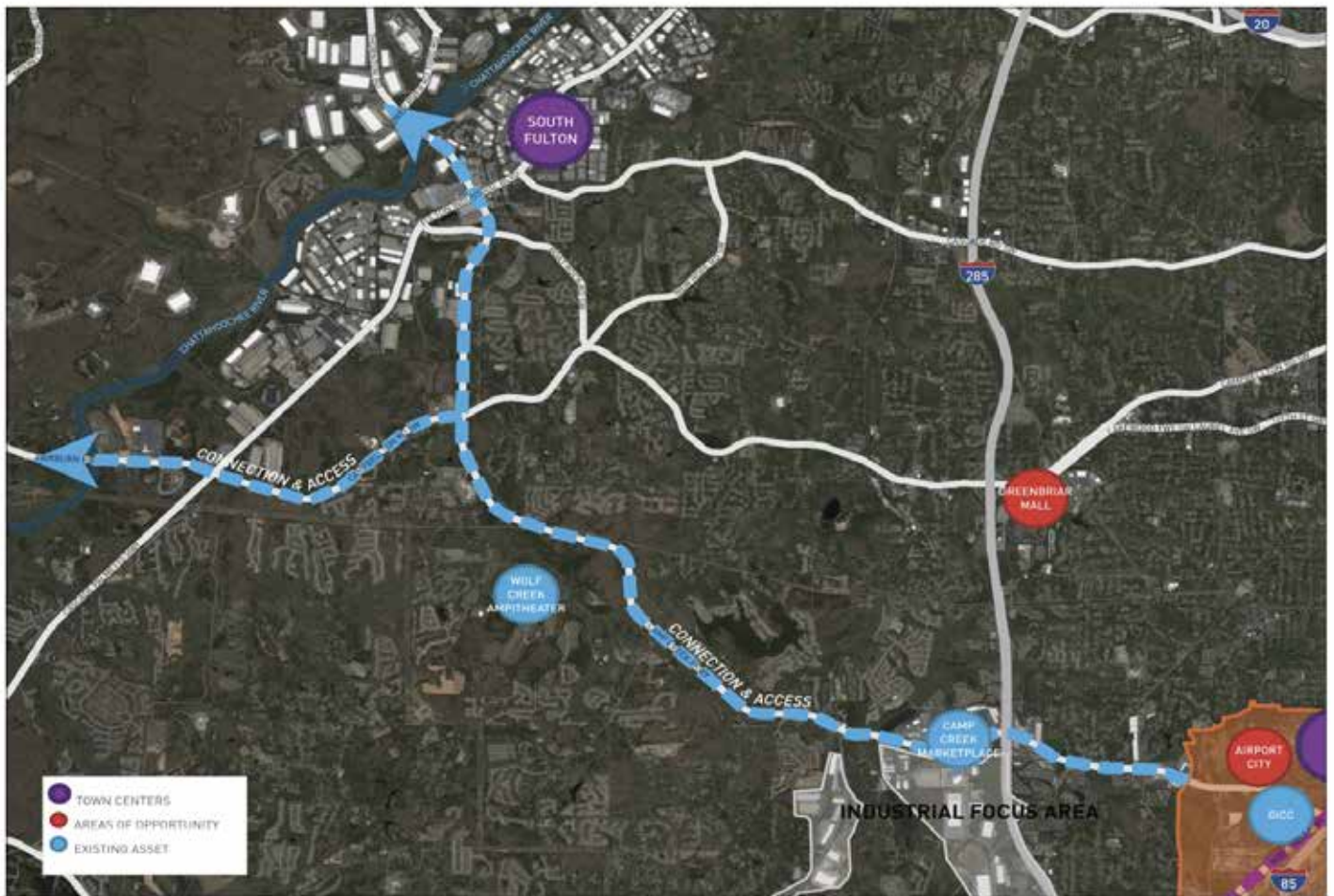
NORTHWEST CLAYTON



Northwest Clayton Corridor Stakeholder Input Summary

- Stakeholders suggested the beautification of all major entry and exit points of this area.
- Stakeholders suggested the inclusion of wayfinding and signage improvement in this redevelopment corridor.
- Stakeholders identified opportunity for a mixed-use town center with transit-oriented development in the western portion of this corridor (see marked board).
- Stakeholders emphasized the importance of an idea to develop zoning regulations to support transit expansion at proposed stops.
- Stakeholders emphasized the importance of undertaking a new study of Southlake Mall and its surrounding area.
- Stakeholders noted that residents of the area proximate to the “Cargo City” will be opposed that subarea’s name.

CAMP CREEK PARKWAY



Camp Creek Parkway Corridor Stakeholder Input Summary

- Stakeholders noted another point – that truck traffic mingles with residential traffic – that should be added to the list of challenges faced in this area.
- Stakeholders noted that the extension of transit and rebranding of Fulton Industrial Boulevard would be a boon to the area.
- Stakeholders noted that decks, instead of lots, should be built for airport parking.
- Stakeholders noted a need for quality of life and safety improvements in the area.
- Stakeholders suggested planning for future transit to Greenbriar.

