

SECTION 2: REDEVELOPMENT VISION

Section 2 is built upon input from the public engagement process and the conclusions drawn from the analyses identifying issues and opportunities. It proposes the community's vision for the corridor, with transit-supportive land uses, infrastructure investments, and public realm improvements in each station area. The Station Area TOD Vision Chapter illustrates the potential development buildout and context-sensitive urban design elements needed to make TOD successful. This section also includes zoning policy recommendations, a breakdown of transportation infrastructure improvements needed, along with funding, financing and other implementation strategies that can incentivize private development and help achieve the community's vision for TOD in this corridor.

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1 CORRIDOR TOD VISION

Planning TOD within the context of the corridor will organize and prioritize programming for individual station areas. The goal is to strike a balance between stations to avoid competing interests and optimize functionality at the neighborhood, corridor and regional scales.

This Corridor TOD Vision focuses on directing future growth to clusters along the MARTA I-20 East High Capacity Transit Corridor to better distribute economic opportunity and its subsequent benefits across the corridor. It coordinates growth targets among the six station areas so that each has a distinct role that contributes to the overall goals of the entire corridor. Their unique roles complement the programs in other station areas, encouraging trips made using transit and, therefore, reduces the use of private vehicles. Implementing TOD on a corridor scale also increases access to a variety of jobs and expands the economic opportunities in this part of DeKalb County.

1.1 VISION STATEMENT

The MARTA High Capacity Transit Corridor will concentrate transit-supportive land uses, development density, and public realm improvements that unlock the full potential of the transit investment and promote economic growth at strategic locations along the corridor. The corridor will have walkable station areas guided by varying development strategies ranging from “town center main street” to business and entertainment destination. Each station area will provide pedestrian-friendly street connections and a network of public spaces that supports increased mixed-income housing and expanded neighborhood services.

1.2 MARTA TOD STATION TYPOLOGY

MARTA’s Transit-Oriented Development Guidelines identify seven TOD Station Typologies for station areas along its existing and future network: urban core, town center, commuter town center, neighborhood, arterial corridor, special regional destination, and collector. Since these typologies are developed for stations across a much wider geographic region, some do not apply to the context of the I-20 East Corridor. This TOD Community Plan draws on three typologies as defined below:

- **Town Center** stations are set in relatively dense, active and mixed-use nodes of development. These station areas primarily have mid-rise buildings, TOD-friendly street networks, a rich pedestrian environment, and identifiable civic landmarks. Housing is a significant component of the Town Centers in addition to a balanced mix of uses. The proposed Covington Highway Station area will fall under this typology.
- **Commuter Town Center** stations have all the characteristics of town center stations with additional emphasis on their roles as “capture points” for commuter transferring. They need to provide park-and-ride capacities and accommodate a higher level of rush-hour commuter traffic. Commuter Town Centers are newly planned places strategically located near the interstate highway system. Indian Creek, Wesley Chapel Road, Panola Road, and Mall at Stonecrest Station areas are identified to be future Commuter Town Centers.
- **Arterial Corridor** stations in the MARTA TOD Guidelines originally refer to stations along an arterial rapid bus corridor. The transit routes enhance mobility and transform the existing auto-oriented, homogeneous commercial corridor into a walkable environment with a sense of place. There will still be a mix of uses, but the development density may appear to be less intense than the Town Center or Commuter Town Center typologies. Lithonia Industrial Boulevard Station area fits the profile of this less intense typology.

1.3 DEVELOPMENT STRATEGY

The community vision for station area development at full build-out would accommodate up to 17 million square feet across six station areas. These potential developments would be comprised of approximately 80% residential, 7% retail, 10% commercial and flexible space, and 3% entertainment and other uses. The potential development areas were derived from the urban design concept plans that spatially interpret the community station areas visions.

The development strategy for each station area highlights its role along the corridor. It builds on each station's existing land use and urban design opportunities, as identified in Chapter 4 Station Area Existing Conditions and Chapter 5 Urban Design Analysis of Section 1. It also reflects input from stakeholders, developers, and the public. The development strategies and anticipated potential development quantities for the six station areas are:



INDIAN CREEK STATION: REINVENT THE PARK-AND-RIDE LOT AS A TOWN CENTER MAIN STREET.

Long-term Development Potential: 2 Million Square Feet

There are several key elements that differentiate Indian Creek Station from the others. This station is an existing MARTA Blue Line station. Known to current MARTA riders and regional commuters who use the Park-n-Ride lot, this station has attracted developer interests and can capture the stronger real estate market just on the other side of I-285 to the west. The land around this station is also publicly owned, making it an ideal site to implement a public-private partnership to catalyze TOD. Indian Creek Station is, therefore, identified by this TOD Community Plan as one of the two priority stations for earlier and focused TOD implementation.

With a total of almost 30 acres of Park-n-Ride and undeveloped land around the station, the Indian Creek station area can spur around two million square feet of mixed-use development to create a Town Center Main Street environment if a new network of public streets and utilities is in place.

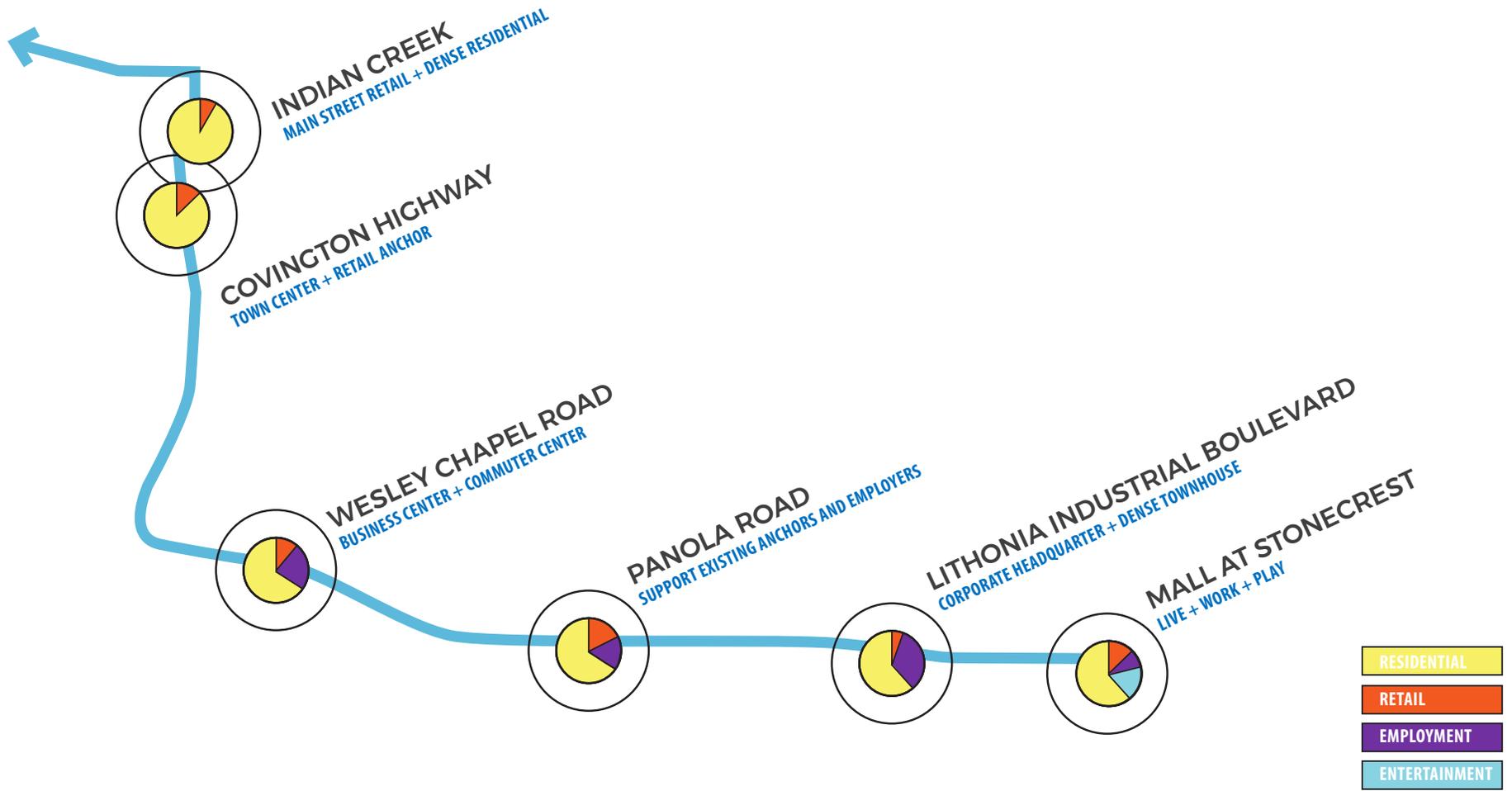


Figure 1-1: OVERVIEW OF CORRIDOR-WIDE TOD VISIONS



COVINGTON HIGHWAY STATION: REDEVELOP THE FORMER SHOPPING CENTER AS A NEIGHBORHOOD CENTER.

Long-term Development Potential: 1.5 Million Square Feet

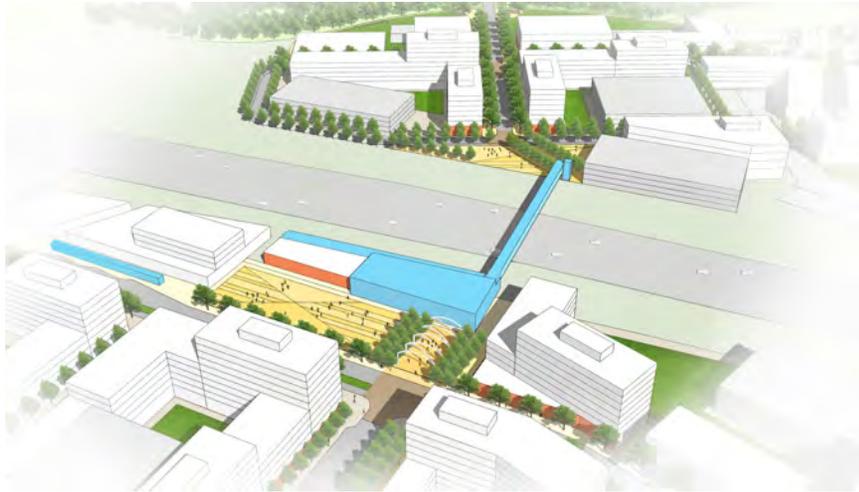
The Covington Highway station area will accommodate a smaller scale and lower density TOD compared to other station areas along the corridor due to its close proximity to single-family residential neighborhoods. This station area can provide over 200,000 square feet of commercial and neighborhood retail space to address the needs expressed by local residents and become a small-scale Neighborhood Center.



WESLEY CHAPEL ROAD STATION: CREATE A 21ST CENTURY BUSINESS DESTINATION SERVED BY THE MULTIMODAL HUB.

Long-term Development Potential: 4 Million Square Feet

Wesley Chapel Road Station will connect the I-20 East Corridor to other transit networks and serve as a multimodal hub in the future. This station area has over 60 acres of underutilized and re-developable land allowing for a major transformation. The development strategy—to create a 21st Century Business Destination—originated from a market analysis and public input. This station area will differentiate itself from the rest along the corridor by providing urban amenities to attract younger workforce and employers that target this cohort.



PANOLA ROAD STATION: DENSIFY AROUND EXISTING ANCHORS TO ESTABLISH A MIXED USE CENTER.

Long-term Development Potential: 3 Million Square Feet

There are a few strong economic anchors and existing employers near Panola Road Station that are located just outside the station area. Mixed use development in the station area will connect these anchors to transit and provide an environment that attracts similar industries and businesses. Approximately three million square feet of development can happen on both sides of I-20 if a pedestrian bridge is provided to connect both sides to the future station.



LITHONIA INDUSTRIAL BOULEVARD STATION: CREATE A HEADQUARTERS CAMPUS TO COMPLEMENT NEARBY LIGHT INDUSTRIAL.

Long-term Development Potential: 2 Million Square Feet

There is strong interest from stakeholders and developers to create an office campus for a corporate headquarters in the Lithonia Industrial Boulevard station area. With an industrial corridor along Lithonia Industrial Boulevard north of I-20 and a mega church—the New Birth Missionary Baptist Church—to the south, the new development in this station needs to be sensitive to its context. The proposed two-million-square-foot potential development will consist of a medium- to low-density office campus, residential townhouses, and low-density apartment buildings served by open spaces and neighborhood amenities.



MALL AT STONECREST STATION: RE-IMAGINE THE AREA AROUND THE MALL AS A REGIONAL LIVE-WORK-PLAY DESTINATION.

Long-term Development Potential: 4 Million Square Feet

Mall at Stonecrest Station is identified as another priority station for TOD. With over one million square feet of existing retail space, the Mall at Stonecrest is already a regional attraction. Though vacant for some years, the sites around the mall are primed for development with streets and utilities already in place. These sites provide a much larger land area for TOD than what is available at other station areas along the corridor.

Building upon the analyses and public input documented in Section 1 of this report, the TOD vision for this station area is to create a regional destination by introducing programs that complement the mall use and draw people from the region for all-day or multi-day activities. This vision is strengthened by additional residential and office uses that can activate the community 24/7. Under this vision, roughly four million square feet of development can be built out.

These development strategies are the starting point for the Station Area TOD Visions, which are laid out in the next chapter. Each station area concept plan reflects proposed development build-outs, walkable street environments, and public realm improvements needed to achieve TOD. Indian Creek and Mall at Stonecrest stations are the Priority Station areas where catalytic projects can lead to “early wins” in achieving the desired economic development outcomes. Strategies for these two priority stations are included in Chapter 6 Priority Station Area TOD Vision.