Collier Village

Blueprints for Successful Communities

Spring 2008

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COLLIER VILLAGE BLUEPRINTS REPORT

Table of Contents

1 Executive Summary 2
2 Existing Conditions 5
2.1 Land Use 5
2.2 Urban Design and Environment 14
2.3 Transportation 22
2.4 Summation of issues 29
3 Strategies and Recommendations 33
3.1 Transportation Strategies and Recommendations 33
3.2 Land Use Strategies and Recommendations 37
3.3 Urban Design Strategies and Recommendations 40
4 Illustrative Village Plan 42
4.1 Development Concept Plan 42
4.2 Illustrative Plan 46
4.3 Short & Long Term Transportation Illustrations 49
4.4 Development Tables 51
4.5 Transportation Anaylsis 53
5 Action Plan 55
6 Appendix 62
6.1 Potential Development Scenarios 62
6.2 Transportation Analysis 71
7 Participants 74

1 EXECUTIVE SUMMARY

Collier Village (The Village) is a predominantly commercial district in northwest Atlanta defined by the triangle formed by I-75, Howell Mill Road, and Collier Road, and including the commercial strips on the east side of Howell Mill and the north side of Collier. The area is predominantly retail, with two low rise office towers and 396 low rise apartments owned by Post Properties located along I-75. The neighborhood is immediately surrounded by the residential neighborhoods of Wildwood, Springlake, Channing Valley, and Underwood Hills.

Aerial photo of site (Source: Google Maps)

Today Collier Village finds itself in a critical transitional period. Buildings are older, land is underutilized, there is a surplus of surface parking, and parcels are being assembled – all indicators that redevelopment is coming. In addition, traffic congestion is already a major issue for the area. The location is attractive and existing zoning allows for higher densities, but existing streets cannot handle today's traffic and there are few ways in, out, and through the area.

If left to redevelop without a plan, the new development could lead to more problems and even worse traffic. Existing zoning allows high density development and requires excessive parking, but requires no height limits or pedestrian amenities. The number of vehicle trips could double while street capacities remain the same.

There are some solutions that will help a little. Collier Village can improve both the quality of new development and the flow of traffic. New zoning categories can restrict heights, provide for green space and pedestrian amenities, and require less parking. Traffic flow can be enhanced by improving key intersections, reducing curb cuts, and adding traffic lights, lanes, and additional streets over time.

There are also more radical solutions such as downzoning, which restricts allowable development, widening Collier Road and Howell Mill Road to five or six lanes, connecting Emery Street to I-75, or increasing the number of connections into and out of The Village, but these may not be financially or politically feasible.

Through a series of four public meetings, the Blueprints Studio team worked with neighborhood stakeholders to explore the issues faced by The Village and a range of possible future outcomes. The studio then developed a set of strategies for consideration and adoption by the stakeholders as the consensus vision for the neighborhood.

In the first meeting, stakeholders expressed their areas of concern in The Village which mainly revolved around a lack of public space, traffic congestion, and a poor and unsafe pedestrian environment. In the second meeting the studio team presented a graphic demonstration of potential development scenarios under existing regulatory conditions to give stakeholders an understanding of how Collier Village might redevelop under certain conditions (See Appendix). The studio also presented the list of issues identified by the stakeholders in the first meeting, organized into the areas of land use and development, urban design and environment, and transportation. The stakeholders then voted on their priorities which helped direct the focus of the studio work.

In the third meeting, the studio team presented three illustrative development scenarios that combined a variety of land use, urban design, and transportation approaches for feedback from the stakeholders. These approaches included dividing large blocks with a street grid, imposing a six-story height limit, adding public spaces in a variety of configurations, shifting density and activity from Howell Mill Road to Emery Street, connecting Emery directly to the I-75 onramp, and applying Quality of Life zoning throughout The Village (See Appendix).

From the feedback received on these scenarios, the studio team developed a set of strategies and recommendations along with a final illustrative scenario which were presented for review and comments at the fourth Blueprints meeting. The following seven strategies and recommendations emerged to guide the future growth of The Village:

TRANSPORTATION STRATEGIES

Strategy 1: Encourage a variety of traffic and safety improvements on existing through streets (Collier, Howell Mill, Emery and Beck) and at intersections to facilitate through traffic, The Village users and neighbors.

Strategy 2: Encourage the addition of new public and private streets within The Village to improve internal circulation and facilitate better connections from within The Village to primary streets and surrounding area.

Strategy 3: Pursue alternative transportation modes and coordinated or shared parking to reduce traditional vehicular trips.

LAND USE STRATEGIES

Strategy 4: Enact “Quality of Life” zoning which supports creating mixed-use development at a human scale and seeks to integrate a range of housing types into existing commercial areas.

Strategy 5: Encourage a mix of uses in the existing and new development that support a more urban environment. In Collier Village, this includes a residentially-focused, pedestrian friendly environment with diverse retail opportunities, which will form a ‘town center’ for the existing neighborhoods and future residential growth.

URBAN DESIGN AND ENVIRONMENT STRATEGIES

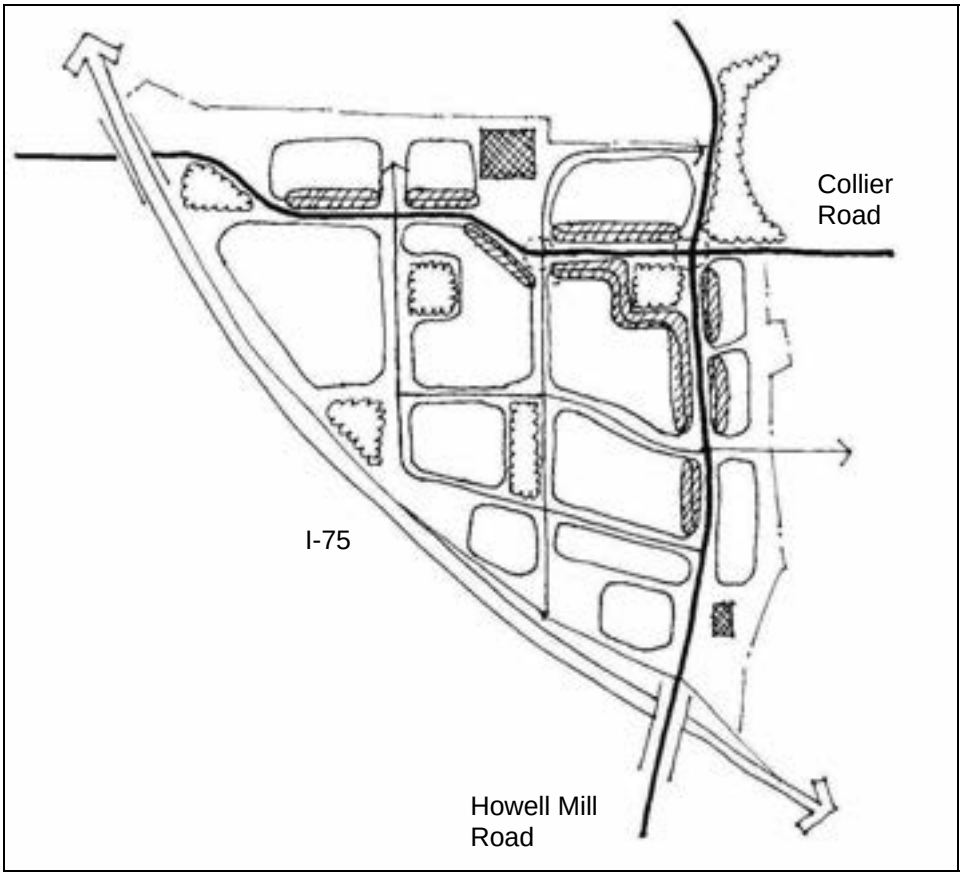
Strategy 6: Create an improved public realm through introduction of street furniture, lighting, public art and public parks and gathering spaces.

Strategy 7: Work to protect existing older trees and create Environmental Design Overlay Guidelines to re-introduce natural elements into The Village over the course of its redevelopment.

The final illustrative scenario incorporated several of the ideas explored in earlier scenarios, including applying Quality of Life zoning, dividing the existing large-block structure with a street grid, focusing retail activity on Howell Mill and Collier Roads, restricting high-rise development to the properties closest to the freeway, and adding public green space to The Village. More information about these ideas can be found in the body of the report.

These concepts were then presented at the final meeting where the stakeholders agreed that the strategies presented represented the consensus agenda.

The full report contains an exploration of 1) the existing conditions in The Village, 2) an analysis of possible development and transportation scenarios, 3) the strategies listed above along with associated recommendations, 4) an illustrative plan for The Village following the strategies laid out in the report, and 5) a list of short and long-term actions to implement the strategies.



Final Illustrative Scenario

The Blueprints report recommends that Collier Village stakeholders form working groups and continue the conversation about future development. Stakeholders should begin to implement short-term strategies, including pursuing a Village-wide rezoning to one or more of the Quality of Life zoning codes; creating separate retail, office, and residential plans; determining which street extensions are desirable to form the street grid; and initiating contact with MARTA, the PATH Foundation, developers, the Georgia Department of Transportation (GDOT), the City of Atlanta, Park Pride, and others to begin discussions on the issues and solutions that are appropriate for those organizations to address. Strategies and recommendations for implementing this plan can be found in Section 5 of this report.

2 EXISTING CONDITIONS

This section documents the existing conditions of Collier Village and its surrounding neighborhoods. The analysis of existing conditions, combined with stakeholder input on the assets and challenges of the area, helped define the issues around which the Blueprints studio designed strategies and recommendations for future growth and development.

The existing conditions analyzed in this section include: 1) the neighborhood in its sub-regional context, 2) photo documentation, 3) basic demographic information, 4) zoning and land use, 5) building uses and types, 6) urban design and environmental conditions including both the built and natural environments, and 7) transportation conditions. The overall land use, urban design and environmental, and transportation conditions are summarized in a series of maps at the end of this section.

2.1 LAND USE EXISTING CONDITIONS

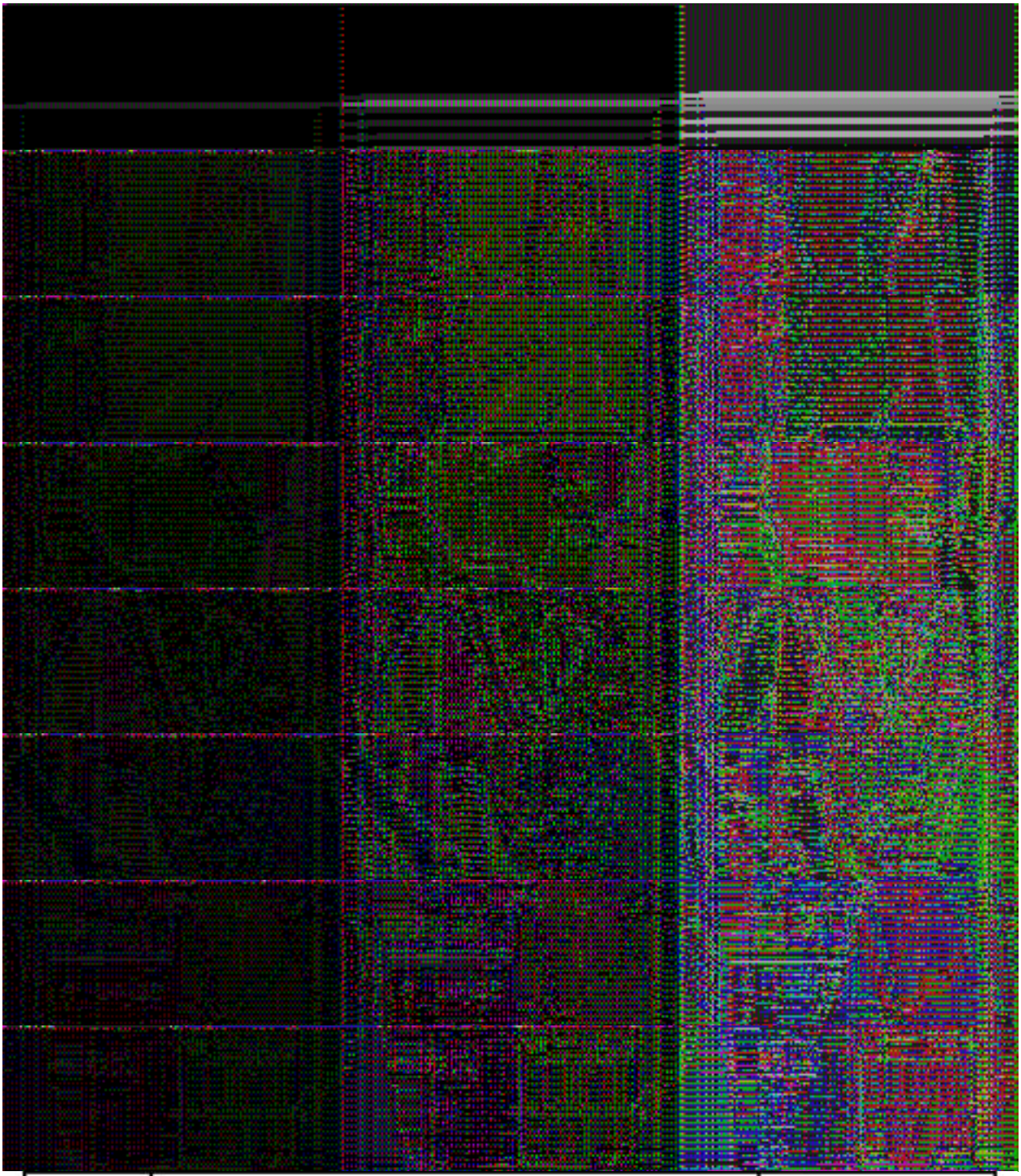
2.1.1 NEIGHBORHOOD CONTEXT

Collier Village is a small business district located in north-central Atlanta, formed by the intersections of Collier Road, Howell Mill Road, and Interstate I-75. Collier Village sits in the Atlanta Neighborhood Planning Unit (NPU) "C," and is bordered by several neighborhoods, including Wildwood, Springlake, and Channing Valley. Across the interstate from Collier Village are the neighborhoods of Underwood Hills and Berkley Park in NPU-D (Refer to Neighborhood Context Map, p. 7).

The site is dominated by commercial and retail establishments along the two main arterials, Collier Road and Howell Mill. The other two main land uses are two low rise office towers owned by Winter Properties located by I-75 and the intersection of Emery and Beck Streets. Post Properties owns 396 low rise apartments, Post Collier Hills Apartments, which face Collier Road and back up to I-75. The Village currently provides few public service facilities, such as libraries or schools. There is a large Post Office on Howell Mill, and Northside Park Baptist Church is located near the intersection with Beck Street.

The Sub-Regional Setting map (p.6) shows a predominately suburban street network in the neighborhoods to the north and east of The Village proper, while neighborhoods to the south and west have a somewhat more urban street grid. Collier Village itself is characterized by several "super blocks" that limit mobility through The Village. The only east-west connection is Collier Road while Howell Mill forms the only north-south connection. Two other notable transportation systems are I-75 which forms the southern and western edges of The Village and the BeltLine corridor which crosses Howell Mill south of The Village.

In terms of environmental features, parks and green spaces are noticeably lacking with Collier Village although significant green space opportunities exist just outside the study area. This suggests ample opportunities to improve connectivity to these amenities. Creeks and streams also run through and near Collier Village although they are not readily apparent because many of these water ways have been paved over. Note the two creeks in the western and northern edges of the study area; these are important in terms of stormwater management issues discussed later in this section.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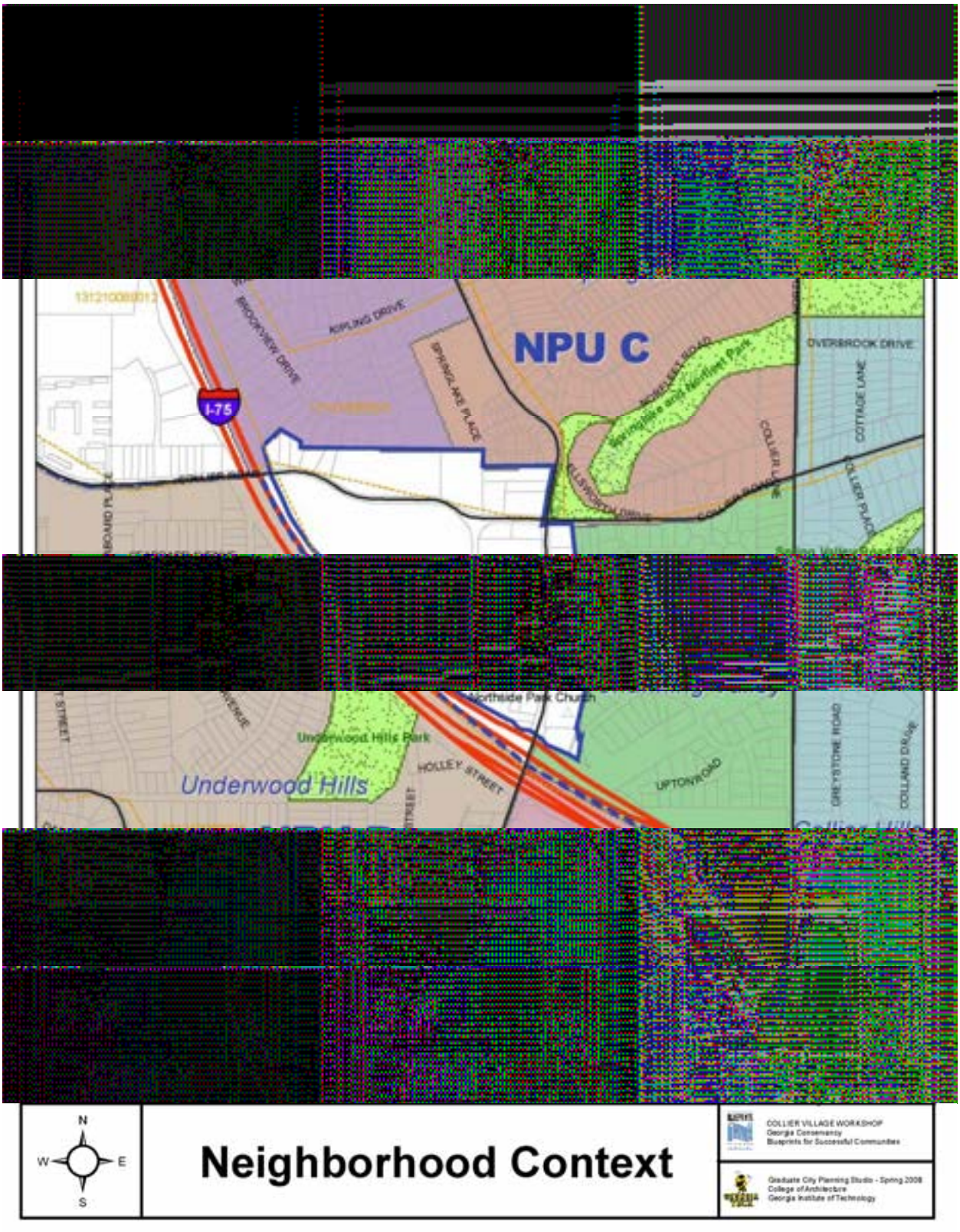
NPU C
I-75
KIPLING DRIVE
BROOKVIEW DRIVE
SPRINGLAKE PLACE
OVERBROOK DRIVE
COTTAGE LANE
COLLIER PLACE
Springlake and Northwest Park
Underwood Hills
Underwood Hills Park
HOLLEY STREET
UPTON ROAD
GREYSTONE ROAD
COLLAND DRIVE
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Neighborhood Context
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2.1.2 PHOTOS OF AREA

The photos below help to give a sense of the current nature of the study area.

Shopping plaza on Collier, across from Post Collier apartments *(Notice terrain drop. Plaza appears sunken.)*

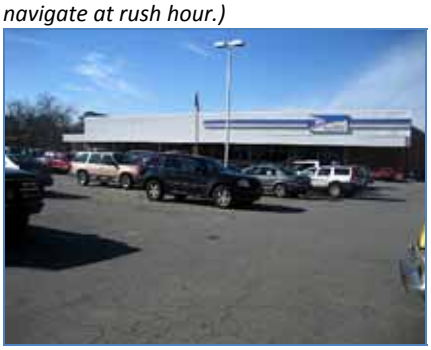
Fellini's Pizza on Howell Mill

Ellsworth Park, a small "pocket park" at corner of Howell Mill and Collier *(steep slope)*

One of many small commercial strips along Howell Mill. *(Most have straight-on or angled parking which is challenging to navigate at rush hour.)*

Standalone automotive repair on Howell Mill

Liquor Store on Collier



Post Office on Howell Mill *(Dominated by large parking lot)*

Retail on Howell Mill *(Deep setback)*

More retail on Howell Mill *(Buildings set back further which allows for larger parking lot in front)*

Vintage McDonald's at Collier/Howell Mill

Fast food restaurant on Howell Mill

Small retail strip on Howell Mill

Buckhead West commercial property along Emery Street (Owned by Winter Properties)

Retail on Emery, behind Howell Mill *(showing deep lots)*

One of just a few scattered residences in the study area

2.1.3 DEMOGRAPHIC INFORMATION

The Collier Village study area is almost entirely located within a single block group. Block groups are geographic areas defined by the US Census Bureau, usually containing between 600 and 3,000 people, where various population-based data have been collected.

The study area is mostly contained within block group 3 of census tract 9000, but for the purposes of this analysis, block groups 1 and 2 were also included (see map). Numbers presented are based on the 2000 Census, the most recent year for which information was collected at the neighborhood level.

Block groups 1, 2, and 3 have a combined total population of 3,602 people;

- 1,775 (49%) of those are male, and
- 1,827 (51%) are female.

Age range in the area is as follows:

- 691 (19.2%) persons under the age of 16;
- 2,600 (72.2%) aged 16 to 64; and
- 311 (8.6%) over the age of 64.

Those persons having received some college education, a college degree, master's degree, professional degree, or doctoral level degree create a combined total 1,120, or 31.1% of the area's total. This is in comparison to Fulton County's 41.8% of its total population with the same educational achievement.

Almost 78% of the area's population over the age of 16 is employed, compared to 61.6% in Fulton County. The most common type of jobs held by residents of the area are professional, management, or administrative jobs with 65.4% of the total employed population, followed by finance, insurance, and real estate (FIRE) jobs with 27.5%.

There are 1,749 households in the area. Of those, 479 have a household income of less than $50,000; 628 have household incomes above $50,000 and below $100,000; 425 above $100,000 and below $200,000; and 217 have household incomes above $200,000.

The household median income for block group 1 is $80,138; block group 2 is $110,019; and block group 3 is $58,438. The per capita income for the three block groups is $45,785; $56,189; and $48,488; respectively. The average per capita income for all of Fulton County is $28,317.

There are a total of 1,824 housing units in the area. Per the 2000 Census, 1,750 were occupied and 74 were vacant.

2.1.4 ZONING AND LAND USE

Collier Village contains three zoning designations, C-1 (Community Business District), RG3 (Multifamily Residential), and O-I (Office-Institutional). No Special Public Interest (SPI) overlay exists in the neighborhood.

The C-1 zone extends roughly in a crescent east of Emery Street and north of Collier Road. The RG3 and O-I zones are contained west of Emery between the commercial crescent and I-75. The RG3 zoning applies only to the Post Collier property and the O-I zoning applies to the Winter office buildings just south of the Post apartments. (Refer to Zoning and Land Use Map, p. 11)

The C-1 zone is intended to provide medium-density retail and services and to encourage residential use as a single or mixed-use development. Permitted uses include banks, schools, child care, churches, clubs, recreational establishments, eating and drinking establishments, laundry, museums, offices, clinics, multifamily or single family residences, retail establishments, service stations, and car lots. Other uses are allowed by special permit, including broadcast towers, fraternity houses, outdoor dining, and hotels. Each use has a defined off-street parking requirement. For non-residential uses, the floor area of the building may not exceed 2.0 x net lot area; residential floor area may not exceed 0.696 x gross lot area.

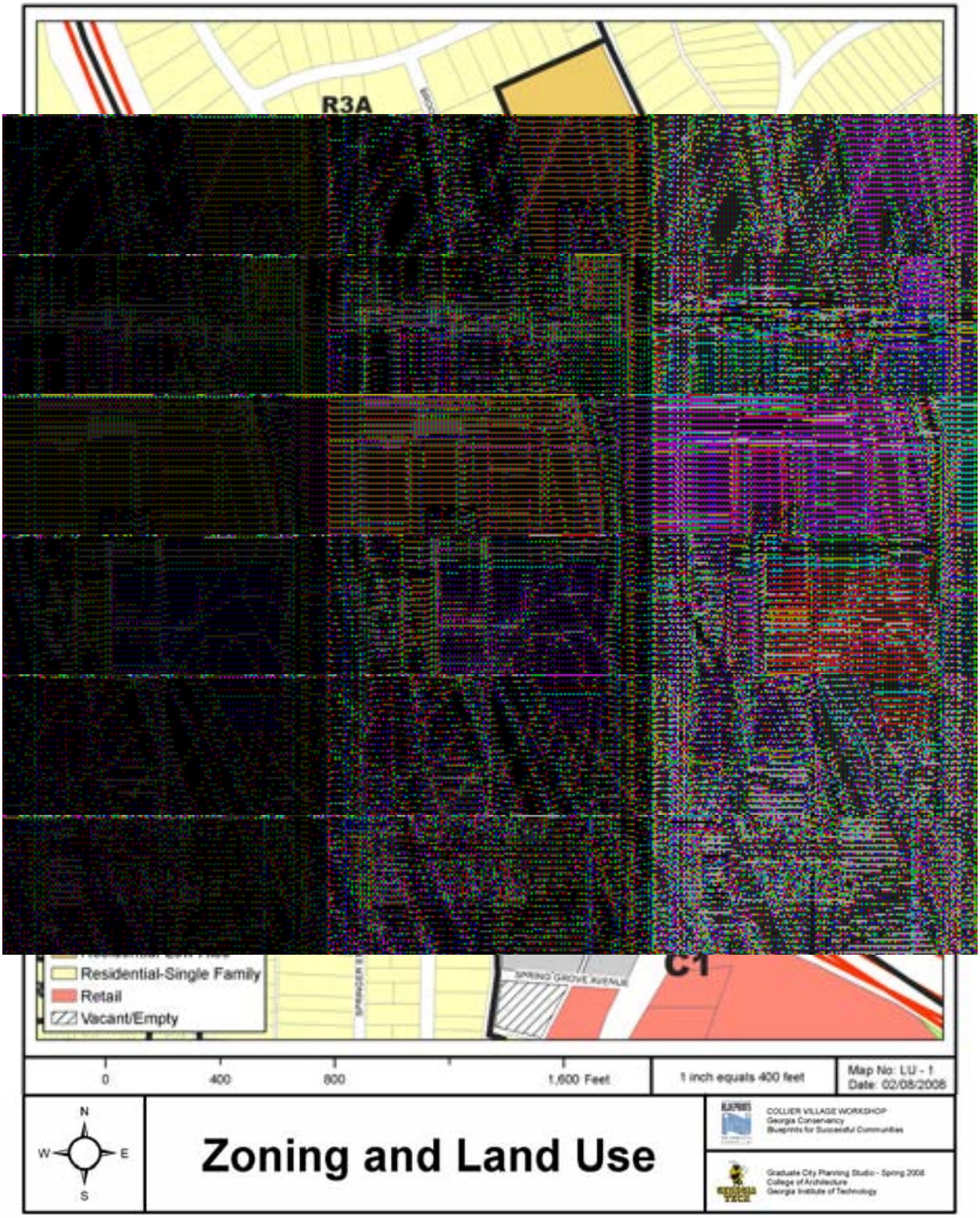
The RG3 zone encompasses the Post Collier property. Permitted uses include churches, temples, etc., colleges and similar institutions, dormitories, fraternities and sororities, multifamily dwellings (apartments), public schools, and single-family houses. Additional "accessory" uses such as greenhouses and swimming pools are also allowed. Multifamily dwellings with 50 or more units may also include (with limits) package stores, eating and drinking establishments, child care, and clubhouses. Building floor areas may not exceed .696 times the size of the lot.

The O-I zone encompasses the Winter office buildings along I-75. This zone designation is intended to provide for office, institutional, and residential development without general commercial development. Permitted uses are churches, colleges, child care, dormitories, hospitals, offices, clinics, multifamily and single-family dwellings, public schools, and small hotels. Each use has a defined off-street parking requirement. For non-residential uses the floor area may not exceed 3.0 x net lot area; residential floor area may not exceed 3.2 x gross lot area.

The surrounding neighborhoods include zoning designations of R4 to the south and west, R3A to the north, R3 to the northeast, and some R4 to the east. These are single family residential zones with varying densities. Densities are highest in R4A, with a 7,500 sq. ft. minimum lot size, and lowest in R-3, with an 18,000 sq. ft. minimum lot size. The area also includes small pockets of RG3 (described above), RG2 (about half as dense as RG3), and PDH (Planned Development-Housing).

An analysis was conducted to determine possible future development scenarios under existing zoning taking into account certain "real world" factors that might influence or constrain the ability to develop a property to the maximum allowed. The result of this analysis is summarized as follows (refer to Section 6.1 for details):

Residential		Retail		Office	
Current	Allowable	Current	Allowable	Current	Allowable
396	1,694	196,500	272,245	121,500	1,623,768


R3A
C1
Residential-Single Family
Retail
Vacant/Empty
SPRING GROVE AVENUE
0
400
800
1,600 Feet
1 inch equals 400 feet
Map No: LU - 1
Date: 02/08/2008
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Zoning and Land Use
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2.1.5 BUILDING USES AND BUSINESS TYPES

The table below shows the breakdown of all the uses of buildings in Collier Village as well as the percentage that each use constitutes. Collier Village serves as an important commercial node for the surrounding neighborhoods, providing a wide range of service and retail options as well as restaurants, apartments, and offices.

Building Uses	Number of Buildings with each Use	% of Total
(Vacant)	5	5.95%
Automotive	3	3.57%
Institutional	1	1.19%
Multi-Family Residential (Post Apartments)	11	13.10%
Office	4	4.76%
Restaurant	15	17.86%
Retail	21	25.00%
Service	24	28.57%
Total	**84**	**100.00%**

Building use breakdown

On the north side of Collier Road is a strip-mall type shopping center anchored by a Publix supermarket. The shopping center consists of thirty-two stores offering diverse services and business types such as salons, a knitting store, day care, and camera supplies. There are also a number of local restaurants and a bar.

A multitude of businesses flank Howell Mill Road including fast food restaurants, locally owned shops, and automotive services. The Post Office near the intersection of Howell Mill and Collier Road covers a significant portion of the block with both the building itself and surface parking. There is also a church at the southern end of Howell Mill Road just to the north of the interstate which constitutes the Institutional use in the above table.

Finally, along the western edge of Emery Street and bounded by I-75 to the west and Collier Road to the north are the Buckhead West office buildings and Post Collier Hills Apartments complex. (Refer to Building Use Map, p.13)

COLLIER ROAD
Post Apartments
Buckhead West Offices
Parking Deck
BECK STREET
EMERY STREET
HOLLEY STREET
POWERS MILL ROAD
FORREST TRAIL
I-75
Interstate
Building Use
Vacant
Automotive
Institutional
Office
Restaurant
Retail
Service
Multi-Family Residential
Single-Family Residential
0
300
600
1,200 Feet
1 inch equals 300 feet
Map No: LU - 2
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Building Use
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2.2 URBAN DESIGN AND ENVIRONMENT EXISTING CONDITIONS

An examination of Collier Village's urban design and environment has been divided into two broad categories: the built environment and the natural environment.

2.2.1 BUILT ENVIRONMENT

SCALE

Most of Collier Village lacks consistency with regards to building scale. The heights and massing of structures in the study area vary considerably, resulting in a lack of coherent form and definition. The increasing prevalence of infill development around The Village reminds us that the scope of the issue is not confined to relationships between buildings within the study area, but also with contributing buildings nearby. The drastic changes in topography in the study area also affect scale by making buildings appear either taller or shorter than they may in fact be.

BUILDING ORIENTATION

Related to scale is the concept of building orientation. Areas along Collier Road and Howell Mill have varying setbacks and often are not oriented to the street. Buildings like the Post Office have large set-backs, while across Howell Mill, the building that Fellini's Pizza occupies has a relatively small set-back creating an inconsistent visual environment. There is also little formal orientation to Beck Street and Emery Street which results in a void of activity along these streets.

VISIBILITY

Currently, the topography in the study area creates varying sight planes, affecting the visual environment. For example, if one stands at the lowest point on Emery Street and faces north, he or she will have only the top of the buildings along Collier Road in view. This has implications in terms of the perception of scale. The visual environment is also affected by distractions created by disorder and clutter associated with power lines, signage, and retaining walls.

SEWER AND STORMWATER

In general, sewer and stormwater utilities in the study area are located along roadways, with the exception of those that run underground beneath the Winter Property and the Post Apartments (Refer to Built Environment Map, p. 18). Stormwater management issues in the study area have resulted in negative impacts on some properties. Stormwater issues are especially prevalent around the Publix shopping center and property in the northwest corner of Collier Village. Stormwater flow generally follows topography in the study area, and therefore runs primarily north and west—flowing toward Peachtree Creek to the north and the Chattahoochee River to the west.

SIDEWALK CONDITIONS

The pedestrian infrastructure in Collier Village is fragmented and wanting of both order and repair. Sidewalk conditions vary across the study area, and are depicted graphically in the map entitled 'Sidewalk Conditions' (p. 19). For the most part, sidewalks in good condition are concentrated in the northern portion of The Village, particularly along Collier Road and Howell Mill Road towards Springlake. Sidewalks in moderate and poor condition are present primarily along Emery Street and Howell Mill Road between Collier Road and I-75. Patches where no sidewalk infrastructure exists are scattered across the study area, although their absence is most noticeable where Collier Road passes under I-75 and along Emery and Beck Streets.

Site surveys indicated that there are numerous obstacles and breaks in the sidewalk infrastructure, particularly along Howell Mill Road between Collier Road and I-75. Since this corridor represents the primary thoroughfare and activity street for The Village area, the prevalence of obstacles and incomplete sidewalks poses a serious challenge for able-bodied and disabled pedestrians alike.

Measurements taken of existing sidewalks as of February 2008 reveal widths varying from 5' to 9' throughout the study area, creating a pedestrian environment that appears largely disorganized and ad hoc.

CROSSWALKS

Signalized pedestrian crossing points are generally lacking, with Collier Road / Howell Mill Road being the only safe option for pedestrians wishing to cross Howell Mill. The same is true for the remainder of the study area, forcing pedestrians to improvise their crossings at various locations throughout The Village.

LINKAGES

Sidewalk linkages into the areas immediately adjacent to Collier Village are reasonable, apart from certain specific problem areas, most notably where Collier Road passes under I-75 and Collier Road beyond Collier Commons Circle. Linkages into Channing Valley via Channing Drive, Springlake via Howell Mill Road and over I-75 southwards exist and are functional.

2.2.2 NATURAL ENVIRONMENT

TOPOGRAPHY AND SLOPE

Topography and slope are important to understanding the study area and its surroundings. The topography varies considerably throughout the relatively small study area. Stormwater drainage follows the topography. The study area is highest at its southern edge and drops toward the north, creating four "quadrants" of catchment basins—northwest, southeast, southwest, and northwest.

Topography has largely driven form and development patterns throughout this part of Atlanta. For example, the north-south arterial, Howell Mill Road, and the east-west arterial, Collier Road, both run along a ridgeline. Major activity centers are generally along high points, effectively hiding the primarily residential development located behind commercial uses. One-story buildings are also prevalent along ridgelines, often with walk-out basements at the rear, while taller buildings, such as the Post apartments, tend to have been built in lower basins.

Although significant grading was likely undertaken to construct I-75, the slope does not change dramatically on Howell Mill from north to south, which may provide an opportunity in the future for better connection between the two sides of the interstate. (Refer to Topography and Slope Map, p. 21)

TREE PRESENCE

The natural environment is not a predominant visual characteristic of Collier Village, as can be seen by an absence of trees within the study area. (Refer to Natural Environment Map, p. 20) Where there is tree cover in The Village, it tends to be relegated to the edge of lots and along the highway. In general, tree species appear to be the mixed-pine and hardwood species typical of northern Georgia (short leaf/loblolly pines, hickory, oak).

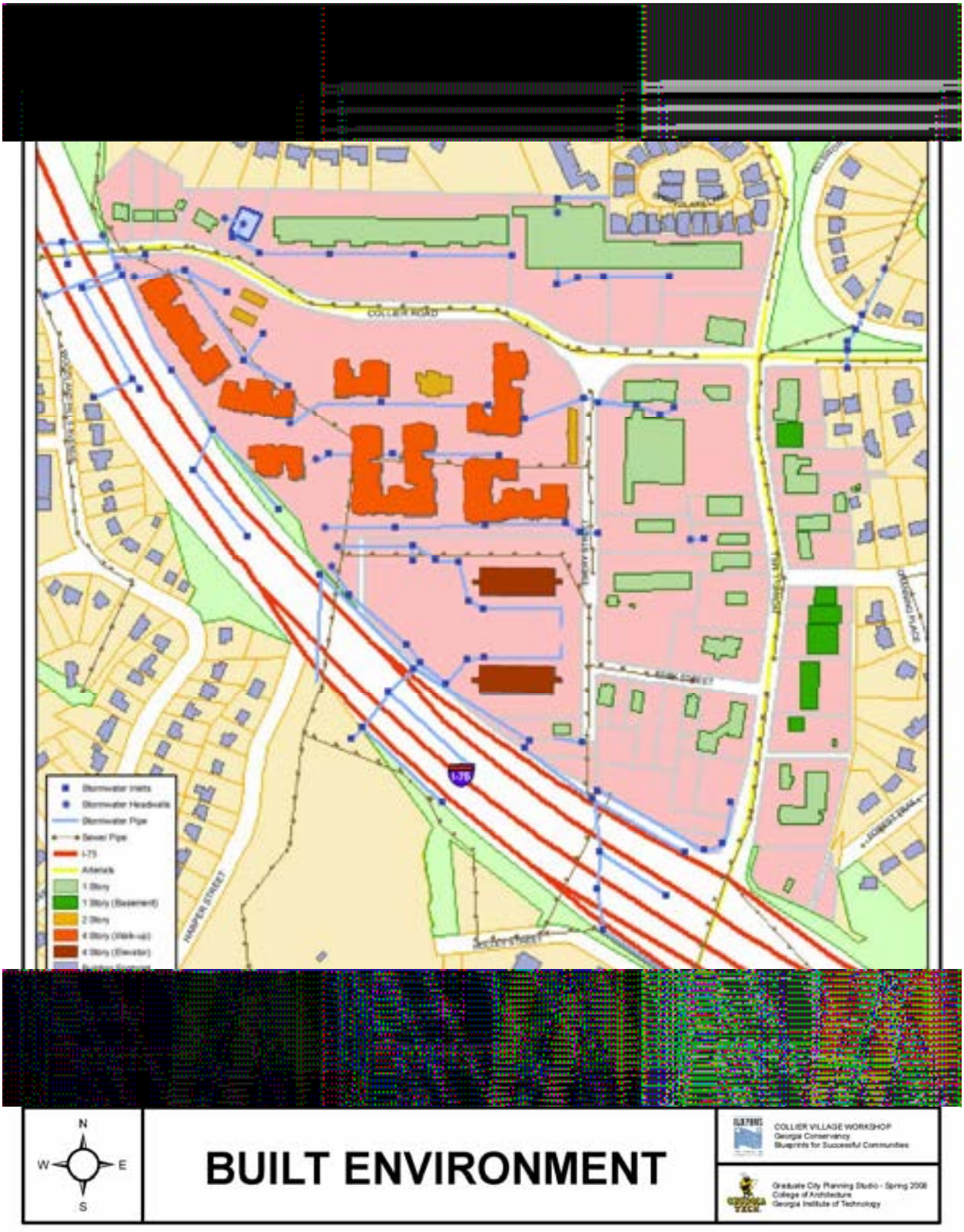
Significant trees (those with trunks greater than 12") can be found in Ellsworth Park, but are situated mainly along the road. A small alleyway running behind the property lines of businesses along Howell Mill, as well as adjacent properties to the east, contain some significant trees. Significant trees can also be found on Emery Street by the two office buildings and along the edges of parking lots. Notably, there are no significant trees on Howell Mill or Collier Roads, and this lack of trees also characterizes Howell Mill south of I-75.

TREE COVER

Due to the lack of trees in the study area, there is a lack of tree cover. Several open space gaps exist in The Village where tree cover abruptly ends. This is found along the right-of-way to the southeast, on the northern point of the park area, and behind the properties immediately east of I-75 on Collier Road. The park and its tree cover are separated from Spring Lake Park by a row of houses.

WET WEATHER DITCHES

The study area has several minor streams that are officially referred to as wet weather ditches. Their main function is to fill with storm water and they are extremely important to the drainage of the study area. These can be found behind the Publix shopping center and along and under the interstate.


COLLIER ROAD
HARPER STREET
I-75
Stormwater Inlets
Stormwater Headwalls
Stormwater Pipe
Sewer Pipe
I-75
Arterials
1 Story
1 Story (Basement)
2 Story
4 Story (Walk-up)
4 Story (Elevator)
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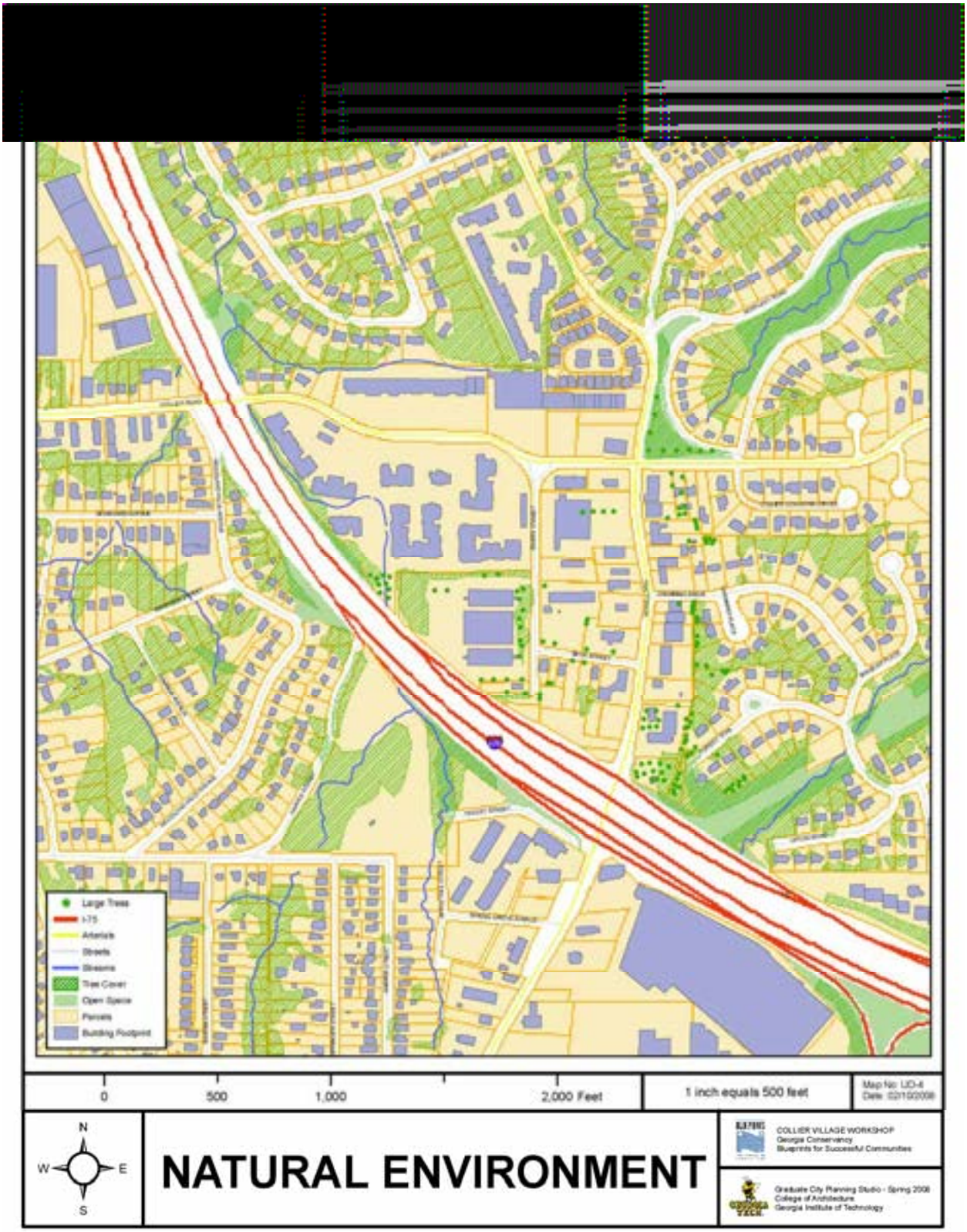
Sidewalk Obstacles
Sidewalk Breaks
7 Sidewalk (Width)
Sidewalk (Existing)
good
moderate
bad
Sidewalk (None)
I-75
Collier Village
Parcels
Open Space
Building Footprint
1 inch equals 300 feet
600
ewalk


Large Trees
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Arterials
Streets
Streams
Tree Cover
Open Space
Parcels
Building Footprint
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2,000 Feet
1 inch equals 500 feet
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NATURAL ENVIRONMENT
COLLIER VILLAGE WORKSHOP
Georgia Conservancy
Blueprints for Successful Communities
Graduate City Planning Studio - Spring 2008
College of Architecture
Georgia Institute of Technology

Topography & Sl
1 inch equals 600 feet
0
600
1,200
Arterials
I-75
Local Roads
Building Footprint
Slope (%)
0 - 2%
2% - 5%
5% - 10%
>10%
SPRINGLAKE PLACE
EMERY STREET
HOWELL MILL
HOBLEY STREET
APPLETREE STREET
HARPER STREET
I-75

2.3 TRANSPORTATION EXISTING CONDITIONS

2.3.1 THROUGH-TRAFFIC VS. LOCAL-TRAFFIC

Left: truck attempting to turn from Collier Road onto Howell Mill (Source: Google Earth); Right: pole at same intersection with scrapes due to contact with trucks.

TRUCK TRAFFIC

Although trucks are not allowed in the area unless making a delivery, through truck traffic is a well-known problem. The intersection of Collier Road and Howell Mill has a significant number of trucks, as documented in the photos above, despite being unable to accommodate turns by large trucks and buses due to the tight corner radii. Trucks are using the roadways through The Village to travel between industrial areas to the west of Collier Village and I-75. There is an obvious lack of enforcement of truck restrictions in the area which is contributing to the problem.

INTERSECTIONS

During morning peak hour, more right turns are made from Collier Road onto Emery than from Collier to Howell Mill indicating that a strong incentive exists for through traffic to avoid the intersection of Collier and Howell Mill at the center of The Village. The proximity of The Village to I-75 exacerbates the poor intersection conditions. Many people who live in the surrounding neighborhoods to the north must pass through either the Collier Road/Howell Mill intersection or the Collier Road/Northside Drive intersection.

2.3.2 NEIGHBORHOOD CIRCULATION

Because of the lack of street connections between surrounding neighborhoods and Collier Village, there is a concentration of traffic upon only a small number of streets.

Low connectivity is exacerbated by I-75 which serves as a barrier to neighborhood connectivity to the south and west. In addition, the many cul-de-sac streets off Collier Road to the east contribute to the low connectivity of the area.

The poorly connected street grid discourages pedestrian and bicycle travel and likely contributes to an increased number of short automobile trips.

Congested traffic at the intersection of Collier Road & Howell Mill Road

2.3.3 VILLAGE CIRCULATION

Several commercial parcels lack inter-parcel connectivity, potentially leading to increased traffic on public roadways.

Lack of inter-parcel connectivity requires curb cuts for each parcel, increasing the number of locations where cars may turn on/off of The Village streets.

Multiple curb cuts currently exist in close proximity to intersections; this is detrimental to the performance of the intersections and is also a major safety hazard.

Traffic back-up on Collier Road approaching Howell Mill (from the west)

2.3.4 PARKING

A considerable portion of Collier Village is being used for surface parking facilities. Currently there is no existing potential for on-street parking except for a portion of Emery Street just south of Collier Road which has excess right-of-way.

The surface parking available throughout The Village is operating at around 25% on weekend afternoons, parking at commercial facilities is around 40%.

There is an over-reliance on private parking facilities that does not encourage patrons to park their cars and travel on foot from one business to another. This problem is exacerbated by a lack of inter-parcel connectivity which also discourages parking and walking to multiple locations. (Refer to Parking, Curb Cuts & Transit Stops Map, p. 27)

Parking lot north of Collier Road on a weekend afternoon

2.3.5 TRANSIT

The Village is served by two MARTA bus routes: **12** (connects Midtown Station to Cumberland Mall, runs every 30 minutes) and **137** (connects Midtown Station to Defoor Hills Road, runs every 60 minutes). The nearest rail station is 1.8 miles away.

There are multiple bus stops that exist along a relatively short stretch of Howell Mill Road which suggests there is potential for consolidation. Numerous bus stops in a small area may increase travel times on the bus routes and slow motor vehicle traffic along the route.

Only one bus stop in The Village has a shelter and bus stops lack route or schedule information. (Refer to Parking, Curb Cuts & Transit Stops Map, p. 27)

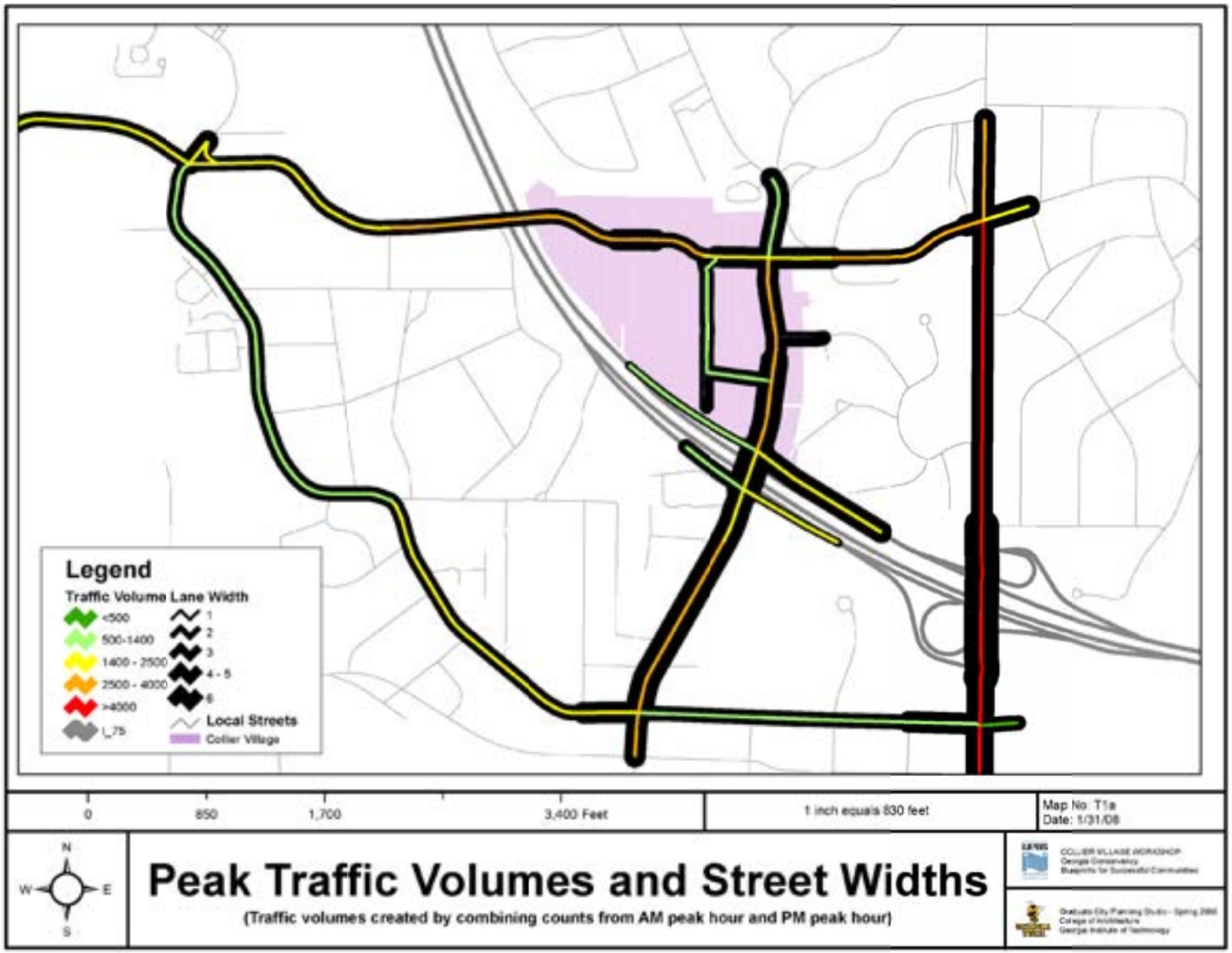
MARTA bus stops located on both sides of intersection at Howell Mill Road and Beck Street

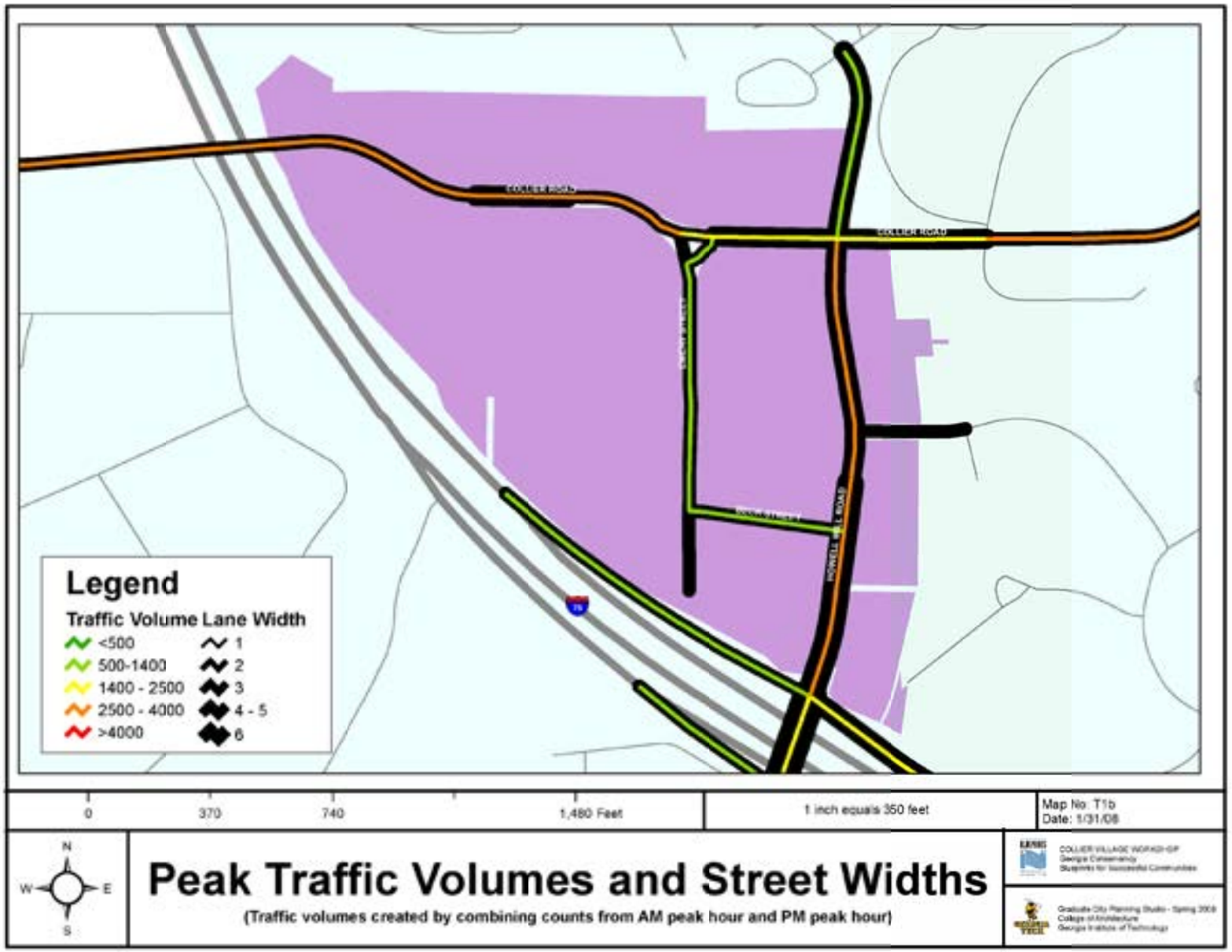
2.3.6 SAFETY

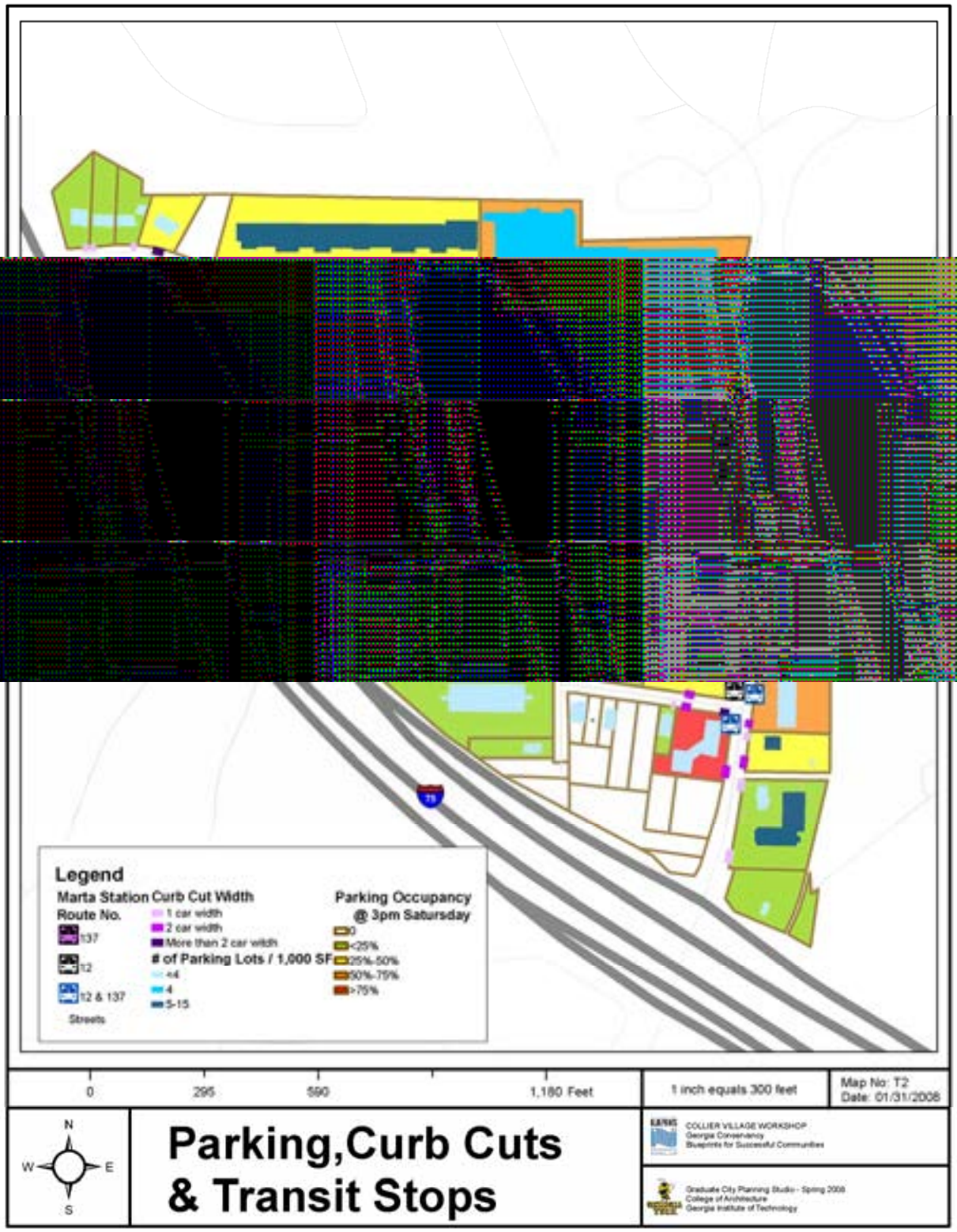
Over a five year period (2000-2005) police responded to 415 motor vehicle crashes in the study area averaging one crash every 4.4 days. The most common form of accident in The Village is an angle collision (45% of all crashes); implying that vehicles are colliding while they are making turns. The second most common type of collision is rear-end (30%); these occur more often in congested traffic conditions.

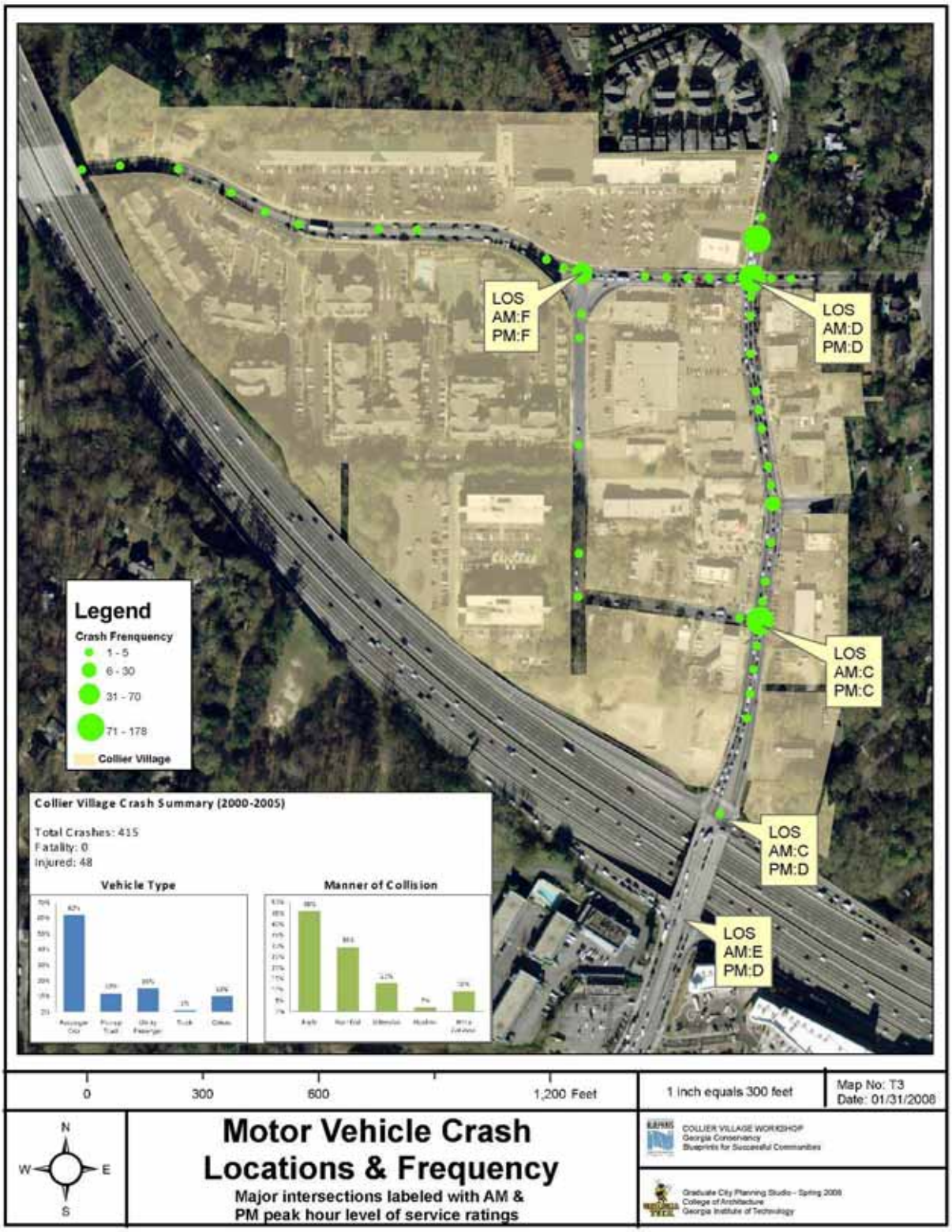
The large number of curb cuts and their proximity to major intersections increases the number of points of conflict where collisions may occur. Another dangerous point for collisions is caused by the grade difference at the intersection of Emery Street and Collier Road which provides limited visibility to motorists. (Refer to Motor Vehicle Crash Locations & Frequency Map, p. 28)

Steep grade on Emery Street approaching intersection with Collier Road


Legend
Traffic Volume Lane Width
<500
500-1400
1400 - 2500
2500 - 4000
>4000
I_75
1
2
3
4 - 5
6
Local Streets
Collier Village
0
850
1,700
3,400 Feet
1 inch equals 830 feet
Map No: T1a
Date: 1/31/08
N
W
E
S
Peak Traffic Volumes and Street Widths
(Traffic volumes created by combining counts from AM peak hour and PM peak hour)


COLLIER ROAD
COLLIER ROAD
POWELL TUCKER ROAD
Legend
Traffic Volume
<500
500-1400
1400 - 2500
2500 - 4000
>4000
Lane Width
1
2
3
4 - 5
6
0
370
740
1,480 Feet
1 inch equals 350 feet
Map No: T1b
Date: 1/31/08
N
W
E
S
Peak Traffic Volumes and Street Widths
(Traffic volumes created by combining counts from AM peak hour and PM peak hour)


Legend
Marta Station
Route No.
137
T2
T2 & 137
Streets
Curb Cut Width
1 car width
2 car width
More than 2 car width
# of Parking Lots / 1,000 SF
<4
4
5-15
Parking Occupancy
@ 3pm Saturday
0
<25%
25%-50%
50%-75%
>75%
0
295
590
1,180 Feet
1 inch equals 300 feet
Map No: T2
Date: 01/31/2008
N
W
E
S
Parking,Curb Cuts
& Transit Stops
COLLIER VILLAGE WORKSHOP
Georgia Conservancy
Blueprints for Successful Communities
Graduate City Planning Studio - Spring 2008
College of Architecture
Georgia Institute of Technology


LOS
AM:F
PM:F
LOS
AM:D
PM:D
LOS
AM:C
PM:C
LOS
AM:C
PM:D
LOS
AM:E
PM:D
Legend
Crash Frenquency
1 - 5
6 - 30
31 - 70
71 - 178
Collier Village
Collier Village Crash Summary (2000-2005)
Total Crashes: 415
Fatality: 0
Injured: 48
Vehicle Type
Manner of Collision
0
300
600
1,200 Feet
1 inch equals 300 feet
Map No: T3
Date: 01/31/2008
N
W
E
S
Motor Vehicle Crash Locations & Frequency
Major intersections labeled with AM & PM peak hour level of service ratings
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2.4 SUMMATION OF ISSUES

The following three maps highlight the major land use, urban design and environment, and transportation issues currently faced by Collier Village. The remainder of the report offers some possible solutions to mitigate these challenges.

2.4.1 LAND USE ISSUES

In terms of land use and zoning, the existing zoning does not encourage a horizontal and vertical mixing of uses which is a direct challenge to the creation of a unified "village" character. In addition, the current zoning does not specify setbacks, facades, building orientation, or densities appropriate to creating a pedestrian-friendly environment.

Residential development within The Village is also limited in its location as well as variety, including variety in housing type, price-point, and size. The current geographic concentration of housing is also a limiting factor in the creation of a "village" character.

The study area is currently only readily accessible by car and is a relatively hostile environment for pedestrians. If future development does not take into account the integration of land uses with surrounding neighborhoods and commercial areas as well as increased opportunities for internal and external connectivity, The Village runs the risk of remaining an island.

2.4.2 URBAN DESIGN & ENVIRONMENTAL ISSUES

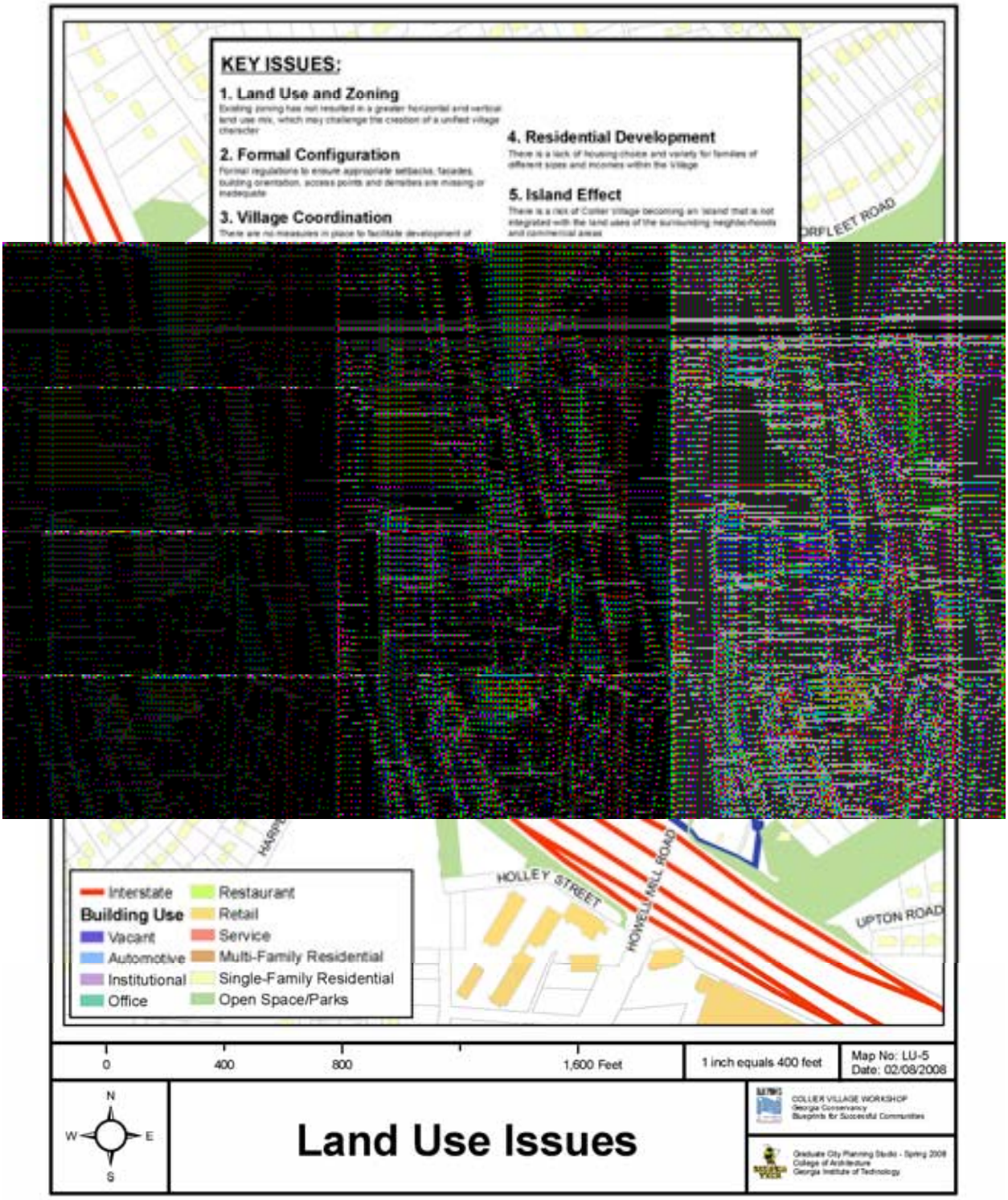
The Village as it currently exists is plagued with pedestrian issues. Sidewalk conditions, a lack of crosswalks, and poor inter-parcel connectivity all contribute to an environment that is discouraging to pedestrian activities.

The Village also lacks a "sense of place." It could be said that there is no "there, there." Public spaces, especially those that are well placed and well-designed can provide a sense of place. In addition, street furniture, lighting, public art, and plantings can also create a "village" sensibility. Putting utilities underground both contributes to the aesthetics of a place as well as creates a safer pedestrian environment.

There are some significant challenges to the natural environment in The Village including stormwater run-off issues and a lack of green space. The majority of The Village as it currently exists is paved in asphalt to accommodate surface parking. There are opportunities to save some significant trees within The Village as well as introduce new plantings to transform the overall appearance of the area.

2.4.3 TRANSPORTATION ISSUES

The study area's high accident rate is indicative of the poor state of the transportation network. The design and capacity of the main thoroughfares is severely limited and the inadequate intersection functionality contributes to the traffic congestion that defines the area. Also contributing to traffic congestion is a lack of internal streets to relieve the main intersection and roads. Additionally, the lack of inter-parcel connectivity, both for pedestrians and automobiles, and a lack of shared parking facilities have created an inordinate number of curb cuts further exacerbating traffic conditions.


KEY ISSUES:
1. Land Use and Zoning
2. Formal Configuration
3. Village Coordination
4. Residential Development
5. Island Effect
HOLLEY STREET
HOWELL MILL ROAD
UPTON ROAD
Interstate
Building Use
Vacant
Automotive
Institutional
Office
Restaurant
Retail
Service
Multi-Family Residential
Single-Family Residential
Open Space/Parks
0
400
800
1,600 Feet
1 inch equals 400 feet
Map No: LU-5
Date: 02/08/2008
N
W
E
S
Land Use Issues
COLLIER VILLAGE WORKSHOP
Georgia Conservancy
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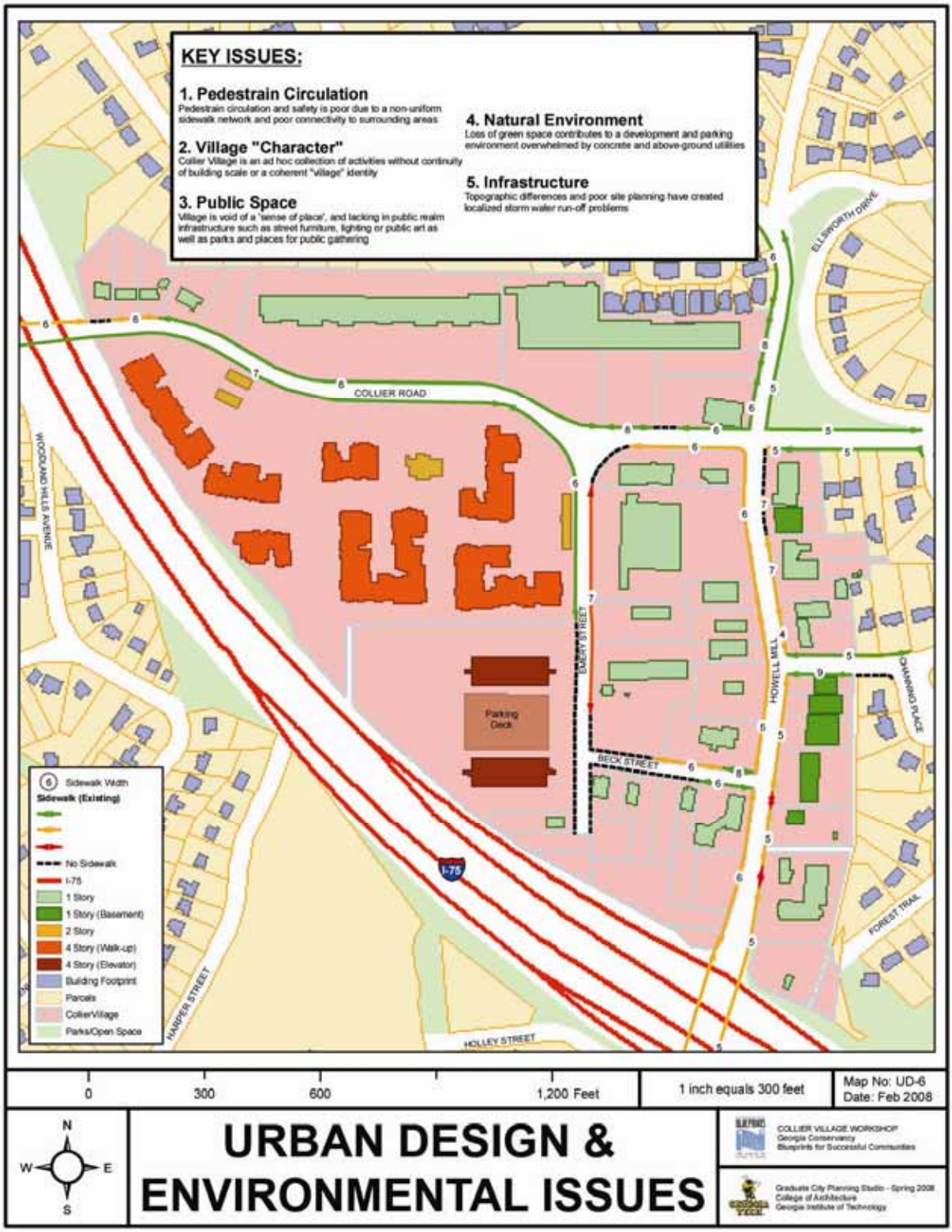
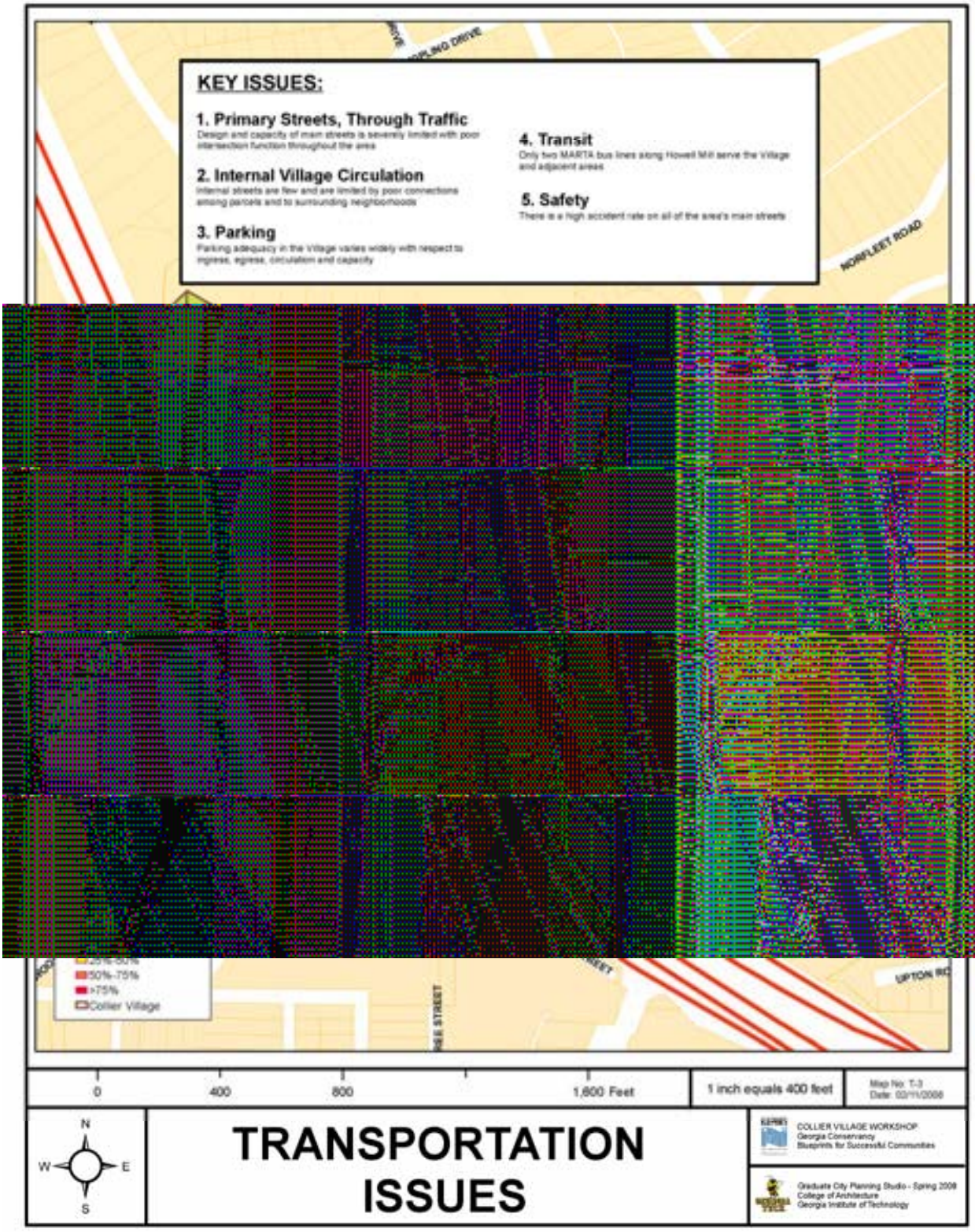
Graduate City Planning Studio - Spring 2008
College of Architecture
Georgia Institute of Technology


KEY ISSUES:
1. Pedestrain Circulation
Pedestrain circulation and safety is poor due to a non-uniform sidewalk network and poor connectivity to surrounding areas
2. Village "Character"
Collier Village is an ad hoc collection of activities without continuity of building scale or a coherent "village" identity
3. Public Space
Village is void of a 'sense of place', and lacking in public realm infrastructure such as street furniture, lighting or public art as well as parks and places for public gathering
4. Natural Environment
Loss of green space contributes to a development and parking environment overwhelmed by concrete and above-ground utilities
5. Infrastructure
Topographic differences and poor site planning have created localized storm water run-off problems
COLLIER ROAD
ELLSWORTH DRIVE
WOODWARD MILL AVENUE
LOCUST STREET
HOWELL MILL
CHANNING PLACE
BECK STREET
FOREST TRAIL
HARPER STREET
HOLLEY STREET
I-75
Parking Deck
Sidewalk Width
Sidewalk (Existing)
No Sidewalk
I-75
1 Story
1 Story (Basement)
2 Story
4 Story (Walk-up)
4 Story (Elevator)
Building Footprint
Parcels
CollierVillage
Parks/Open Space
0
300
600
1,200 Feet
1 inch equals 300 feet
Map No: UD-6
Date: Feb 2008
N
W
E
S
URBAN DESIGN & ENVIRONMENTAL ISSUES
COLLIER VILLAGE WORKSHOP
Georgia Conservancy
Blueprints for Successful Communities
Graduate City Planning Studio - Spring 2008
College of Architecture
Georgia Institute of Technology


KEY ISSUES:
1. Primary Streets, Through Traffic
Design and capacity of main streets is severely limited with poor intersection function throughout the area
2. Internal Village Circulation
Internal streets are few and are limited by poor connections among parcels and to surrounding neighborhoods
3. Parking
Parking adequacy in the Village varies widely with respect to ingress, egress, circulation and capacity
4. Transit
Only two MARTA bus lines along Howell Mill serve the Village and adjacent areas
5. Safety
There is a high accident rate on all of the area's main streets
NORFLEET ROAD
25%-50%
50%-75%
>75%
Collier Village
UPTON RD
0
400
800
1,600 Feet
1 inch equals 400 feet
N
W
E
S
TRANSPORTATION ISSUES
COLLIER VILLAGE WORKSHOP
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Georgia Institute of Technology

3 STRATEGIES AND RECOMMENDATIONS

This section identifies seven strategies developed by the studio and the stakeholders which Collier Village should consider employing as the area plans for future growth. Each strategy is accompanied by a set of recommendations that are specific means by which to achieve each strategy. The strategies represent general areas of consensus achieved among stakeholders during the workshop sessions. The recommendations contain some issues which the stakeholders felt to be important but will need further analysis and discussion.

3.1 TRANSPORTATION STRATEGIES AND RECOMMENDATIONS

3.1.1 EXISTING THROUGH STREETS AND INTERSECTIONS

Strategy 1: Encourage a variety of traffic and safety improvements on existing through streets (Collier, Howell Mill, Emery and Beck) and at intersections to facilitate through traffic, The Village users, and neighbors.

Recommendations

- In the short term, installation of traffic signals should be encouraged at the intersections of Collier & Emery and Beck & Howell Mill. To the extent possible, all traffic signals in The Village should be interconnected through fiber optic or wireless technologies to maintain optimal signal timing. In the long term as new public and private streets are created, the specific locations of traffic signals may change.
- Improve the intersection geometry at Emery and Collier Road and connect Emery to the Publix parking lot.
- An Emery Street to I-75 connection should be explored in the long term. Despite issues of approval and the significant cost, this connection would provide another access point to the neighborhood and bring relief to the overburdened roads of Collier and Howell Mill.
- Explore the creation of a roundabout at the intersection of Howell Mill and Collier Road. Although unlikely due to amount of land needed to be acquired, the roundabout has the potential to improve traffic flow through this overburdened intersection.

3.1.2 NEW STREETS IN THE VILLAGE

Strategy 2: Encourage the addition of new public and private streets within The Village to improve internal circulation and facilitate better connections from within The Village to primary streets and surrounding area.

Recommendations

- Encourage any new internal streets to conform to an internal “grid” network planned in advance.
- Investigate aligning new internal grid street with existing Channing Drive intersection at Howell Mill and adding traffic light to improve pedestrian and auto access to The Village for nearby residents and maintain safe intersection geometry. (If found not feasible insure that The Village internal grid intersections are offset at least 100 feet from Channing Drive.)

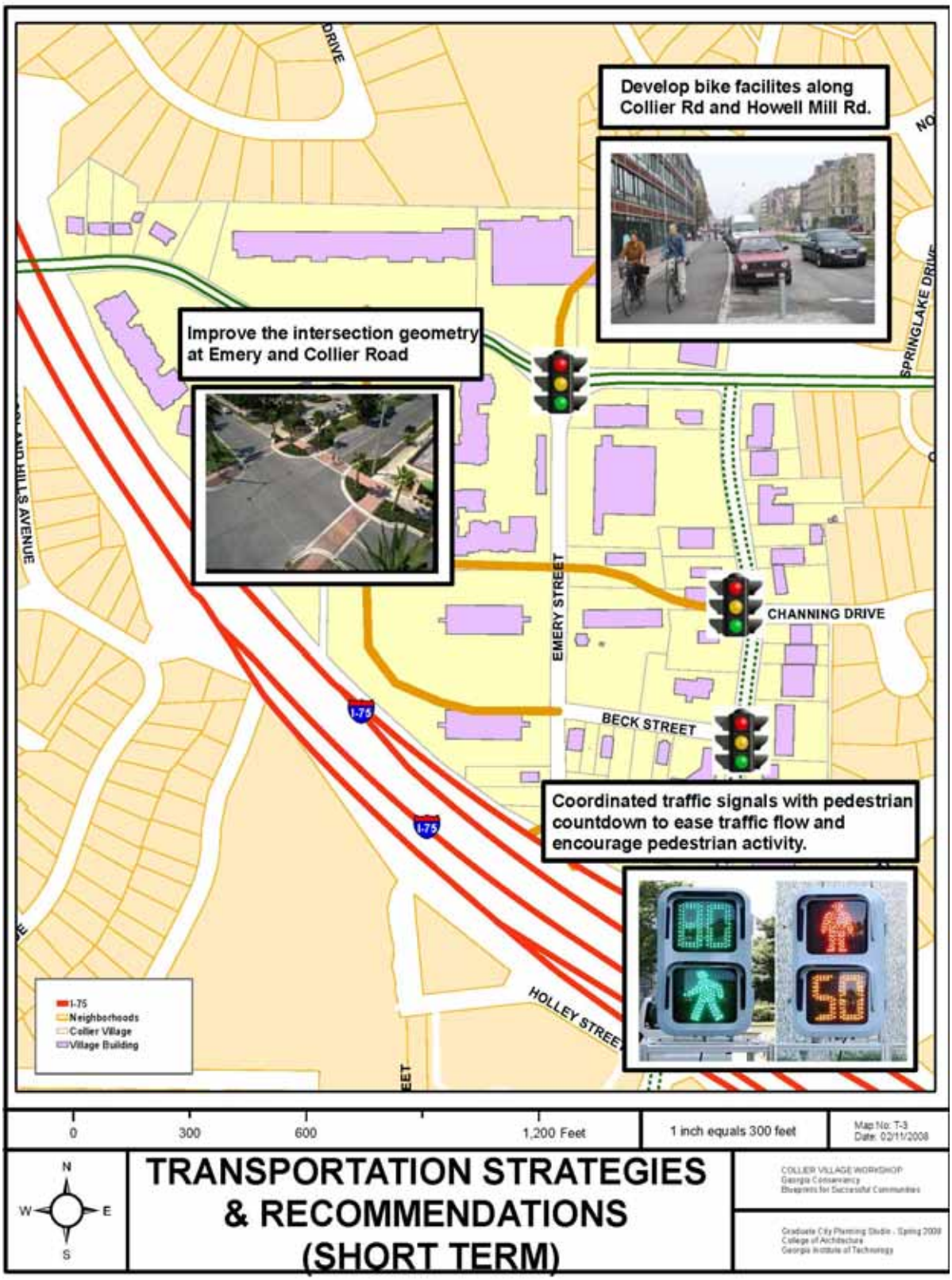
- Improve pedestrian connections to surrounding single family neighborhoods where possible, while making use of traffic calming measures on Channing Drive to discourage cut-through traffic.
- Extend Emery Street to the north of Collier, creating a new street, curving east bound, north of the existing retail stores, and connect it to Howell Mill to provide improved access to existing/future development. (This recommendation is contingent upon redevelopment of the Regency Centers property.)
- Align the future internal street network with the signal in front of the Post Collier Hills Apartments to take advantage of the existing infrastructure.

3.1.3 ALTERNATE TRANSPORTATION MODES

Strategy 3: Pursue alternative transportation modes and coordinated or shared parking to reduce traditional vehicular trips.

Recommendations

- Encourage consolidation of bus stops at new high quality, ITS-enabled bus shelters.
- Encourage park and walk opportunities including well located and marked parking facilities with centralized management to serve the entire Collier Village area.
- Develop bike lane facilities during redevelopment along Collier Road and encourage their use through well-located, highly-visible bike racks.
- Encourage pedestrian access across I-75 with improvements on both the bridge on Howell Mill and the tunnel on Collier Road such as improved sidewalks and lighting and buffering from automobiles.
- Encourage more frequent, safer, and higher quality connections to existing and proposed rapid transit lines.


Develop bike facilites along Collier Rd and Howell Mill Rd.
Improve the intersection geometry at Emery and Collier Road
Coordinated traffic signals with pedestrian countdown to ease traffic flow and encourage pedestrian activity.
EMERY STREET
CHANNING DRIVE
BECK STREET
HOLLEY STREET
SPRINGLAKE DRIVE
I-75
I-75
I-75
Neighborhoods
Collier Village
Village Building
0
300
600
1,200 Feet
1 inch equals 300 feet
Map No: T-3
Date: 02/11/2008
N
W
E
S
TRANSPORTATION STRATEGIES & RECOMMENDATIONS (SHORT TERM)
COLLIER VILLAGE WORKSHOP
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Encourage connections with surrounding neighborhoods while employing traffic calming measures to avoid cut through traffic
Consider roundabout to ease the traffic flow and improve the Howell Mill and Collier intersection
Consolidate bus stops and encourage ITS enabled bus shelters
NEXT BUS IN 3 MINUTE
Explore a connection from Emery on to I-75
HANNING DRIVE
BECK STREET
HOLLEY STREET
FOREST TRAIL
I-75
Neighborhoods
Collier Village
I-75
Village Building
0
295
590
1,180 Feet
1 inch equals 300 feet
Map No: T-3
Date: 02/11/2008
N
W
E
S
TRANSPORTATION STRATEGIES & RECOMMENDATIONS (LONG TERM)
COLLIER VILLAGE WORKSHOP
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3.2 LAND USE STRATEGIES AND RECOMMENDATIONS

3.2.1 PURSUE QUALITY OF LIFE ZONING

STRATEGY 4: Collier Village should enact "Quality of Life" zoning which supports creating mixed-use development at a human scale and seeks to integrate a range of housing types into existing commercial areas.

Recommendations

- Explore both MRC (Mixed Residential Commercial) and NC (Neighborhood Commercial), which promote pedestrian-friendly environments at different scales. Requirements of these districts include buildings that address the street, smaller blocks, wider sidewalks, street trees, increased open space (for plazas, parks, and public art), and reduced or shared parking. (MRC zones are available in three different densities, all of which allow development at a higher intensity than NC zones. Areas of Atlanta that use NC include Little Five Points, East Atlanta, Kirkwood, and Cheshire Bridge.)
- Create desirable height limitation zones. For example, limit building heights to 2-3 floors next to adjacent neighborhoods, 5-6 floors in the heart of The Village, and 10-12 floors adjacent to I-75. It is desirable to have a height transition from the center of The Village towards surrounding residential neighborhoods.
- Require all buildings to be oriented with main entrances facing the street and require all street facades to contain regular perforations of windows and entryways. Encourage pedestrian activity by eliminating blank walls along sidewalks.
- Require buildings to be built up to the street setback line, encouraging pedestrian activity and eliminating parking between the street and the building.
- Apply design guidelines tailored to the area's unique local characteristics (e.g. topography, building scale, history, etc.).
- Make use of parking structures and rear parking to reduce the amount of parking lots and curb-cuts on street fronts. Limit entrances to parking lots and structures to side streets where they will exit to signalized intersections, thereby clearing the major streets from turning traffic, creating safer driving conditions and a more pedestrian-friendly environment.
- Consider centrally managed shared parking that makes best use of available parking spaces. The Village should encourage drivers to park once in The Village and enjoy its many amenities by foot.

3.2.2 FOSTER MIX OF USES

STRATEGY 5: Encourage a mix of uses in the existing and new development that support a more urban environment. In Collier Village, this includes a residentially-focused, pedestrian friendly environment with diverse retail opportunities, which will form a 'town center' for the existing neighborhoods and future residential growth.

Recommendations

- Develop a 'Retail Plan,' working with the NPU, local developers, property owners, and residents to determine the amount, location, and type of desirable retail services, and a management and marketing plan to attain it.
- Develop a 'Residential Mix Plan' to establish preferred goals and objectives related to the location, mix of incomes, and unit size and types.
- Determine appropriate amount and location of office space to best fit within a residentially-oriented town center by focusing smaller professional offices and services in center of The Village and/or larger speculative office space near I-75.

SPRINGLAKE LANE
COLLIER ROAD
Emphasize street orientation, appropriate heights, and mix of uses
Develop a 'Residential Mix Plan'
COLLIER ROAD
EMERY STREET
Subdivide into grid with smaller blocks to promote greater connectivity
CHANNING DRIVE
Utilize Parking structures to minimize space needed for automobiles
I-75
HOWELL MILL R
0
300
600
1,200 Feet
1 Inch equals 300 feet
Map No:
Date:
N
W
E
S
Land Use Strategies
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3.3 URBAN DESIGN STRATEGIES AND RECOMMENDATIONS

3.3.1 IMPROVED PUBLIC REALM

Strategy 6: Collier Village should create an improved public realm through introduction of street furniture, lighting, public art, and public parks and gathering spaces.

Recommendations

- Pursue design, funding, and implementation of a focal public gathering space to function as a "Village Square" in the general vicinity of the Collier/Howell Mill Intersection
- Improve the pedestrian environment by providing more walkable choices and tighter web of connections. If tighter street grid and wider sidewalks do not achieve this, pursue inter-block connections.
- Create pedestrian connections into adjacent neighborhoods.
- Encourage other public and semi-public green spaces to service the needs of The Village by expanding pedestrian networks through The Village and into surrounding neighborhoods.
- Improve pedestrian environment across I-75 on Howell Mill and Collier.
- Require underground utilities.
- Create coordinated signage and street furniture design guidelines.

3.3.2 ENVIRONMENTAL DESIGN OVERLAY GUIDELINES

Strategy 7: Collier Village should work to protect existing older trees and create Environmental Design Overlay Guidelines to re-introduce natural elements into The Village over the course of its redevelopment.

Recommendations

- Preserve existing trees and encourage new plantings, prioritizing native species and ecological benefits.
- Encourage on-site retention and use of stormwater through cisterns, pervious paving, green roofs, bioswales, etc.
- Abide by green building principles for all redevelopment, and consider using third-party certifications, like LEED or EarthCraft.
- Improve existing sidewalk conditions (prepare interim plan).
- Use graywater retention for landscaping.

Green roofs improve local air quality and contribute to significant energy savings and cooler temperatures
A pedestrian environment is key towards establishing human scale village character
Internalised and interconnected pocket parks create recreational and commercial opportunities
WOODLANDHILLS AVENUE
EMERY STREET
HOWELL MILL
CHANNING DRIVE
CHANNING PLACE
BECK STREET
FOREST TRAIL
Greenspace Connectivity
Pedestrian Connectivity
Pedestrian Network Connections
New Greenspace Elements
I-75
Arterials
Streets
Streams
Tree Cover
Open Space
Parcels
Building Footprint
Sidewalks
0
300
600
1,200 Feet
1 Inch equals 300 feet
Map No: UD-S
Date: 04/07/08
N
W
E
S
Urban Design Strategy
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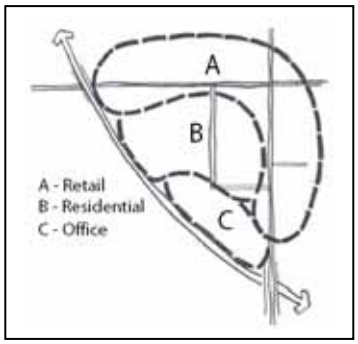
4 ILLUSTRATIVE VILLAGE PLAN

4.1 DEVELOPMENT CONCEPT PLAN

The strategies and recommendations outlined in this report can be summarized as a set of design principles for The Village. These seven design principles form the urban design framework that will shape the future development of Collier Village to achieve the goals and priorities identified by the stakeholders. The seven design principles are:

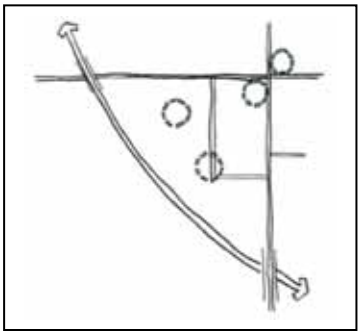
1. Land Use Zones
2. Connected Public Space
3. Activity Streets
4. Internal Street Grid
5. Height Transition Zones
6. Village Focal Point
7. Designing with Topography

1) LAND USE ZONES



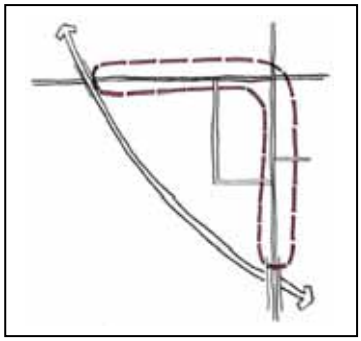
The Village will be comprised of mixed land uses that are interspersed among three general land use zones. Retail activities are best situated along the retail spine of Collier / Howell Mill (A). The central area is earmarked as a residential core (B), with office activities located in the southeast flanking I-75.

2) CONNECTED PUBLIC SPACE



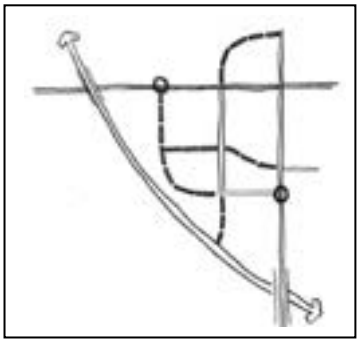
A series of public spaces connected by an improved pedestrian network will provide both active and passive recreational opportunities for Village residents and visitors. Public spaces may be developed as greenspace or alternatively as 'hard' civic space.

3) ACTIVITY STREETS



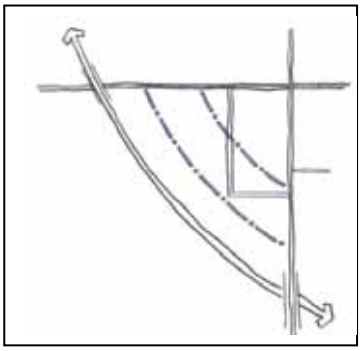
Ground level retail should be concentrated within the retail land use zone, along the Collier / Howell Mill activity street system. This This serves to capitalize on the high exposure of the regional arterial network, as well as draw retail traffic away from the residential core.

4) INTERNAL STREET GRID



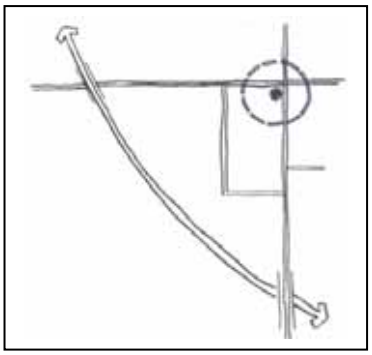
The creation of an internal street grid network will improve vehicular and pedestrian circulation within the village and create smaller block sizes conducive to a Village character.

5) HEIGHT TRANSITION ZONES



A series of height transition zones should be maintained across the Village, with a gradual increase in both density and height towards I-75. It is suggested that development closer to existing neighborhoods be built at 2-3 stories, with 5-6 stories in the residential core, and 10-12 stories flanking I-75.

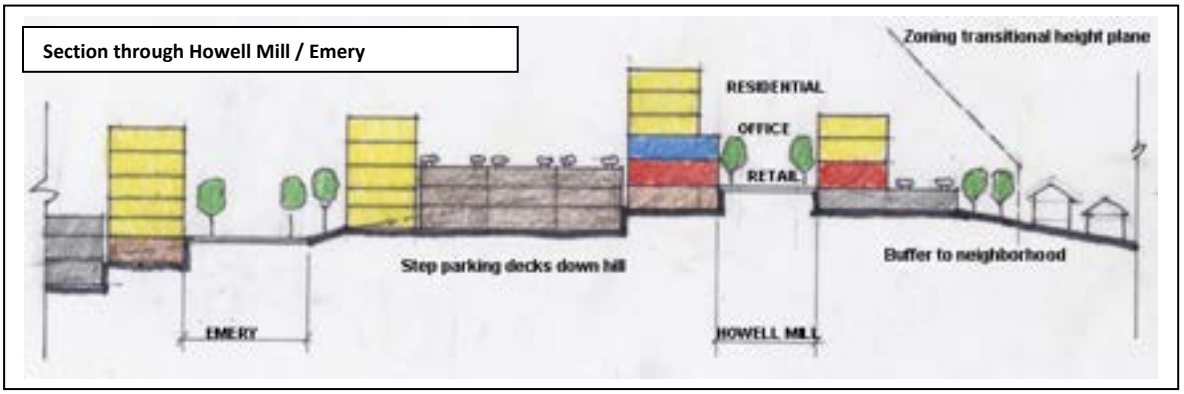
6) VILLAGE FOCAL POINT

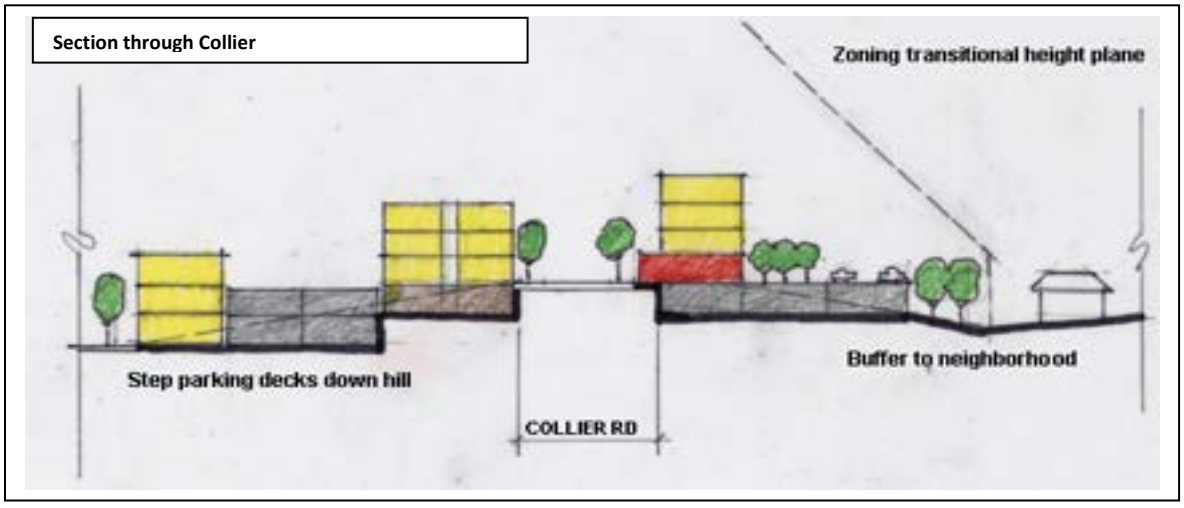


A village 'focal point' should be incorporated into the future development of The Village. This will bolster local identity and create a sense of place for Collier Village.

7) DESIGNING WITH TOPOGRAPHY

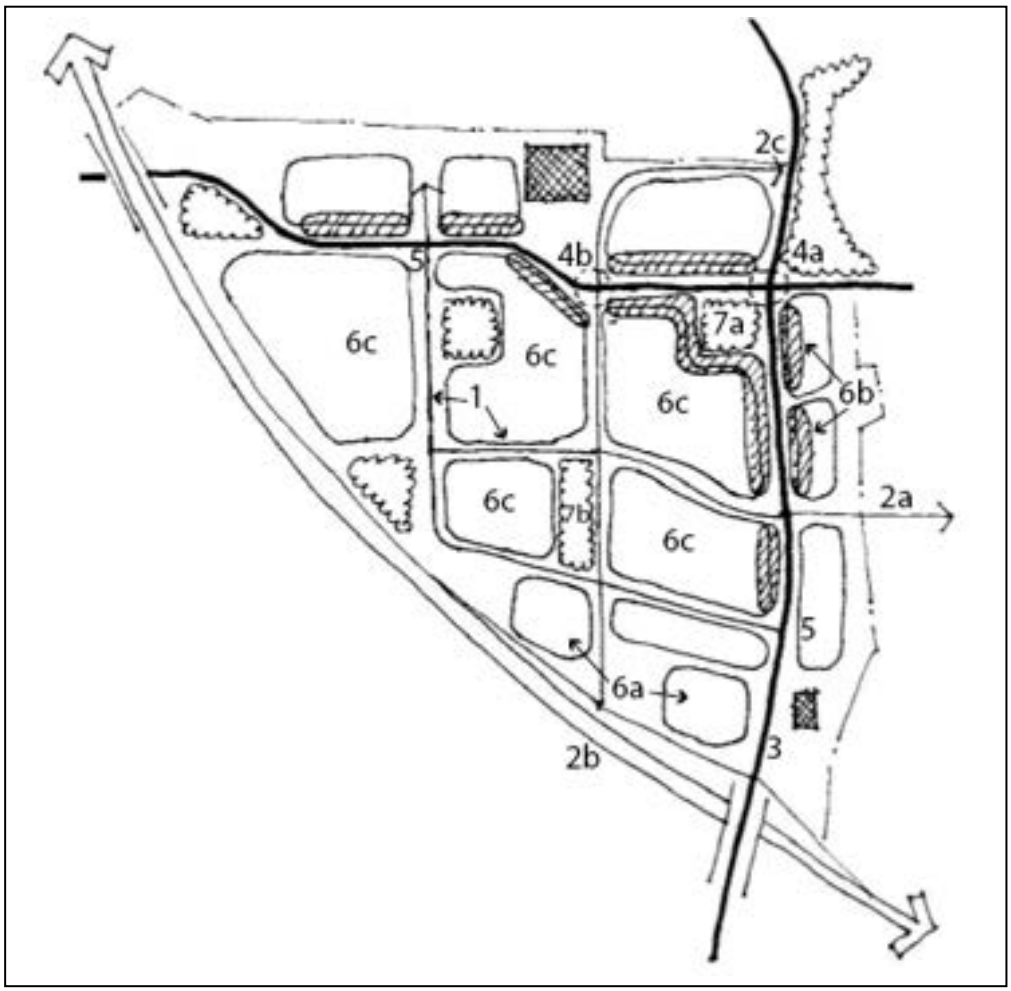
New development in Collier Village must take into account the topography of the area, with buildings designed to take height and density advantages of gradient changes across The Village. Designing with topography is a way to achieve added densities and adequate parking without negatively impacting the visual aesthetics of the area.





When overlaid upon one another, the design principles culminate in a Village-wide development concept, as illustrated below. The final development concept brings together the suggested spatial form of The Village, as

outlined by each of the design principles, with specific strategic interventions in the fields of urban design and transportation.



TRANSPORTATION	LAND USE / URBAN DESIGN
1. Establish internal street grid 2. Make external connections to a. Channing Valley b. I-75 / Emery c. Howell Mill / Emery North 3. Add 4th lane to Howell Mill 4. Improve intersections: a. Collier / Howell Mill b. Collier / Emery 5. Add traffic lights	6. Establish 'Quality of Life' zoning: a. Office at I-75 b. Retail on ground floor c. Residential throughout 7. Provide new public space: a. Town square connected to existing park b. Passive residential square on Emery 8. Create height zones: a. 3 floors adjacent to neighbors b. 5 to 6 floors in center c. 10 to 12 floors along I-75

Final Development Concept

4.2 ILLUSTRATIVE PLAN

4.2.1 SHORT TERM

This conceptual short range plan illustrates the strategies and recommendations for Collier Village that can be implemented in the near-term. The plan below depicts *one possible* distribution of buildings, uses, and transportation improvements that can be implemented within the near future. It should be noted that this scenario represents only one among many possible configurations that might follow the strategies and recommendations in this report.

Short Range Illustrative Plan

Note: The buildings shown in brown are currently existing, and it is assumed these will remain in the short-term (e.g. Publix, Post Collier Hills, etc.).

The scenario shown above depicts the following urban design interventions:

- Extension of Channing Drive westerly to form a connection with Emery Street.
- Moving surface and structural parking away from streets and towards backs and interiors of lots to create more pedestrian friendly atmosphere and help reduce traffic congestion through elimination of curb cuts.
- Locating retail opportunities east of Publix closer to the street front, and creating extension of Emery Street to Howell Mill Road north of the Collier/Howell Mill intersection.
- Retail located at street level along Howell Mill Road, with residential on the upper floors, and boutique offices 'sandwiched' between retail and residential.
- Moderate height buildings (5-6 stories) along the west side of Howell Mill, with low-rise (2-3 stories) adjacent to residential neighborhoods, and taller office buildings (10-12 stories) near the interstate.
- Addition of public spaces or green spaces incorporated into new lot configurations and building designs.

4.2.2 LONG-TERM

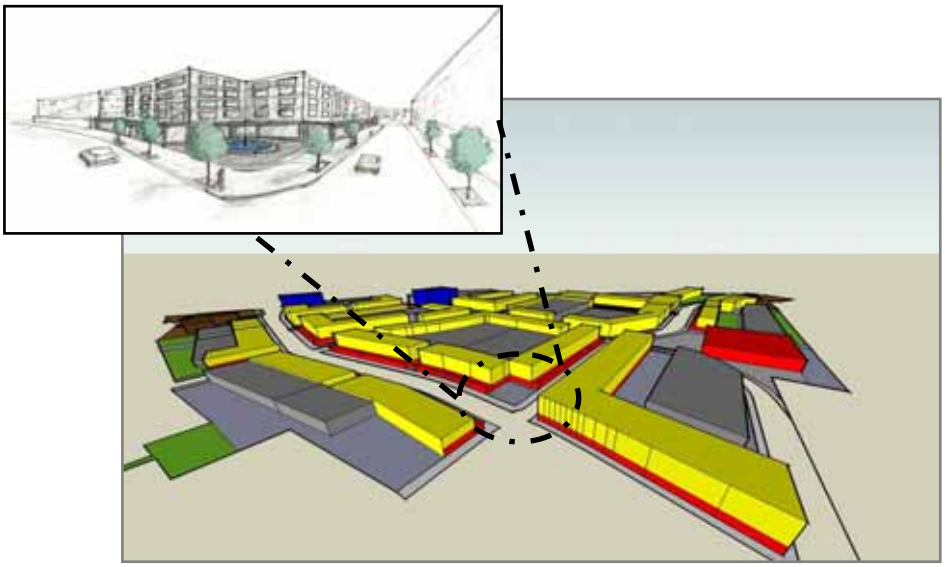
A conceptual long range build-out scenario illustrates the previously outlined strategies and recommendations for Collier Village. The plan shown below depicts *one possible* distribution of buildings, uses, and transportation improvements that can help engender the overall "village" concept. It should be noted that this scenario represents only one among many possible configurations that might follow the strategies and recommendations in this report.

Long Range Illustrative Plan

The scenario shown above depicts the following urban design interventions:

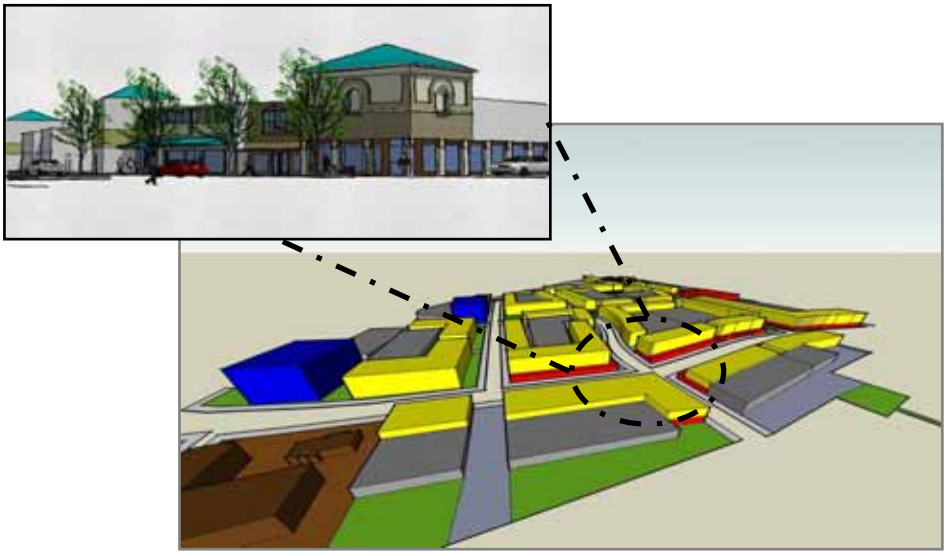
- A tight internal street grid to maximize multiple modes of transportation (ie. pedestrian, bicycle, automobile).
- Vertically mixed uses along Howell Mill and Collier Road, with ground floor retail, upper floor residential, and a layer of "boutique offices" sandwiched between retail and residential.
- Mid-rise residential blocks are concentrated within the center of The Village, framing the new internal street grid.
- Building heights transition in response to surrounding scales, with 10-12 story office building adjacent to I-75, 5-6 story buildings in the center of The Village, and 2-3 story buildings adjacent to residential neighborhoods.
- Small public spaces are interspersed throughout The Village to create an open space network interconnected by new sidewalks.
- Structured parking is enclosed within blocks, increasing parking efficiency, allowing the ground level to accommodate pedestrian needs, and creating an environment in which buildings frame the public realm.

The intersection of Howell Mill Road and Collier Road is emphasized as a center of activity with the introduction of a plaza. Under this scenario, an urban corner plaza is introduced at the intersection. The plaza provides a break in the building frontage and also becomes part of The Village-wide open space network, corresponding directly with the neighborhood park across the intersection. The location of the plaza in the scenario is only illustrative. A number of potential locations for new public space exist throughout The Village.



Perspective view looking south-west

In this perspective view, buildings frame the street grid and ground level retail activates the street level. The intersection of Howell Mill Road and the Channing Road extension becomes a retail node, focusing commercial activities along Howell Mill. The new Channing Road extension links the primarily residential Village center to the Howell Mill corridor. Channing Road east of Howell Mill maintains its current residential character through the introduction of traffic calming features designed to discourage cut-through traffic. The parking structures located east of the mixed-use buildings along Howell Mill Road capture commercial parking, relieving residential streets of the burden of additional parking.



Perspective view looking west

4.3 SHORT & LONG TERM TRANSPORTATION ILLUSTRATIONS

Guided by the transportation strategies previously discussed, the Proposed Transportation System Map (p. 50) illustrates how these strategies could come to fruition over the short and long term:

- Howell Mill Road could be expanded into a four-lane facility for its entire length through Collier Village. While the southern portion of the roadway currently has four lanes, the northern portion approaching Collier Road has only three. As this portion redevelops, an additional five feet of right-of-way will be required to squeeze in this fourth lane. It may be possible to allow for parallel parking on one side of the roadway during off-peak travel times with this increased width.

- The plan for Howell Mill, as well as for all new roads in The Village, suggests using relatively narrow ten foot wide travel lanes. These lanes will not only minimize the amount of right-of-way required, but will also assist in slowing vehicle traffic and shortening the crossing distances for pedestrians – two factors that will help us to meet the goal of a walkable Collier Village.

- All future proposed streets (and some existing ones) should have parallel parking on at least one side. This will help create a Village friendly for pedestrians as well as motorists. These spots could have time limits to encourage drop-offs and pick-ups rather than directing people to parking decks. How these spots are used should be the subject of future conversations.

- As one of the major corridors within The Village, Collier Road should receive special attention. The vision for Collier Road incorporates the recommendation from the City of Atlanta's "Commuter On-Street Bike Plan" (1995) to add bicycle lanes on either side of the roadway. Additionally, it is recommended that Collier Road be expanded to three lanes between the two existing three lane sections (approaching Howell Mill and at the entrance to Post Collier). This one additional vehicle lane will provide increased queuing capacity for turning movements and ease traffic back-ups.

- The proposed street network increases both internal and external movement through and within The Village. The internal streets with improved pedestrian facilities will increase walkability and accessibility within The Village; new external streets will help improve connectivity between The Village and the surrounding neighborhoods. As the vision moves forward, the potential for incorporating traffic calming techniques should be analyzed carefully. Bulb-outs, choke-downs, speed humps and various other strategies would discourage cut-through traffic and prevent high speeds through residential areas.

- The potential connection of Emery Street to I-75, which received a great deal of attention during the stakeholder charette, would assist in relieving the Howell Mill/Collier Road intersection and provide an alternative access point to the interstate. However, this should be explored in the long-term as it involves significant financial as well as political backing. A decision on this improvement would not only require the support of the City of Atlanta and the Georgia Department of Transportation, but also the Federal Highway Administration.

Proposed Transportation System

Note: In the above figure, "existing" refers to estimated present-day curb-to-curb widths of streets; "new" specifies the minimum future widths of roadways necessary to accommodate the facilities listed in each text box.

4.4 DEVELOPMENT TABLES

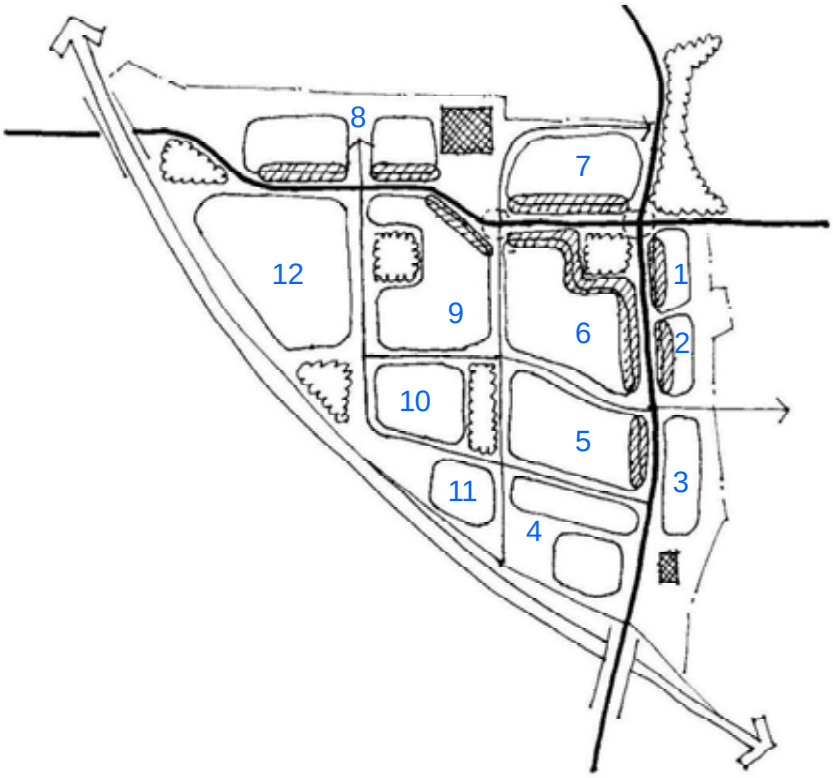
The Short and Long Term Illustrative Plans produce total development gross square footages as indicated in the following table. The short-term stage includes the redevelopment of all parcels east of Emery Street. The Winter office buildings, Post Collier Hills and the West Regency Shopping Center are assumed to be longer term redevelopment projects, and recommendations for their redevelopment are included in the Long Term totals below. The development quantities shown are net additional development amounts in that they take into account the existing amount of development on the site today. *Residential square footages are based on an average unit size of 1000 square feet*

	Office	Retail	Residential
Short Term	287,604	225,021	1,242,414
Long Term	295,780	257,917	1,517,578

Development Quantities: Total Gross Square Feet

Below is a breakdown of the number of square feet by block in both the Short Term and long Term Illustrative Plans. The block numbers on the following page are keyed to the diagram below.

4.4.1 COLLIER VILLAGE BLOCK NUMBERS



Labeled blocks

4.4.2 DEVELOPMENT QUANTITIES

SHORT TERM	Office	Retail	Residential
Block 1		32,745	74,602
Block 2		18,700	37,400
Block 3			36,542
Block 4	100,000	26,391	137,428
Block 5		47,733	194,637
Block 6	70,604	39,055	211,812
Block 7		42,126	117,165
Block 8			
Block 9			
Block 10			
Block 11	117,000		432,828
Block 12			
TOTAL	**287,604**	**225,021**	**1,242,414**

Development Quantities; Short Term Illustrative Plan (in gross square feet)

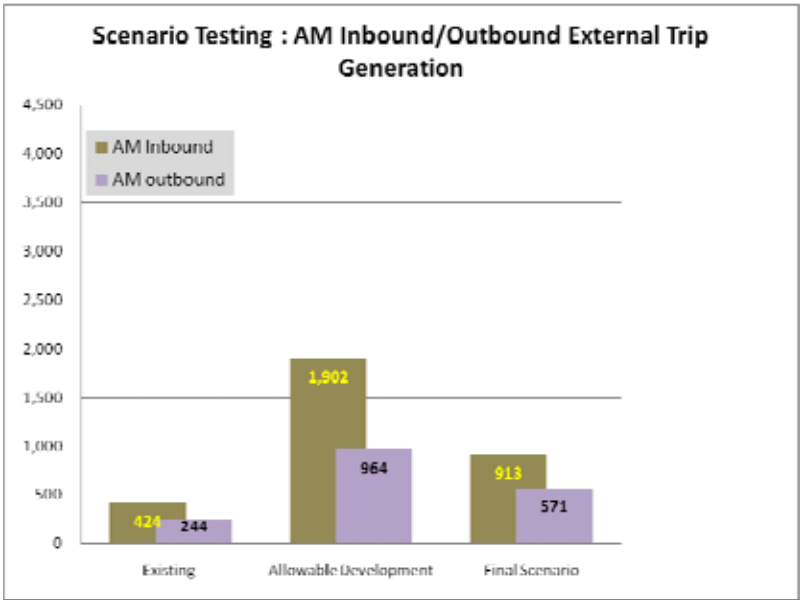
LONG TERM	Office	Retail	Residential
Block 1		32,745	74,602
Block 2		18,700	37,400
Block 3		18,271	36,542
Block 4	100,000		48,659
Block 5		26,391	70,604
Block 6	70,604	47,733	39,055
Block 7		39,055	42,348
Block 8		75,021	64,600
Block 9			38,076
Block 10			
Block 11	125,176		78,281
Block 12			
TOTAL	**295,780**	**257,917**	**1,517,578**

Development Quantities; Long Term Illustrative Plan (in gross square feet)

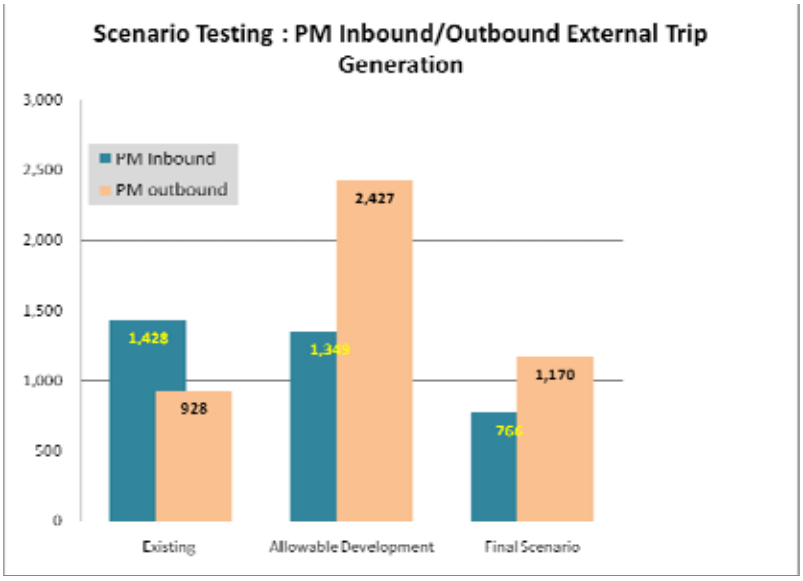
4.5 TRANSPORTATION ANAYLSIS

After establishing an efficient network system for The Village, a transportation analysis was performed using the development quantities in the previous two tables to estimate the impacts of the final illustrative plan on this proposed transportation system. The methodology adopted for transportation analysis was comprised of two steps - trip generation and trip distribution (Refer to Appendix 6.2 Transportation Analysis). In order to determine the efficiency of the final plan, all of the net trips generated were distributed/assigned to the street network. The trips were distributed based upon computer modeling data and discussions with traffic engineers at Kimley-Horn.

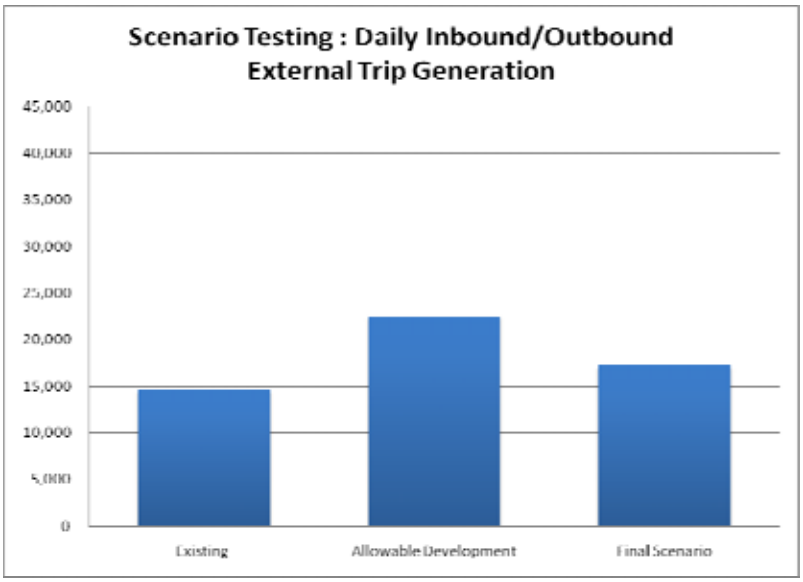
The figures below show the net trip generation for the final development plan. The existing and allowable development numbers are included to aid in comparison.



AM Inbound/Outbound External Trip Generation



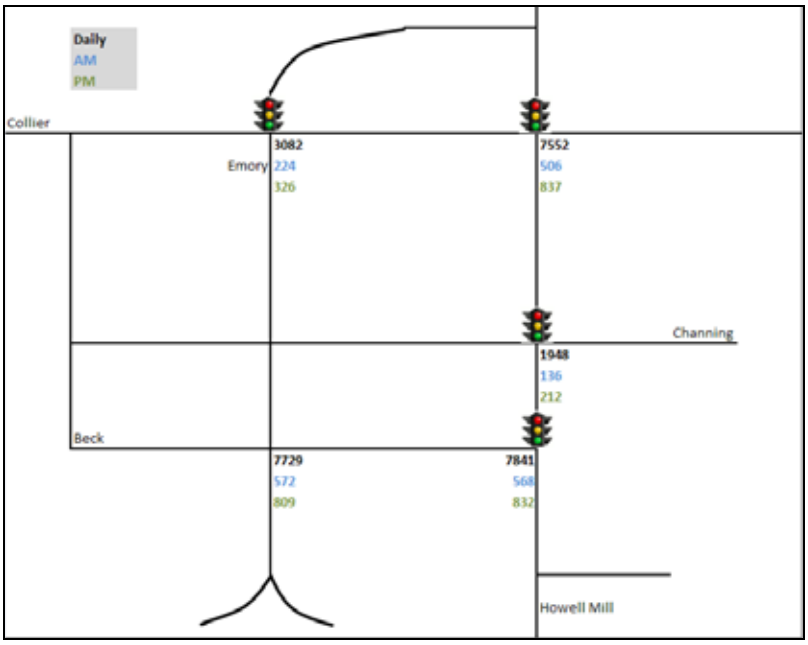
PM Inbound/Outbound External Trip Generation



Daily External Trip Generation

The figures reveal that the final development scenario does not generate significantly more trips than the existing conditions. In addition, the final development scenario creates significantly fewer trips than all other scenarios examined during the Blueprints process. Changes in land use and zoning regulations noticeably reduced the number of trips generated by this scenario.

The trips generated by the proposed plan were then distributed upon the improved future street network. The figure below illustrates the estimated intersection traffic counts under this final scenario. Compared to current conditions (nearly 12,000 counts at the Collier Road and Howell Mill intersection), the proposed street network is dramatically more efficient with fewer motor vehicle trips, reflecting the interplay between the improvements in land use and transportation. This potential future for Collier Village allows for additional development while distributing the traffic onto a more robust network, lessening the impact upon the area.



Final Scenario Estimate Intersection Traffic Counts

5 ACTION PLAN

The following implementation checklist is intended as a guide for stakeholders in Collier Village to move forward with implementing the suggested strategies and recommendations coming out of the Blueprints planning process. They are meant to guide organization among stakeholders and residents so that dialogue can lead to meaningful consensus before specific actions are taken. Not all recommendations will have immediate action steps, since they may be part of a larger implementation scheme. (For example, Quality of Life zoning may simultaneously address building heights, pedestrian connections, and public open spaces.)

Strategies and Recommendations	Resources & Next Steps	Timeframe
Overarching Recommendation		
Stakeholders should continue the initial conversation begun during the Blueprints process.	There are a variety of ways to organize to keep people engaged in the conversation. For example, stakeholders could be organized by strategy area: transportation, land use, and urban design. Or stakeholders could be organized around implementation of a particular recommendation. Explore configurations that get results and keep the groups inclusive of all stakeholders.	Short
Strategy 1: Through Streets and Intersections		
Encourage a variety of traffic and safety improvements on existing through streets (Collier Road, Howell Mill, Emery, and Beck) and at intersections to facilitate through traffic, The Village users, and neighbors.	Form a Transportation Task Force - Communicate with landowners to outline common goals to be pursued. Form a group representative of the NPU, surrounding neighborhoods, businesses, and landowners to begin talks with invested parties (City of Atlanta, GDOT, Developers, etc.)	Short
Recommendations for Strategy 1:		
In the short term, installation of traffic signals should be encouraged at the intersections of Collier & Emery and Beck & Howell Mill. To the extent possible, all traffic signals in The Village should be interconnected through fiber optic or wireless technologies to maintain optimal signal timing. In the long term as new public and private streets are created, the specific locations of traffic signals may change.	Work with the councilmember in District 8 to ensure that funding for two traffic signals remains in the Community Improvement Program (CIP). Currently the traffic lights are listed in the CIP but their status is "not funded". This will need monitoring. http://apps.atlantaga.gov/citycouncil/muller.htm http://www.atlantaga.gov/government/planning/cip.aspx	Short
Improve the intersection geometry at Emery and Collier Road and connect Emery to the Publix parking lot.	Contact the City of Atlanta, Department of Public Works, Office of Transportation to secure funding for intersection improvements. Funding may be available through the Quality of Life Bond Program. http://atlantaga.govhost.com/government/publicworks/dpw_qol_101903.aspx Work with Regency Centers to do any necessary reconfiguration of the Publix parking lot. Monitor the City of Atlanta's website to see which	Short

Strategies and Recommendations	Resources & Next Steps	Timeframe
	projects are slated for Council District 8. http://atlantaga.govhost.com/government/publicworks/cd8_currentprojects.aspx	
Explore the creation of a roundabout at the intersection of Howell Mill and Collier Road. Although unlikely due to amount of land needed to be acquired, the roundabout has the potential to improve traffic flow through this overburdened intersection.	Should stakeholder consensus remain constant for a roundabout, engage a qualified transportation consultant to conduct a feasibility study.	Long
An Emery to I-75 connection should be explored in the long term. Despite issues of approval and the significant cost, this connection would provide another access point to the neighborhood and bring relief to the overburdened roads of Collier or Howell Mill	Engage a qualified transportation consultant to conduct a feasibility study. Pursuit of the Emery I-75 connection will require coordination amongst the Collier Village stakeholders, the City of Atlanta transportation department, the Georgia Department of Transportation, and the Federal Highway Administration.	Long
Strategy 2: Streets in The Village		
Encourage the addition of new public and private streets within The Village to improve internal circulation and facilitate better connections from within The Village to primary streets and surrounding area.	Form an Urban Design/Land Use Task Force –subsets should include zoning, streetscape improvements, environmental overlays, and public open spaces. Quality of Life Zoning will necessitate the creation of streets to break up blocks longer than 600 feet. See Strategy 4.	Short
Recommendations for Strategy 2:		
Encourage any new internal streets to conform to an internal "grid" network planned in advance.	Actual location of the new street grid will be dependent upon land owners, topography, and street design guidelines. Work with a transportation consultant and the City of Atlanta Department of Public Works to determine layout of network. Discuss which street extensions are optimal and acceptable to form street grid, identifying the pros and cons, opposition and support, for each.	Short and Long Term
Investigate aligning new internal grid street with existing Channing Drive intersection at Howell Mill and adding traffic light to improve pedestrian and auto access to The Village for nearby residents and maintain safe intersection geometry. (If found not feasible insure that The Village internal grid intersections are offset at least 100 feet from Channing Drive.)	Through the Urban Design/Land Use Task Force determine if there is consensus for internal grid connections to Channing Drive; and, if not, where internal grid intersections should be located. Funding for an additional traffic light will necessitate inclusion in the CIP. http://www.atlantaga.gov/government/planning/cip.aspx Crosswalks are eligible for Quality of Life Bond Program funding. http://www.atlantaga.gov/government/publicworks/dpw_qol_101903.aspx	Short and Long Term

Strategies and Recommendations	Resources & Next Steps	Timeframe
Improve pedestrian connections to surrounding single family neighborhoods where possible, while making use of traffic calming measures on Channing Drive to discourage cut-through automobile traffic.	Work with the City of Atlanta to determine eligibility for certain traffic calming devices such as speed humps if necessary. Sidewalk and crosswalk improvements may qualify for Quality of Life Bond Program funding. http://www.atlantaga.gov/government/publicworks/dpw_qol_101903.aspx	Long
Extend Emery Street to the north of Collier and connect to Howell Mill to provide improved safer access to existing/future development. (This recommendation is contingent upon redevelopment of the Regency Project.)	Work with City of Atlanta and GDOT to devise a work plan and timetable and secure funding for street extensions.	Long
Align the future internal street network with the signal in front of Post to take advantage of the existing infrastructure.	(See above)	Long
Strategy 3: Alternative Transportation Modes		
Pursue alternative transportation modes and coordinated or shared parking to reduce traditional vehicular trips.	(See below)	Long
Recommendations for Strategy 3		
Encourage consolidation of bus stops at new high quality, ITS-enabled bus shelters.	Contact MARTA about consolidating bus stops and work with transit riders, land owners, and MARTA to identify key locations for new bus shelters.	Short
Encourage park and walk opportunities including well located and marked parking facilities with centralized management to serve the entire Collier Village area.	Pursue consensus with landowners on shared parking opportunities.	Short
Develop bike lane facilities during redevelopment along Collier Road and encourage their use through well-located, highly-visible bike racks.	Work with the City of Atlanta, Department of Planning to ensure that bike lanes are striped along Collier Road as indicated in the City's "Commuter On-Street Bike Plan" The Atlanta Bicycle Campaign may be able to provide some guidance. http://atlantabike2.org/view/about-us	Short
Encourage pedestrian access across I-75 with improvements on both the bridge on Howell Mill and the tunnel on Collier such as improved sidewalks and lighting and buffering from automobiles.	Pursue Transportation Enhancement Funds from the Federal Highway Administration to implement I-75 bridge pedestrian improvements. The City's Quality of Life Bond Program and the Community Improvement program are other potential sources for funding.	Short
Encourage more frequent, safer, and higher quality connections to existing and proposed rapid transit lines.	Stakeholders should get involved in the Connect Atlanta Transportation planning initiative currently underway in the City of Atlanta. http://www.connectatlantaplan.com/	Short

Strategies and Recommendations	Resources & Next Steps	Timeframe
	Stakeholders should get involved in BeltLine planning. This area falls within the Northside study group. www.beltline.org	
Strategy 4: Pursue Quality of Life Zoning		
Collier Village should enact "Quality of Life" zoning which supports creating mixed-use development at a human scale and seeks to integrate a range of housing types into existing commercial areas.	Form an Urban Design/Land Use Task Force -- Subsets should include zoning, streetscape improvements, environmental overlays and public open spaces	Short
Recommendations for Strategy 4		
Explore both MRC (Mixed Residential Commercial) and NC (Neighborhood Commercial), which promote pedestrian-friendly environments at different scales. (MRC zones are available in three different densities, all of which allow development at a higher intensity than NC zones. Areas of Atlanta that use NC include Little Five Points, East Atlanta, Kirkwood, and Cheshire Bridge.)	Pursue Quality of Life Zoning - Decide which type of QOL zoning is appropriate for different areas of The Village (MRC, NC), and work with the City of Atlanta to implement Work with the City of Atlanta's Dept. of Planning. http://www.atlantaga.gov/government/planning/zoning.aspx Consult with NPU C and have conversations with landowners.	Short
Create desirable height limitation zones. For example, limit building heights to 5-6 floors in the heart of The Village, 2-3 floors next to adjacent neighborhoods, and 10 floors adjacent to I-75. It is desirable to have a height transition from the center of The Village towards surrounding residences.	As QOL zoning is pursued, reach a consensus on building envelope limits and ensure that new zoning code accommodates these height requirements.	Short
Require all buildings to be oriented with main entrances facing the street and require all street facades to contain regular perforations of windows and entryways. Encourage pedestrian activity by eliminating blank walls along sidewalks.	Create design guidelines that address height, scale, Floor Area Ratio (FAR), setbacks, and parking requirements in addition to QOL zoning mandates. Consult Midtown Alliance's "Blueprint Midtown" document as an example. http://www.midtownalliance.org/Documents/EX_SUM.pdf	Short
Require buildings to be built up to the street setback line, encouraging pedestrian activity and eliminating parking between the street and the building.	Pursue Quality of Life Zoning - Decide which type of QOL zoning is appropriate for different areas of The Village (MRC, NC), and work with the City of Atlanta to implement	Short
Apply design guidelines tailored to the area's unique local characteristics (e.g. topography, building scale, history, etc.).	Create design guidelines that address height, scale, FAR, setbacks, and parking requirements in addition to QOL zoning mandates. Consult Midtown Alliance's "Blueprint Midtown" document as an example. http://www.midtownalliance.org/Documents/EX_SUM.pdf	Short

Strategies and Recommendations	Resources & Next Steps	Timeframe
Make use of parking structures and rear parking to reduce the amount of parking lots and curb-cuts on street fronts. Limit entrances to parking lots and structures to side streets, thereby clearing the major streets from turning traffic, and creating a more pedestrian-friendly environment.	Work with landowners to make sure that building designs are responsive to these issues. Explore creative solutions to parking including green roofs and using topography, greenery, and architecture to mask parking decks.	Short
Consider centrally managed shared parking that makes best use of available parking spaces. The Village should encourage drivers to park once in The Village and enjoy its many amenities by foot.	Working within the requirements specified by Quality of Life Zoning, pursue consensus with landowners on shared parking opportunities.	Short
Strategy 5: Foster Mix of Uses		
Encourage a mix of uses in the existing and new development that support a more urban environment. In Collier Village, this includes a residentially-focused, pedestrian friendly environment with diverse retail opportunities, which will form a 'town center' for the existing neighborhoods and future residential growth.	Work with landowners to develop a marketing plan for residential/retail that considers preferences of residents and developers alike; and can be used to guide future development in The Village. Talk with developers to sort out appropriate mix of retail based on market conditions and residents' preference.	Short and Long Term
Recommendations for Strategy 5		
Develop a 'Retail Plan,' working with the NPU, local developers, property owners, and residents to determine the amount, location, and type of desirable retail services, and a management and marketing plan to attain it.	(See above)	Short and Long Term
Develop a 'Residential Mix Plan' to establish preferred goals and objectives related to the location, mix of incomes, and unit size and types.	(See above)	Short and Long Term
Determine appropriate amount and location of office space to best fit within a residentially-oriented town center by focusing smaller professional offices and services in center of The Village and/or larger speculative office space near I-75.	(See above)	Short and Long Term
Strategy 6: Improve Public Realm		
Collier Village should create an improved public realm through introduction of street furniture, lighting, public art and public parks and gathering spaces.	Form an Urban Design/Land Use Task Force -- Subsets should include zoning, streetscape improvements, environmental overlays and public open spaces Consult Midtown Alliance's "Blueprint Midtown" document as an example. http://www.midtownalliance.org/Documents/EX_SUM.pdf	Short

Strategies and Recommendations	Resources & Next Steps	Timeframe
Recommendations for Strategy 6		
Pursue design, funding and implementation of a focal public gathering space to function as a "Village Square" in the general vicinity of the Collier/Howell Mill Intersection	Discuss and consider optimal areas and amounts for new parks and open space, and create a preferred open spaces plan for The Village. Consult with developers about site plans and recommend the inclusion of public spaces.	Short
Improve the pedestrian environment by providing more walkable choices and tighter web of connections. If tighter street grid and wider sidewalks do not achieve this, pursue inter-block connections.	Work with Quality of Life Bond Program to secure funding and layout plans for streetscape improvements PEDS may be able to provide guidance in this area. http://www.peds.org/	Short and Long Term
Create pedestrian connections into adjacent neighborhoods.	Work with Quality of Life Bond Program to secure funding and layout plans for streetscape improvements PEDS may be able to provide guidance in this area. http://www.peds.org/	Short
Encourage other public and semi-public green spaces to service the needs of The Village by expanding pedestrian networks through The Village and into surrounding neighborhoods	Work with Quality of Life Bonding Program to secure funding and layout plans for streetscape improvements Begin discussions with developers, residents, and Park Pride / City Office of Park Design to begin planning improvements of existing park. Park Pride http://www.parkpride.org/index.html	Short
Improve pedestrian environment across I-75 on Howell Mill and Collier	Pursue Transportation Enhancement Funds from the Federal Highway Administration to implement I-75 bridge pedestrian improvements. Pursue City improvement funds to repair/rebuild sidewalk under Collier Bridge	Short
Require underground utilities	Require new development to bury utilities, unless economically prohibitive. The planned streetscape includes buried utilities. Private sector development prior to the streetscape project should reflect this. If utilities cannot be buried due to cost, all developments must include three buried conduits under the sidewalk for future corridor-wide buried utilities and frontloaded electrical meters and building access. This will allow underground utilities to be installed without removing the entire privately-funded streetscape.	Long

Strategies and Recommendations	Resources & Next Steps	Timeframe
	Consult other citywide plans that have successfully required burying utilities including Midtown Alliance.	
Create coordinated signage and street furniture design guidelines	Form an Urban Design/Land Use Task Force -- Subsets should include zoning, streetscape improvements, environmental overlays and public open spaces and should be recorded in The Village Design Guidelines document	Short
Strategy 7: Environmental Design Overlay Guidelines		
Collier Village should work to protect existing older trees and create Environmental Design Overlay Guidelines to re-introduce natural elements into The Village over the course of its redevelopment.	Work with the city planning department and Tree Commission to devise a plan to enforce the tree ordinance	Short
Recommendations for Strategy 7		
Preserve existing trees and encourage new plantings, prioritizing native species and ecological benefits.	Work with Trees Atlanta to coordinate tree planting and utilize their Neighborwoods program to educate the public about the importance of trees. Work with developers to identify significant trees on their property.	Short and Long Term
Encourage on-site retention and use of stormwater through cisterns, pervious paving, green roofs, bioswales, etc.	Refer to environmental overlay zoning requirements for best management practices Contact the Georgia Chapter of the American Society of Landscape Architects for guidance. http://www.gaasla.org/index.htm	Long
Abide by green building principles for all redevelopment, and consider using third-party certifications, like LEED or EarthCraft.	Work with Urban Design Commission for guidance on how to encourage and incentivize green building practices in The Village Work with organizations such as Southface and the U.S. Green Building Council for guidance. http://www.southface.org/ http://www.usgbc.org/	Short
Improve existing sidewalk conditions (prepare interim plan)	Pursue City improvement funds to repair/rebuild sidewalk under Collier Bridge Work with Quality of Life Bond Program to secure funding and layout plans for streetscape improvements	Short
Use gray-water retention for landscaping.	Refer to environmental overlay zoning requirements for best management practices	Short and Long Term

6 APPENDIX

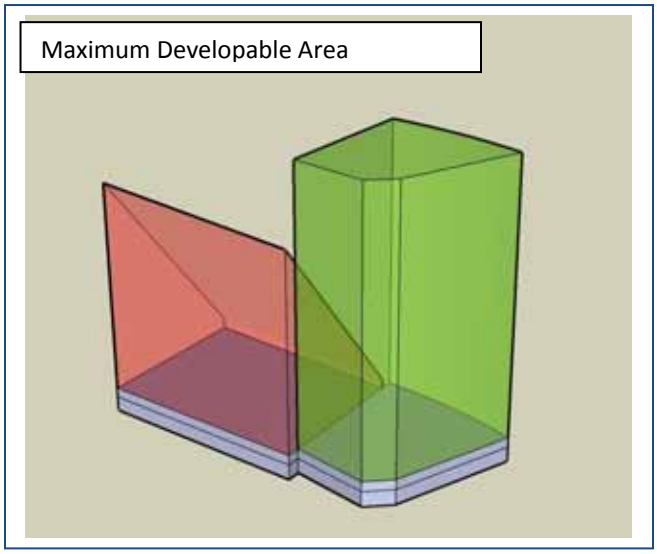
6.1 POTENTIAL DEVELOPMENT SCENARIOS

The design approach for Collier Village was a three tiered exercise culminating in the development of three illustrative scenarios (maximum developable area, allowable development scenario, illustrative development scenarios) that sought to help the stakeholders envision various combinations of building density and orientation amid a selection of suggested internal transportation solutions. The premise of the approach was grounded on the following assumptions:

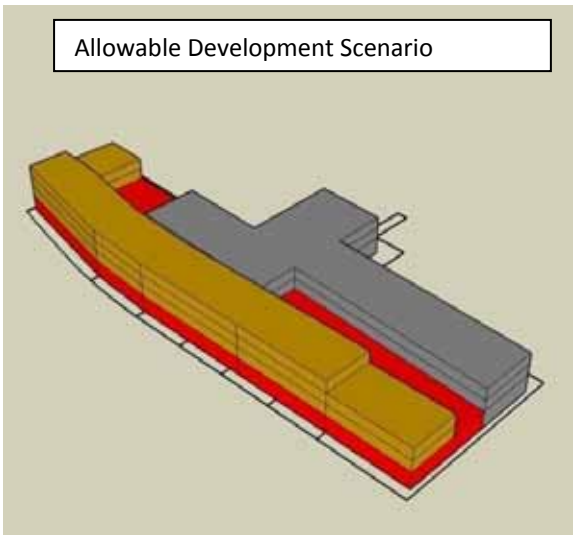
- Under current zoning, Collier Village is largely underdeveloped.
- Collier Village will be subject to densification in the future owing to its proximity to central Atlanta and its location at the intersection of major arterial routes in the region.
- The already strained transportation network in Collier Village will worsen following increased development in the area.
- A worsening of the traffic problems can be mediated to some degree by improved site and block design practices combined with certain internal traffic solutions, although a more significant sub-regional traffic solution will have to be considered in the future to ameliorate congestion in The Village.

6.1.1 TIER 1. MAXIMUM DEVELOPABLE AREA

In an attempt to visualize the extent of underdevelopment in Collier Village, each parcel was considered in terms of its maximum developable area i.e. the hypothetical envelope into which a building would fit on the parcel given the current floor area ratio (FAR) and limitations on height owing to transitional height planes put into effect by the adjacency of residential neighborhoods. The graphic alongside is a sample highlighting both the maximum parcel coverage given absolute fulfillment of the FAR (blue), as well as the space into which the development could potentially extrude given a smaller building footprint (red and green). Parcels that abut residential neighborhoods without an intervening non-residential parcel or right of way are subject to a 45 degree transitional height plane limiting the potential height of development on that parcel (red). The height of potential development on those parcels that do not immediately abut residential neighborhoods are limited only by the size of the parcel itself and the eventual building footprint of the development (green).



6.1.2 TIER 2. "ALLOWABLE" DEVELOPMENT SCENARIO



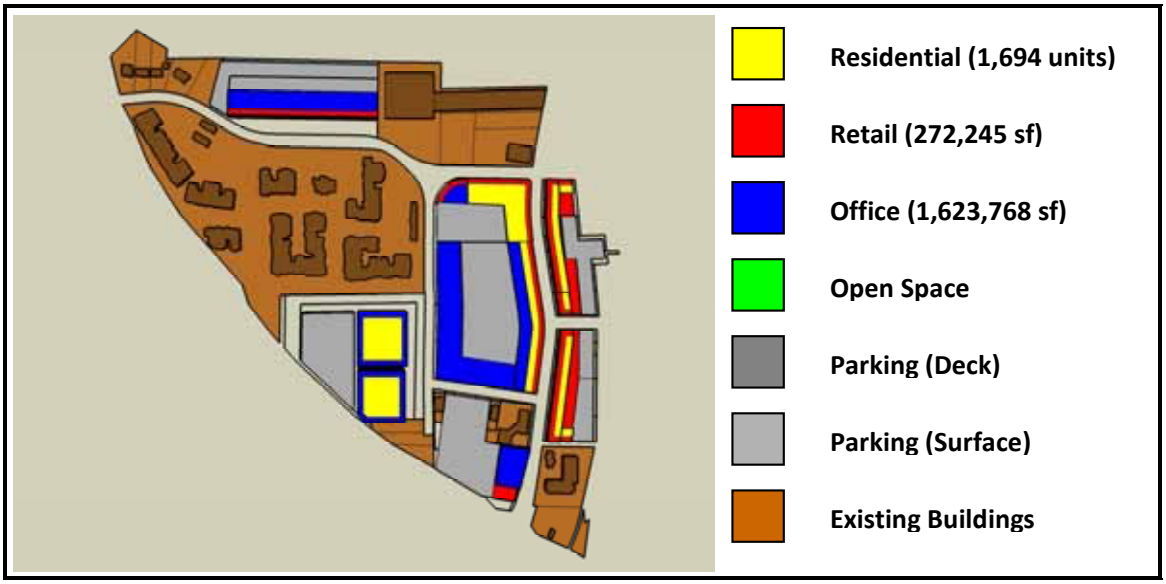
While the 'Maximum Developable Area' of each parcel in The Village (shown above) gives a sense of the potential density of the area as well as the discrepancy that exists between it and the density of surrounding neighborhoods, it is not an accurate reflection of what may actually be developed on the ground given certain economic and environmental constraints.

The second tier of the design approach proceeded with the formulation of an 'allowable' development scenario. This illustrative scenario served to highlight the potential development in The Village as per existing zoning, but constrained by retail locations, parking requirements, and lot sizes. This scenario was used to depict the 'could-be' scenario following no changes to the current zoning. The allowable development scenario was assumed to be purely market driven wherein developers would seek to maximize the amount of allowable development on parcel assemblages throughout The Village.

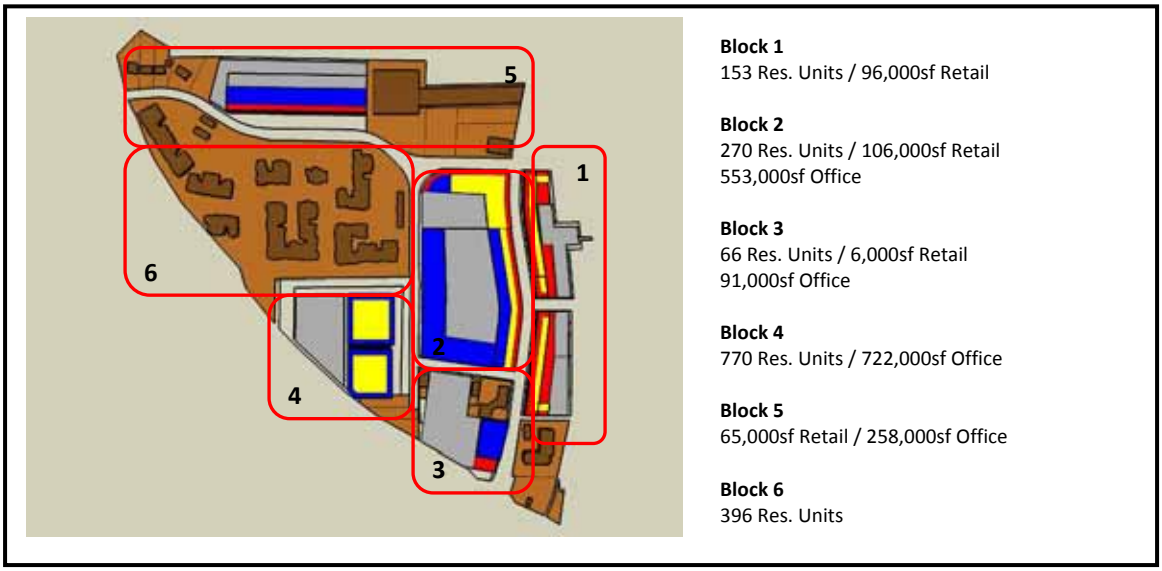
Several assumptions underpinned the formulation of this scenario:

- Smaller properties along the eastern side of Howell Mill would be assembled and developed as blocks.
- Certain parcels across The Village would not develop in the short or medium term given their particular circumstances (e.g. Publix, Post Property Apartments).
- Developers would seek to build as close to the maximum allowed under current zoning stipulations.

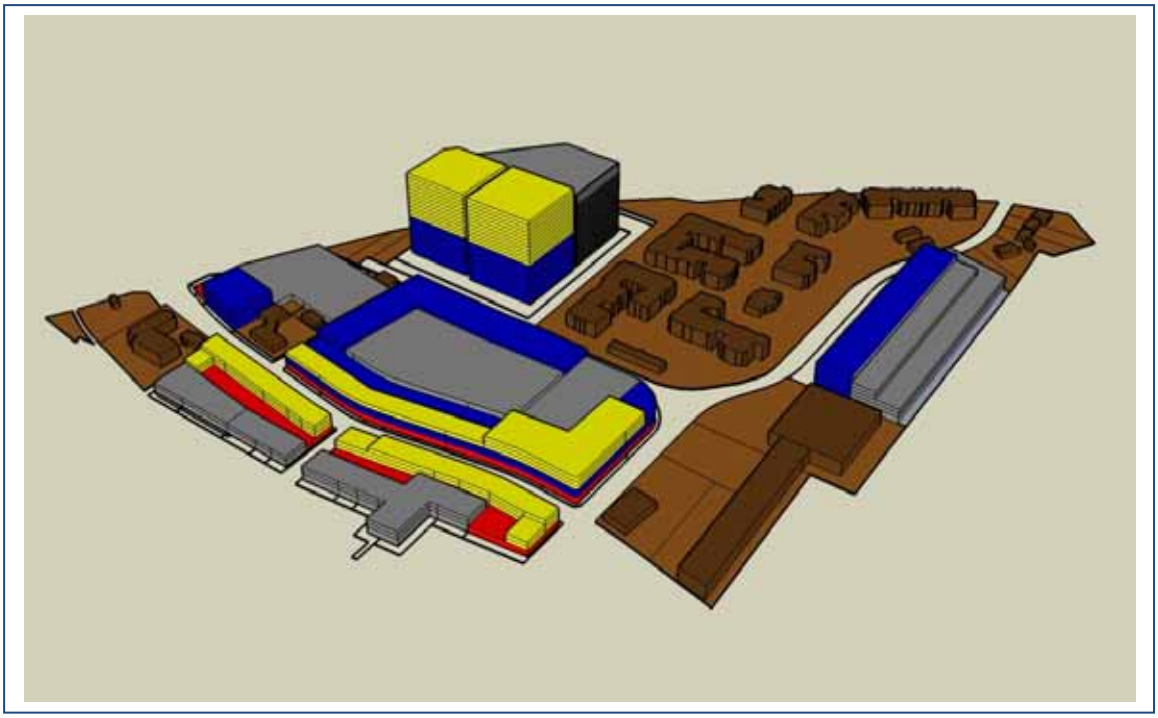
The illustrations below outline the allowable development scenario in terms of the total amount of potential development throughout The Village, as well as potential development per block.



Allowable Development Scenario – Plan View



Allowable Development Scenario – Per Block



Allowable Development Scenario – Perspective View

It was assumed that Howell Mill would retain its commercial character, and that new retail development would take advantage of the visual exposure along this high traffic route. It was also assumed that developers would take advantage of the additive residential FAR on each site i.e. the residential FAR of parcels within the C1 and OI zoning categories are available over and above the existing commercial FAR. All parking requirements were designed to fit into parking decks provided on site.

The allowable development scenario represents a significant increase in development density within Collier Village, the extent of which is noticeable in the development summary table below.

Block	Residential		Retail		Office	
	Current	Allowable	Current	Allowable	Current	Allowable
1	-	153	42,000	95,958	1,000	**-**
2	-	270	38,500	105,940	-	**553,060**
3	-	66	9,000	5,847	3,500	**90,708**
4	-	770	-	-	117,000	**722,000**
5	-	-	107,000	64,500	-	**258,000**
6	396	435	-	-	-	**-**
Total	**396**	**1,694**	**196,500**	**272,245**	**121,500**	**1,623,768**

Development Summary per block – Allowable Development Scenario.

6.1.3 TIER 3. ILLUSTRATIVE DEVELOPMENT SCENARIOS

Three interim illustrative development scenarios were formulated on the basis of several key development and transportation 'solutions' that could partially attend to the negative impacts of increased congestion in The Village following its anticipated densification. The suggested development and transportation solutions are listed in the table below:

Better Development	Improved Transportation Flow
Allow Mixed Use	Add More Traffic Lights
Restrict Height	Add Lanes to Main Streets
Provide Green Space	Improve Key Intersections
Provide Pedestrian Facilities	Add More Internal Streets
Require Smaller Blocks	Create Internal Grid Network
Require Less Parking	Reduce Curb Cuts

Mitigating Congestion through Urban Design

Each of the three illustrative scenarios sought to visualize a potential development outcome through the combination of various development and transportation solutions outlined above. The general specifications of each scenario are outlined alongside the corresponding plan view graphic below. The sections that follow explain each scenario in greater detail.

SCENARIO A

- Maximize FAR
- Six Story Height Limit
- Tight Street Grid
- Small Interspersed Public Spaces

SCENARIO B

- I-75 Connection at Emery
- High Density along new Emery Boulevard
- Public Space in Emery Boulevard Median
- Maintain Existing Allowable Development

SCENARIO C

- Apply Quality of Life Zoning – MRC2
- Focus on Creation of Residential Village District
- Create Internal Street Network with Smaller Blocks
- New Central Public Space at Collier / Howell Mill

6.1.4 SCENARIO A

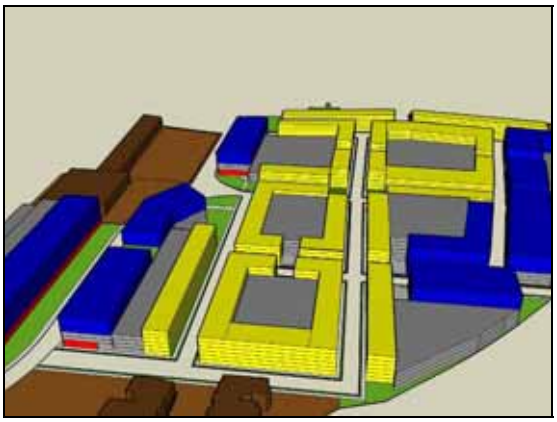
This illustrative scenario is highlighted by a) controlling building height and bulk, b) expanding the street grid, and c) creating a network of small public spaces. Development design strategies used include a) allowing mixed use, b) restricting height, c) providing green space, and d) requiring smaller blocks. In addition, adding more internal streets and creating an internal grid network were the transportation design strategies employed for this development scenario.

The product of these development and transportation strategies is illustrated below with a conceptual site plan, estimated development numbers, and conceptual, three-dimensional perspectives of the site plan.

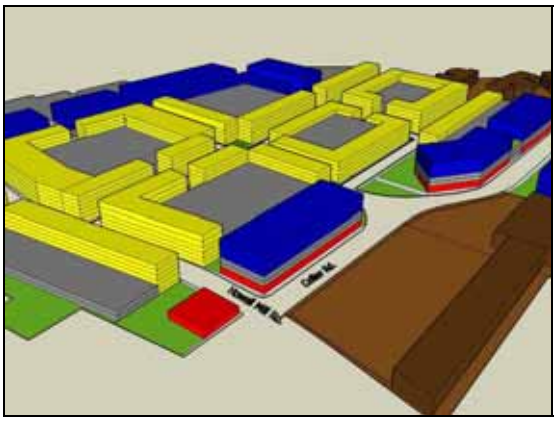
Scenario A Conceptual Site Plan

			Scenarios		
Development Area	Existing	Allowable	A Mid-rise	B Emery	C QoL
Retail s.f.	196,500	272,245	222,963	327,961	302,758
Office s.f.	121,500	1,623,768	1,090,734	1,692,457	227,544
Total Commercial s.f.	318,000	1,896,013	1,313,697	2,020,418	530,302
Residential units	396,000	1,694	1,855	1,420	1,575
Total Parking spaces	1,421		7,322	15,794	3,379
Public Space s.f.	0	0	117,128	69,070	318,745

Development Numbers for Scenario A



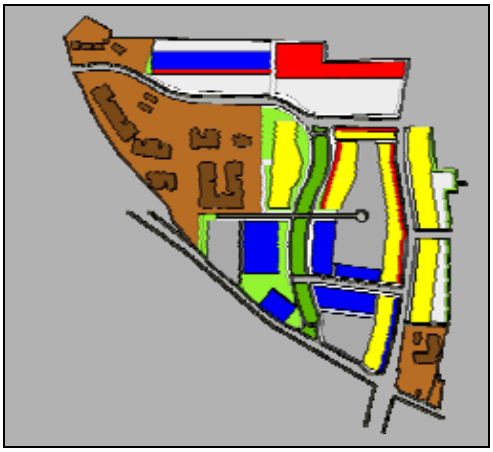
- Increased residential development compared to existing conditions
- Creation of street grid within Village
- Preservation of some existing development (in brown)
- Pockets of public and semi-public green space



- Mixture of residential, office, and retail uses
- Enhanced pedestrian environment with building frontage along sidewalks
- Retail and office concentrations along Collier and near Interstate

6.1.5 SCENARIO B

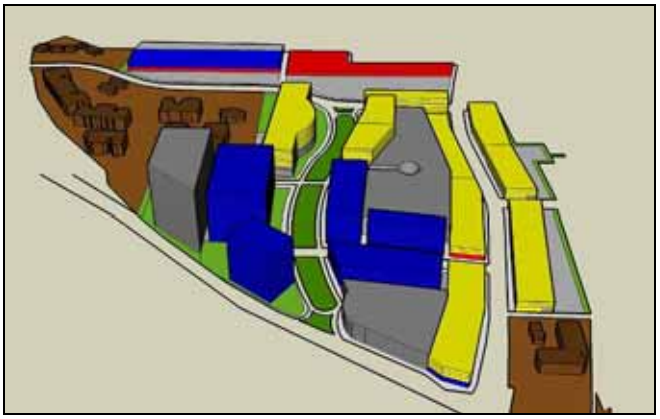
This illustrative scenario is highlighted by a) an I-75 connection via Emery, b) increased density along new Emery Boulevard, c) new public space within Emery Boulevard median, and d) maintenance of existing "allowable" development. Development design strategies used include: a) allowing mixed use and b) providing green space. In addition, adding lanes to main streets and creating a new internal grid network were the transportation design strategies employed for this development scenario.



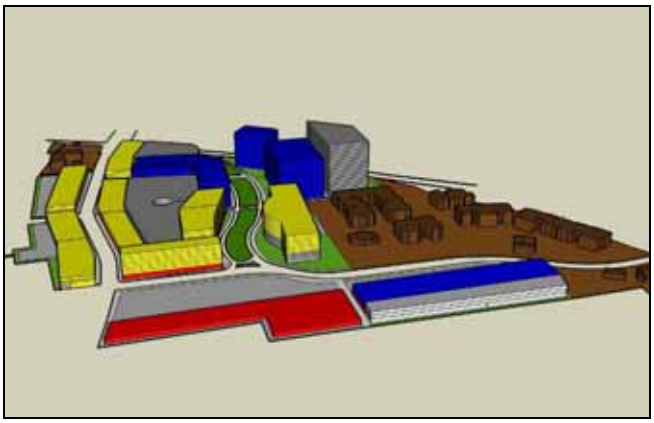
Scenario B Site Plan

			Scenarios		
Development Area	Existing	Allowable	A Mid-rise	B Emery	C QoL
Retail s.f.	196,500	272,245	222,963	327,961	302,758
Office s.f.	121,500	1,623,768	1,090,734	1,692,457	227,544
Total Commercial s.f.	318,000	1,896,013	1,313,697	2,020,418	530,302
Residential units	396,000	1,694	1,855	1,420	1,575
Total Parking spaces	1,421		7,322	15,794	3,379
Public Space s.f.	0	0	117,128	69,070	318,745

Development Numbers for Scenario B



- Creation of connection to I-75 via Emery
- Creation of enhanced boulevard along Emery
- Inclusion of public green space within median of new Emery boulevard
- Concentration of development along new Emery boulevard



- Implementation of Mixed-Use development
- Mixture of residential, office, and retail uses
- Increased residential development compared to existing conditions
- Enhanced pedestrian environment with building frontage along sidewalks

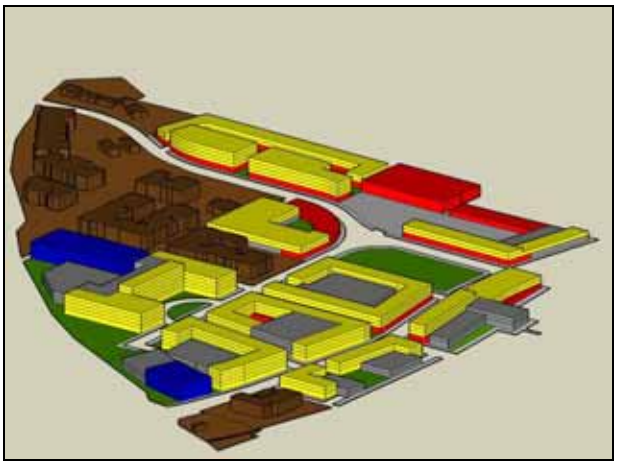
6.1.6 SCENARIO C

This illustrative scenario is highlighted by the application of a) Quality of Life zoning (MRC2) to The Village, b) a focus on residential redevelopment, c) the creation of an internal street network with smaller blocks, and d) the creation of a new central public space at Collier / Howell Mill. Development design strategies used include: a) allowing mixed use, b) providing green space, and c) requiring smaller blocks. In addition, adding more internal streets and reducing curb cuts were the transportation design strategies employed for this development scenario.

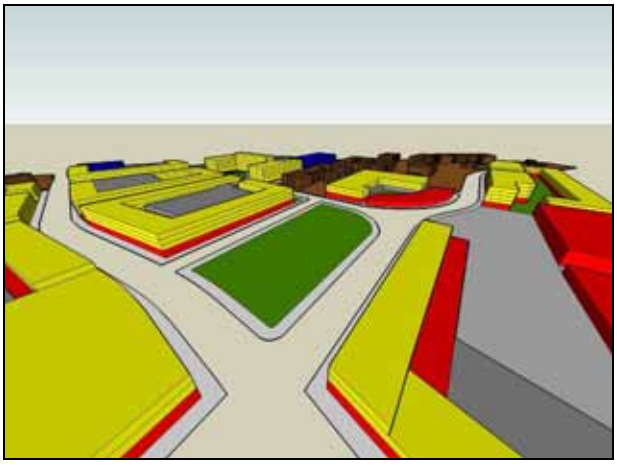
Scenario C Site Plan

			Scenarios		
Development Area	Existing	Allowable	A Mid-rise	B Emery	C QoL
Retail s.f.	196,500	272,245	222,963	327,961	302,758
Office s.f.	121,500	1,623,768	1,090,734	1,692,457	227,544
Total Commercial s.f.	318,000	1,896,013	1,313,697	2,020,418	530,302
Residential units	396,000	1,694	1,855	1,420	1,575
Total Parking spaces	1,421		7,322	15,794	3,379
Public Space s.f.	0	0	117,128	69,070	318,745

Development numbers for Scenario C



- Application of Quality of Life zoning category MRC2
- Emphasis on residential development
- Addition of new streets and/or pedestrian corridors to break up large blocks



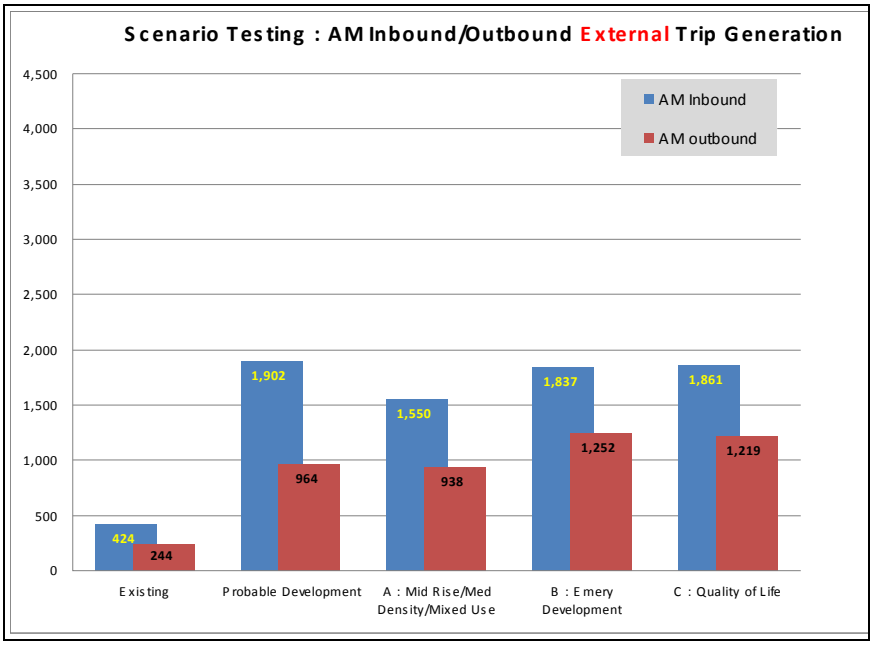
- Creation of new public green space at Collier and Howell Mill
- Use of ground floor retail to improve pedestrian environment
- Varying building heights from one to five stories

6.2 TRANSPORTATION ANALYSIS

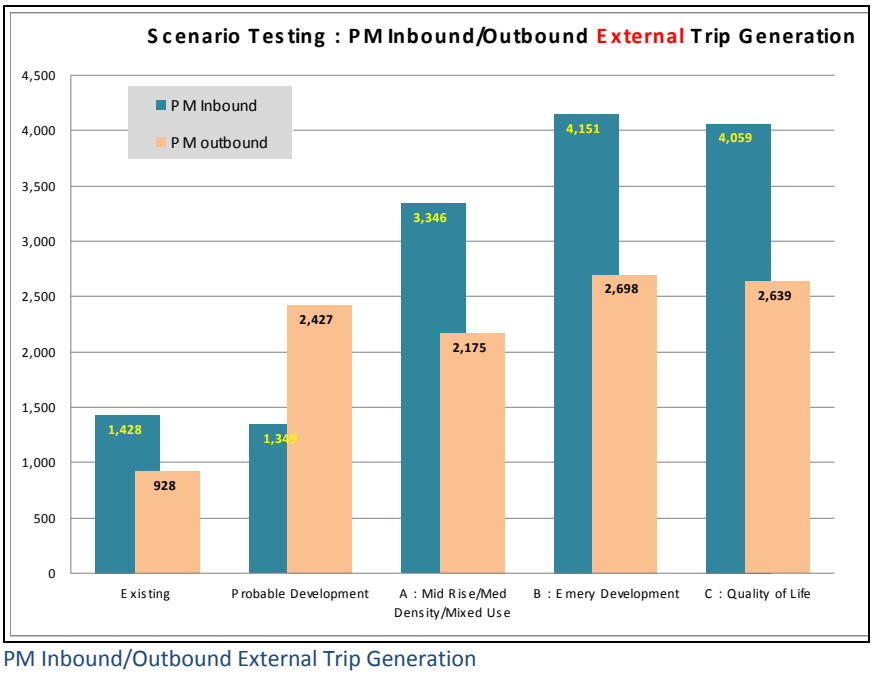
The methodology adopted to perform the transportation analysis involved calculating the potential number of trips generated by each development scenario. Trips were generated using formulas based upon the ITE (Institute of Transportation Engineers) Handbook 7th Edition. These formulas estimate trips depending upon the land use of a particular development. The ITE trip generation model also takes into account reductions in trips due to alternative modes (based upon the availability of transit), pass by trips, and trips reduced due to the mixed use development (a mix of uses allows for combined trips).

Using this method, trips were generated for the various blocks in the study area based upon the characteristics of the proposed development. Also, trips were generated for each illustrative scenario in terms of both AM and PM inbound and outbound. In order to draw a comparison, trips were generated not only for the three illustrative scenarios, but also for the existing land use patterns and for an allowable development scenario. Since the aim of the analysis was to compare the various illustrative scenarios against each other and against the existing and allowable developments, only trip generation was performed; trip distribution was performed at a later stage for the purpose of final analysis.

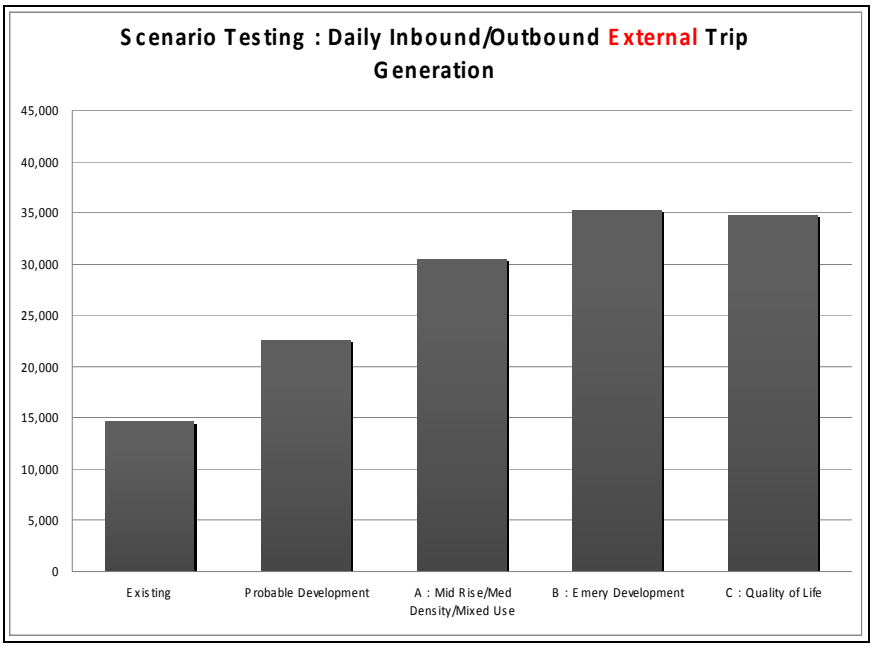
The results of the trip generation proved excellent for the purpose of comparison. Charts were generated using the results of the trip generation exercise. The figures below illustrate the AM and PM peak hour, inbound and outbound net trips generated by the Collier Village site under existing conditions, allowable development, and three illustrative scenarios. The final figure shows the net daily trips



AM Inbound/Outbound External Trip Generation



PM Inbound/Outbound External Trip Generation



Daily External Trip Generation

These charts reveal that the number of trips generated for the illustrative scenarios are significantly higher than the existing conditions. Also, all of the scenarios produced nearly an equal amount of trips, with scenario B, producing slightly higher numbers than the others.

It is important to note that the trip generation model used depends entirely upon the type of land use. For the purpose of calculation, the gross trips numbers obtained included the pass by and internal trips. The net trips were obtained from these numbers after deducting 35% for pass by, internal, and alternative modes. Since commercial office land use gives rise to the greatest amount of inbound trips, a development scenario accommodating more square feet of office space generates more trips.

7 PARTICIPANTS

Coordinators

Saskia Benjamin, *Georgia Conservancy*
Patty McIntosh, *Georgia Conservancy*
H. Randal Roark, *Georgia Institute of Technology*

Blueprints Advisors

Bronson Broer, *Hiscutt & Associates Architecture, American Institute of Architects*
David Green, *Lord, Aeck & Sargent Architects, Blueprints Partner - American Institute of Architects*
Shaun Green, *Georgia Regional Transportation Authority, Blueprints Partner - Institute of Transportation Engineers*
Mark Kilby, *Kimley-Horn & Associates, Blueprints Partner – American Council of Engineering Companies of Georgia*
Charles McMillan, *AEC, Inc., Blueprints Partner - American Council of Engineering Companies of Georgia*
Kelly Rosenberger, *Kimley-Horn & Associates*
Meghan Shannon, *Hiscutt & Associates Architecture, American Institute of Architects*
Leslie Tyrone, *Left Arc, American Institute of Architects*

Community Sponsor

Eric D. Ranney, *Chair, NPU-C*

Stakeholder Committee

Walt Allen, *Collier Road*
W. Randall Bassett, Jr. Esq., *Castlewood*
Jerome Bayol, *Collier Hills Civic Association*
Rick Beamish, *Channing Valley*
Chirayu Bhatt, *Post Collier Hills*
Judd Bobilin, *Novare Group*
Kevin Butts, *Collier Hills*
Bill Cartwright, *Post Properties*
Tom Frolik, *West Paces/Northside Neighborhood Association*
Allyson Garnett, *NPU-C, Springlake*
Bryan Grant, *Underwood Hills*
Bill Halter, *Springlake*
Jeffrey Harris, *Post Properties*
Kristen Hassell, *Underwood Hills Neighborhood Association*
Gail C. Houghton, *Houghton Talent*
Nixon Jefferson, *Hanover West*
C. Jeffrey Kaufman, Esq., *Kaufman Law*
Michael Kilgore, Esq., *Channing Valley*
Jenny Kimbrell, *TeleMed*
Mike Koblentz, *Northwest Community Alliance*
Rob Lafayette, *Carlyle Square Condos*
Brian Leary, *Springlake*
Elizabeth Long, *Post Properties*
John Long, *Novare Group*
Paul Ludwig, *Coro Realty*
Kim McClatchie, *Pecos Management*
Ed McKinney, *Channing Valley*
Carl Meinhardt, *Winter Properties*
Matthew Miller, *Springlake*
Danny Moore, *Underwood Hills Neighborhood Association*
Eva Nason, *Underwood Hills Neighborhood Association*
Betty Neisler, *TeleMed*
Deborah Owensby, *Houghton Talent*
Patti Pearlberg, *Coro Realty*
Natashi Peay, *Winter Properties*
Craig Pendergrast, Esq., *Springlake*
Parker Pruett, *Springlake*
Mark Riley, Esq., *Springlake*
Harrison Roberts, *Collier Hills Civic Association*
Sara Scheu, *Carlyle Square Condos*
Bob Silverman, *Winter Properties*
Andrew Vance, *Novare Group*
Robert Warlick, *NPU-C*
Cynthia Williams, *Underwood Hills Neighborhood Association*
Bob Woods, *Publix Super Markets*
John Wyle, *Springlake*

Elected Officials and Agency Staff

Clair Muller, *Councilmember, District 8*
Karl Smith-Davids, *City of Atlanta Bureau of Planning*

Georgia Institute of Technology Urban Design Studio, Spring 2008

Jaimye Bartak
David Carter
Shabana Charaniya
Bradley David
Glenn Frankel
Ilan Guest
Victor Helin
Colleen Kiernan
Thomas McCracken
Michael Morton
Holden Spaht
Joshua Scott Stephens
Jing Xu

Blueprints for Successful Communities is an education and technical assistance program of the Georgia Conservancy designed to facilitate community-based planning across the state. The program is committed to achieving successful communities by creating sound conservation and growth strategies, and building consensus for action.

Georgia is home to an abundance of natural and cultural resources. Our development patterns over the last 50 years present a very real threat to these resources and to quality of life as a whole. Sprawling, decentralized development, where people must depend on automobiles, is expensive for local governments to serve and has a staggering effect on the environment. Vehicle emissions create toxic air pollution. Stormwater runoff from asphalt poisons rivers and streams. Thousands of acres of farms, woodlands, and open space are lost to wasteful, non-sustainable forms of development.

The Georgia Conservancy partnered with the Urban Land Institute and the Greater Atlanta Homebuilders in 1995 to host its first *Blueprints for Successful Communities* symposium. Currently the Conservancy maintains an active partnership with thirteen organizations. These diverse organizations and their members provide a great deal of understanding and expertise in the relationships that exist between land use, public infrastructure, economic growth, and environmental quality.

Prior to the Collier Village effort, *Blueprints* has addressed multi-jurisdictional watershed planning, heritage corridor preservation, location of commuter rail stations, inner city neighborhood issues, and other planning opportunities all through a collaborative planning process.

BLUEPRINTS PRINCIPLES

- *Maintain and enhance quality of life for residents of the community*
- *Employ regional strategies for transportation, land use, and economic growth*
- *Consider the effect of the built environment on the natural environment as well as history and culture*
- *Employ efficient land uses*

GEORGIA CONSERVANCY'S
BLUEPRINTS
FOR SUCCESSFUL COMMUNITIES

Georgia
CONSERVANCY

Georgia Conservancy
817 West Peachtree Street
Suite 200
Atlanta, Georgia 30308
404.876.2900
www.georgiaconservancy.org