Collier Village

Blueprints for Successful Communities

Spring 2008 and Fall 2013 Update

Georgia CONSERVANCY

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The Honorable M. Kasim Reed

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COLLIER VILLAGE BLUEPRINTS REPORT

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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 2013)

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 can restrict 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 in 2008, 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.

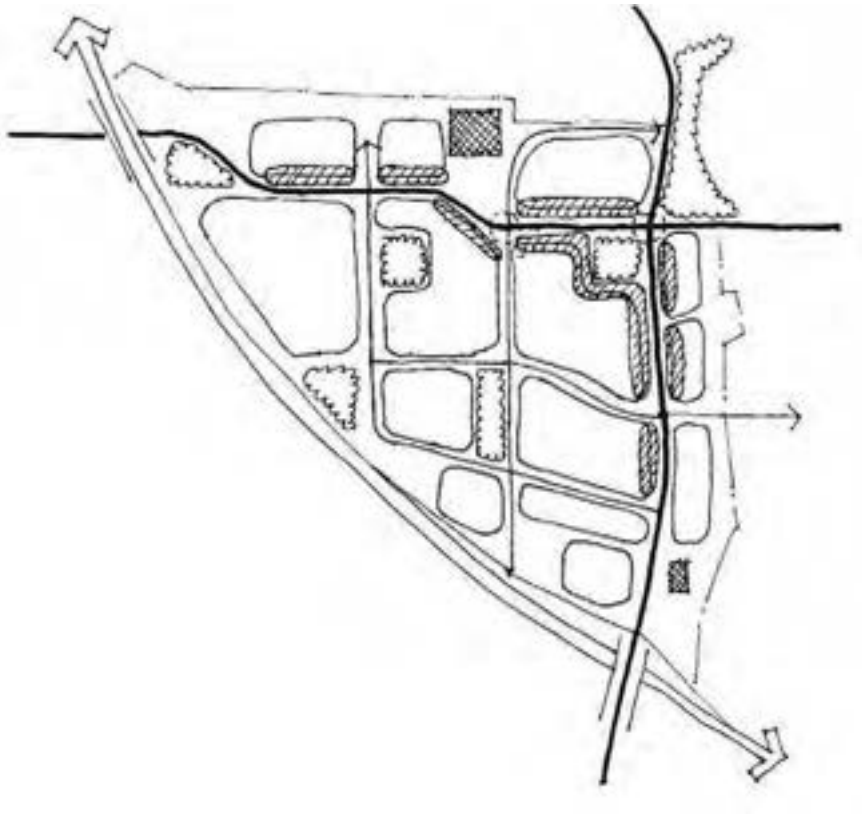
These concepts were then presented at the final meeting where the stakeholders agreed that the strategies presented represented the consensus agenda.

This 2008 Blueprints effort was not officially adopted by the Atlanta City Council, making it more difficult to have these recommendations realized. In 2013, Councilmember Yolanda Adrean of City Council District 8 and the Office of Planning in the Department of Planning and Community Development approached the Georgia Conservancy about updating the 2008 Blueprints so it could be subsequently adopted into Atlanta's Comprehensive Development Plan. This adoption will ensure the strategies and recommendations presented in this document are considered for future projects, with the knowledge that stakeholder participation has occurred throughout the 2008 Blueprints and 2013 Blueprints update. Changes in the Collier Village area have occurred since 2008, so original and new assets and challenges were revisited and recommendations have been changed accordingly in this document.

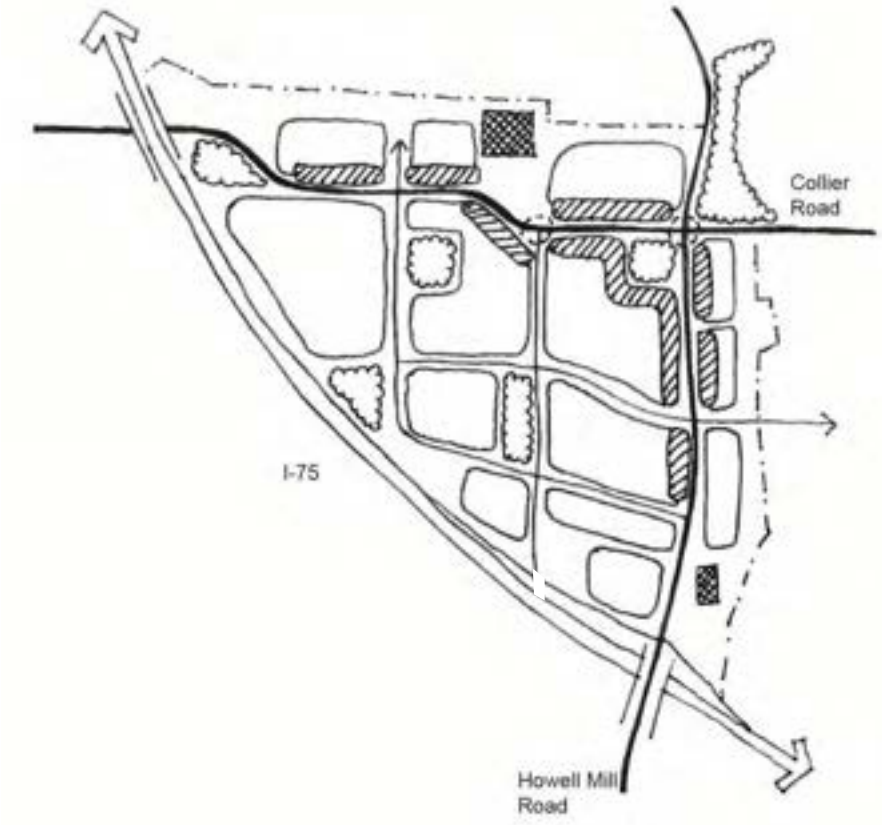
The 2013 Blueprints update was not as extensive a process in length because of the initial ground work undertaken in 2008. The 2013 workshops were intended to collect and update public opinion based on any changed conditions since 2008. Two public workshops were held (October 8 and October 22) to discuss existing challenges and to re-evaluate the 2008 recommendations. The Georgia Conservancy also conducted two surveys for those were not able to attend the workshops (and for those who could) for similar goals outlined above. The survey questions and findings are provided in the back of this report. This report will reflect findings and stakeholder feedback from the 2013 update. Significant changes made from the 2008 to 2013 report including deletions, image adjustments and alterations are listed in the Appendix of this document.

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.

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.



2008 Final Illustrative Scenario (above) and 2013 Final Illustrative Scenario (below)



2 EXISTING CONDITIONS

This section documents the existing (2008?) 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

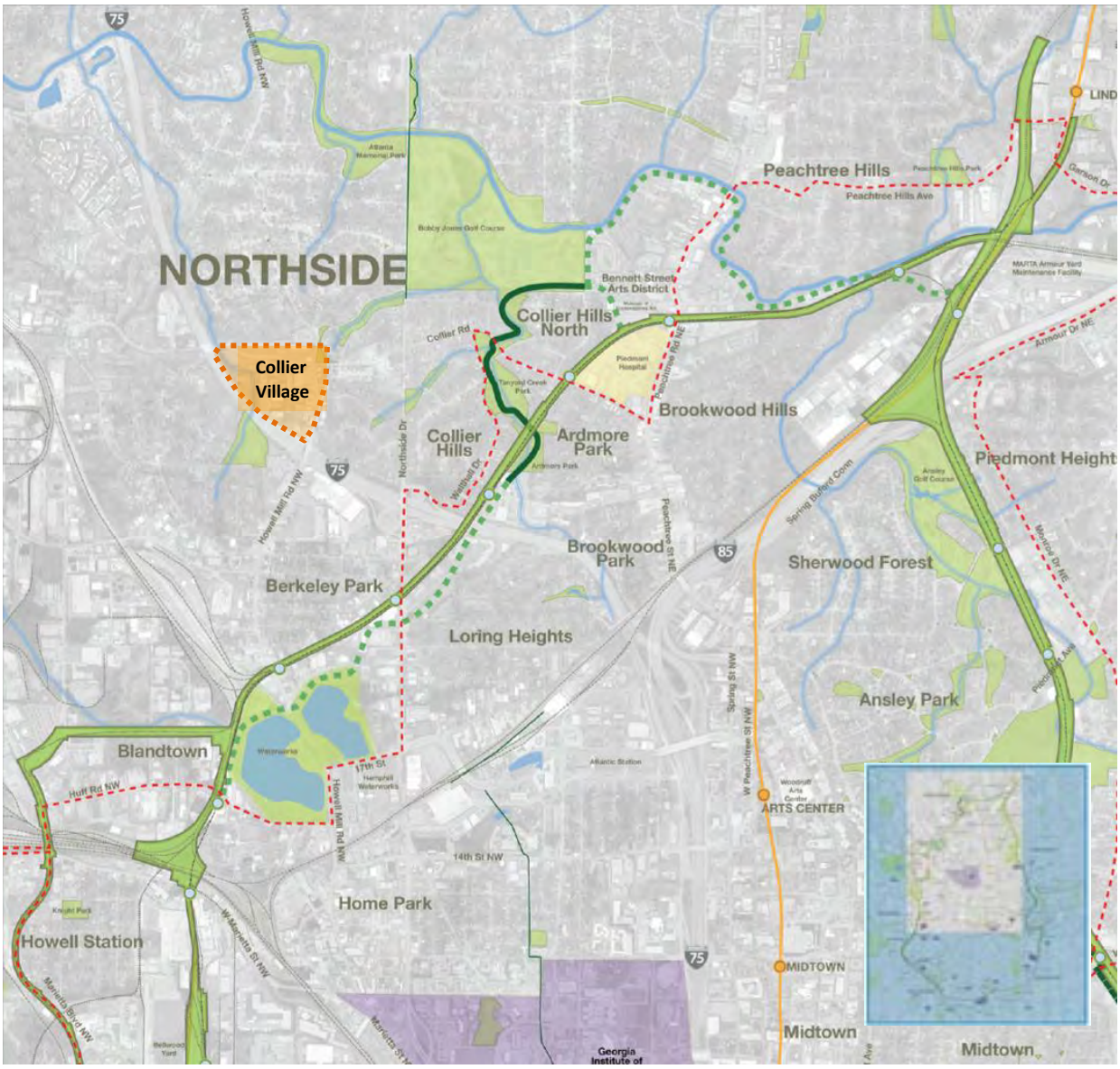
Collier Village is a small business district located in north-central Atlanta, formed by the intersections of Collier Road, Howell Mill Road, and Interstate I-75. Collier Village sits in the Atlanta Neighborhood Planning Unit (NPU) "C," and is bordered by several neighborhoods, including Wildwood, Springlake, 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.

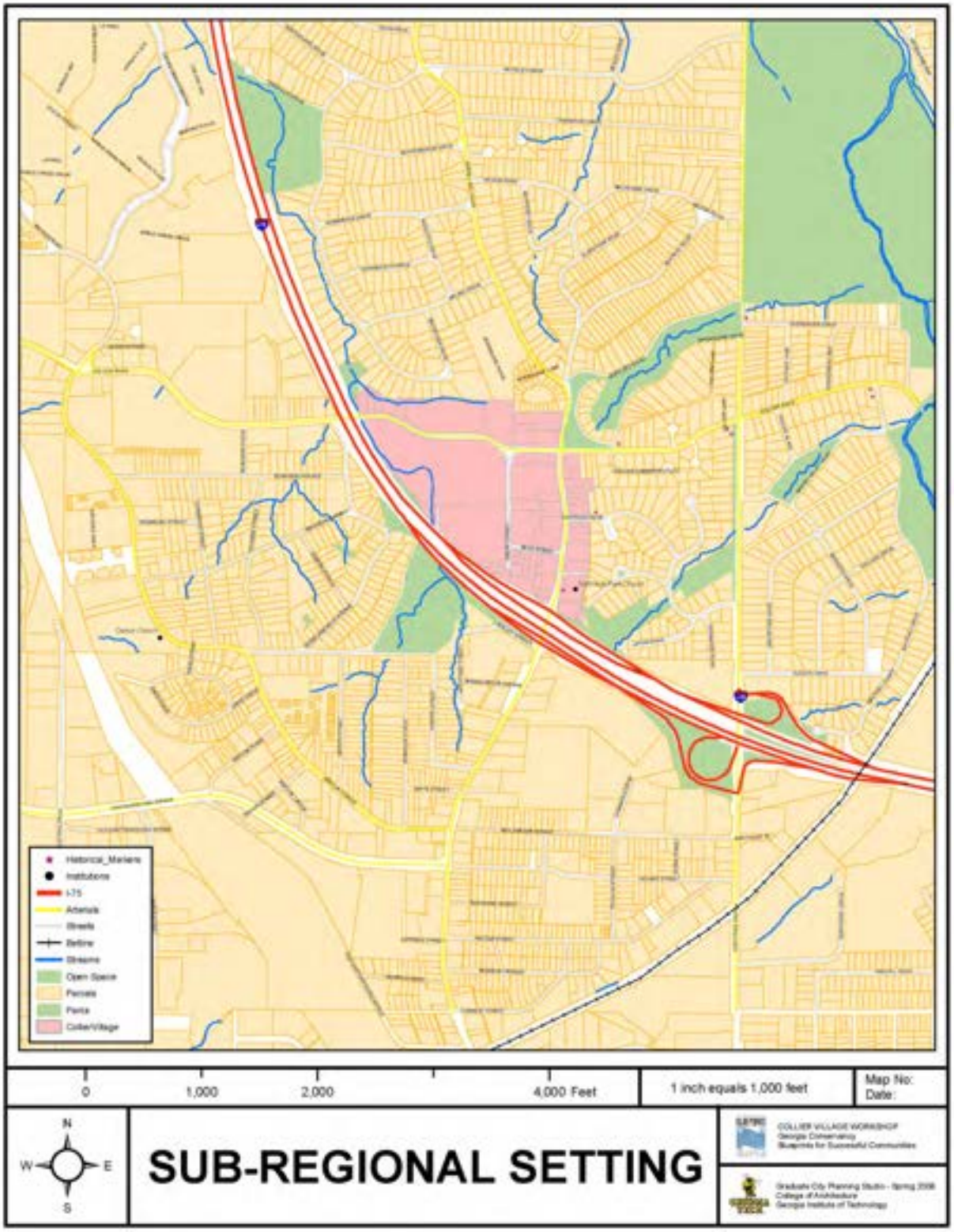
The Sub-Regional Setting map (p.6) shows a predominately suburban street network (streets that terminate in cul-de-sacs or dead ends with no other connections) in the neighborhoods to the north and east of The Village proper, while neighborhoods to the south and west have a somewhat more urban street grid of interconnecting streets. 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 (see BeltLine map on following page).

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 piped underground. 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.

ATLANTA BELTLINE NORTHSIDE SEGMENT



Northside Segment Map from Beltline.org


Historical_Markers
Institutions
I-75
Arterials
Streets
Beltline
Streams
Open Space
Parcels
Parks
Collier/Village
0
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4,000 Feet
1 inch equals 1,000 feet
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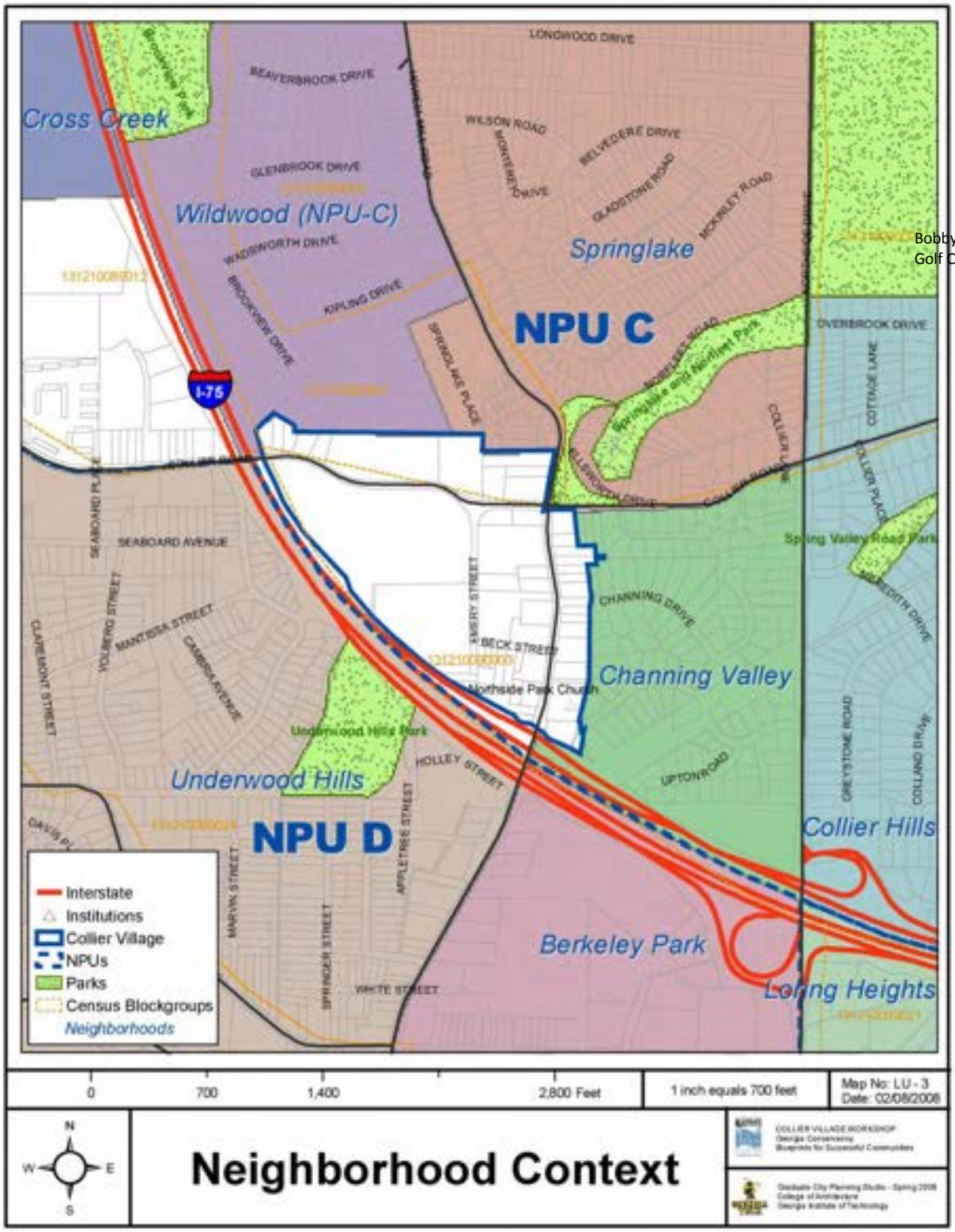
SUB-REGIONAL SETTING
COLLIER VILLAGE WORKSHOP
Georgia Conservancy
Blueprints for Successful Communities
Graduate City Planning Studio - Spring 2008
College of Architecture
Georgia Institute of Technology


Cross Creek
Wildwood (NPU-C)
Springlake
NPU C
NPU D
Underwood Hills
Channing Valley
Collier Hills
Berkeley Park
Loring Heights
Bobby Jones Golf Course
LONGWOOD DRIVE
BEAVERBROOK DRIVE
GLENBROOK DRIVE
WADSWORTH DRIVE
KIPLING DRIVE
BROOKVIEW DRIVE
WILSON ROAD
MONTEREY DRIVE
BELVEDERE DRIVE
GLADSTONE ROAD
MCKINLEY ROAD
SPRINGLAKE PLACE
SPRINGLAKE ROAD
OVERBROOK DRIVE
COTTAGE LANE
COLLIER PLACE
COLLIER ROAD
SEABOARD PLACE
SEABOARD AVENUE
CLAREMONT STREET
VOLMER'D STREET
MANTISSA STREET
CAMBRIA AVENUE
HENRY STREET
BECK STREET
CHANNING DRIVE
Northside Park Church
Underwood Hills Park
HOLLEY STREET
APPLETREE STREET
MARVIN STREET
SPRINGER STREET
WHITE STREET
UPTON ROAD
GREYSTONE ROAD
COLLINS DRIVE
I-75
Interstate
Institutions
Collier Village
NPUs
Parks
Census Blockgroups
Neighborhoods
0
700
1,400
2,800 Feet
1 inch equals 700 feet
Map No: LU - 3
Date: 02/08/2008
N
W
E
S
Neighborhood Context

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)*

Proposed development on Howell Mill

Chick-fil-A restaurant on Howell Mill

Small retail strip on Howell Mill

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

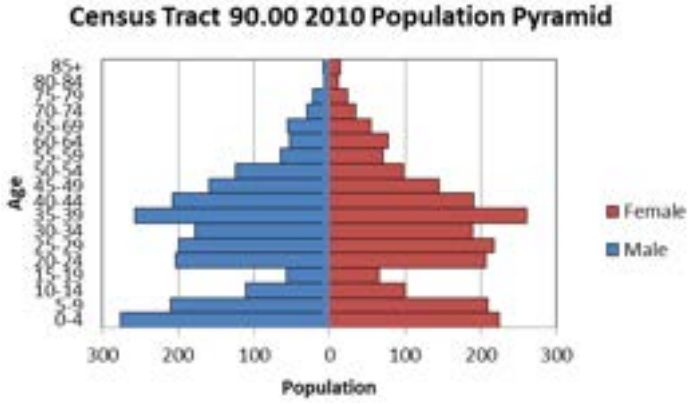
Retail on Emery, behind Howell Mill *(showing deep lots)*

One of just a few scattered residences in the study area

2.1.3 DEMOGRAPHIC INFORMATION

The Collier Village is in Census Tract 90.00 Demographic information from the 2000 and the 2010 Census for Census Tract 90.00 is show in the tables below. According to the 2010 Census, Census Tract 90.00 had a population of 4,417, an increase of 22% from 3,602 in 2000. The Map below shows the population density for each Census Block.

As illustrated in the population pyramid below, 0 to 4 year olds and 35 to 39 year olds are the two largest age groups. While the population under 18 increased by 8.1%, the population between 18 and 64 decreased by 6.8%. Correspondingly, the average age decreased from 32.7 in 2000 to 31.8 in 2010.



Along with the increase in population, the number of households increased by 7% from 1,750 in 2000 to 1,880 in 2010. At the same time, the average household size increased from 2.06 to 2.35. The number of households with individuals under 18 increased by 11.6%. Husband and wife households are the largest household type at almost 50% followed by single person households at 29%.

The number of housing units increased by 8.9% from 1,824 in 2000 to 1,987 in 2010. Of the occupied units, 61% are owner occupied and 39% are renter occupied.

Census Tract 90.00 2000 and 2010 Census			
	2000	**2010**	**Change**
Population	3,602	4,417	22.63%
Male	49%	50%	1.30%
Female	51%	49.70%	-1.30%
Under 18	19.40%	27.50%	8.10%
18 to 64	73.20%	66.40%	-6.80%
65 and over	7.30%	6%	-1.30%
Median Age	32.7	31.8	-0.90
Households	1,750	1,880	7.43%
Avg HH	2.06	2.35	0.29
HH with indv under 18	22.90%	34.50%	11.60%
HH with indv over 65	11.50%	10.40%	-1.10%
Household Composition			
Husband and Wife	43.50%	46.90%	3.40%
Male Householder	1.10%	1.80%	0.70%
Female Householder	4.50%	5.10%	0.60%
Living Alone	32.40%	29.10%	-3.30%
Living Alone over 65	5.60%	4.20%	-1.40%
Other	12.60%	13.00%	0.40%
Housing Units	1,824	1,987	8.94%
% Occupied	95.90%	94.60%	-1.30%
Owner Occupied	65.70%	61.40%	-4.30%
Renter Occupied	34.30%	38.60%	4.30%

2.1.4 ZONING AND LAND USE

Collier Village contains three zoning districts, 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.

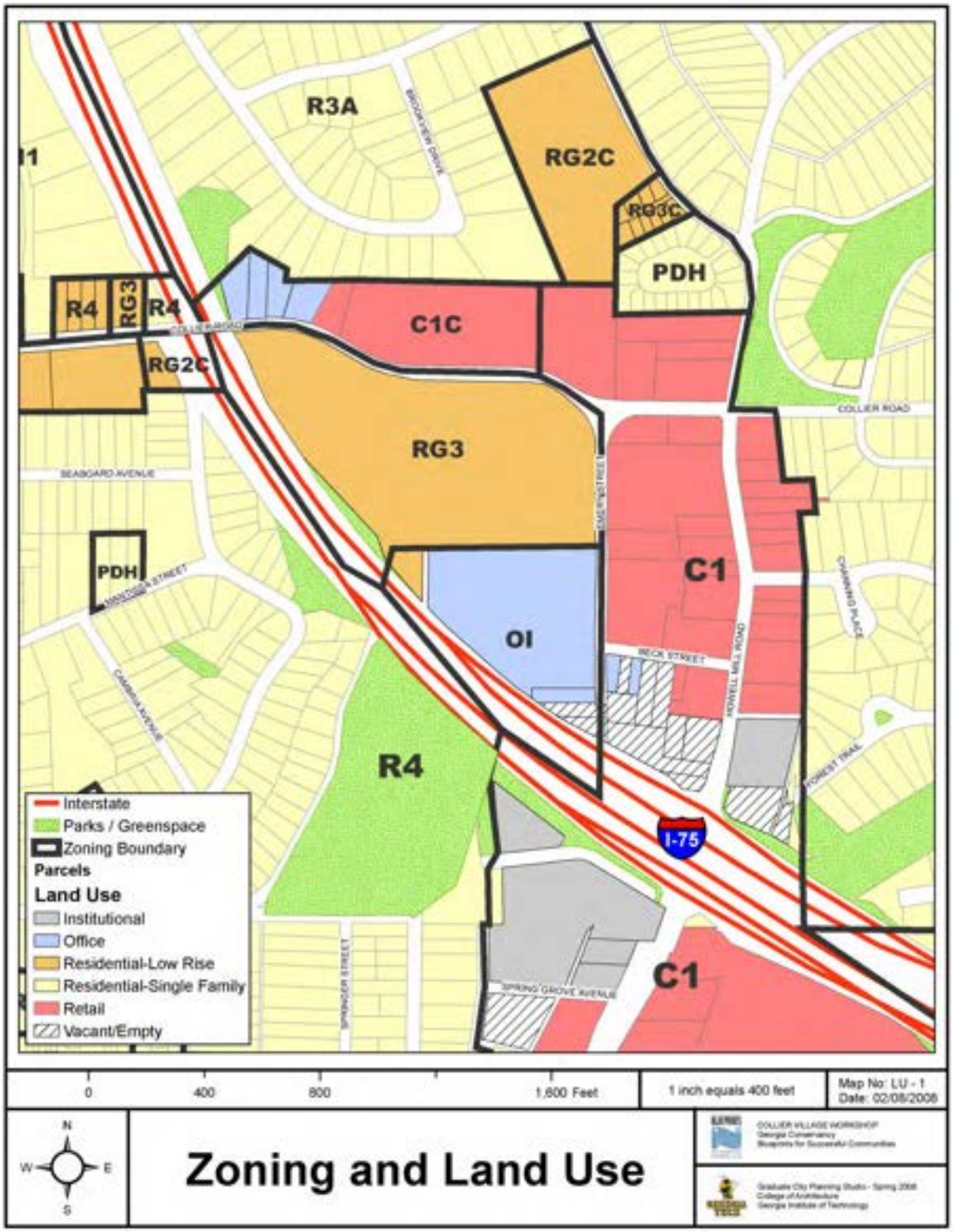
The RG3 zone encompasses the Post Collier property. Permitted uses include churches, temples, etc., colleges and similar institutions, dormitories, fraternities and sororities, multifamily dwellings (apartments), public schools, and single-family houses. Additional "accessory" uses such as greenhouses 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
RG2C
RG3C
PDH
R4
RG3
R4
C1C
RG2C
RG3
C1
OI
PDH
R4
C1
I-75
COLLIER ROAD
SEABOARD AVENUE
BECK STREET
POWELL MILL ROAD
CHANNING PLACE
FOREST TRAIL
SPRING GROVE AVENUE
SPRINGER STREET
Interstate
Parks / Greenspace
Zoning Boundary
Parcels
Land Use
Institutional
Office
Residential-Low Rise
Residential-Single Family
Retail
Vacant/Empty
0
400
800
1,600 Feet
1 inch equals 400 feet
Map No: LU - 1
Date: 02/08/2006
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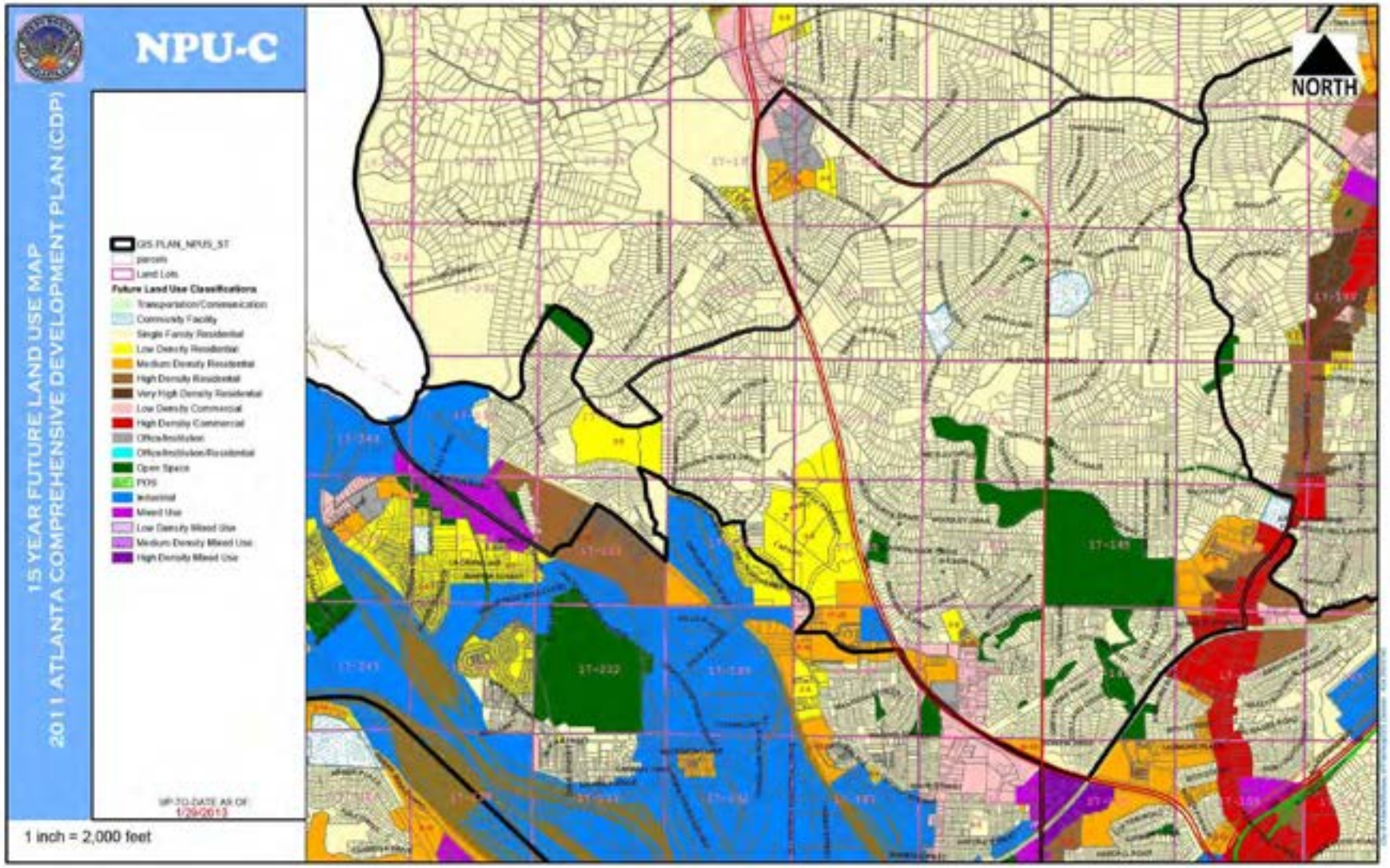
Zoning and Land Use


NPU-C
15 YEAR FUTURE LAND USE MAP
2011 ATLANTA COMPREHENSIVE DEVELOPMENT PLAN (CDP)
GIS.PLAN_NPUS_ST
parcels
Land Lots
Future Land Use Classifications
Transportation/Communication
Community Facility
Single Family Residential
Low Density Residential
Medium Density Residential
High Density Residential
Very High Density Residential
Low Density Commercial
High Density Commercial
Office/Institution
Office/Institution/Residential
Open Space
POS
Industrial
Mixed Use
Low Density Mixed Use
Medium Density Mixed Use
High Density Mixed Use
UP-TO-DATE AS OF:
1/29/2013
1 inch = 2,000 feet
NORTH

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.

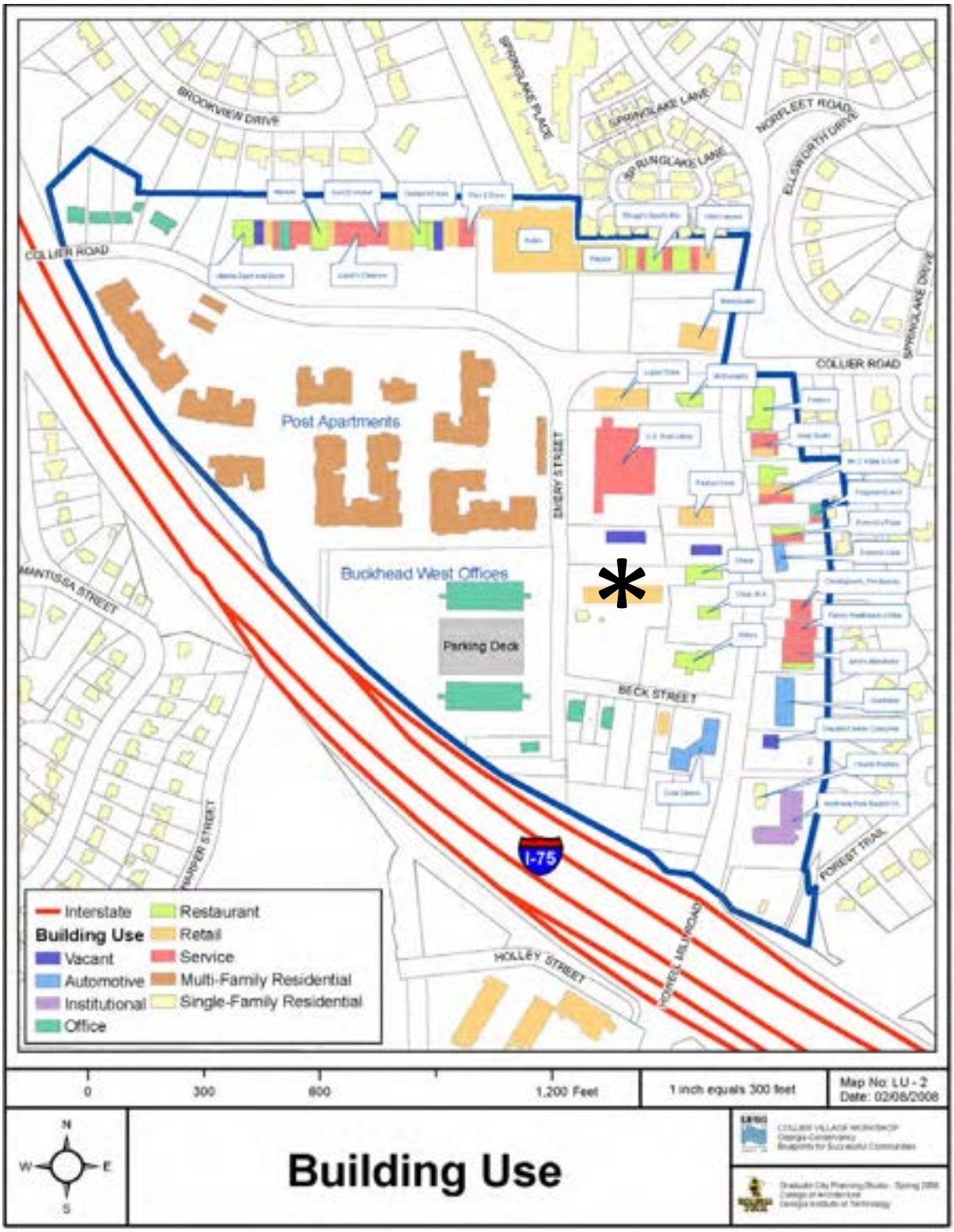
Building Uses	Number of Buildings with each Use	% of Total
(Vacant)	5	5.95%
Automotive	3	3.57%
Institutional	1	1.19%
Multi-Family Residential (Post Apartments)	11	13.10%
Office	4	4.76%
Restaurant	15	17.86%
Retail	21	25.00%
Service	24	28.57%
Total	**84**	**100.00%**

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. Some new tenants in the area since 2008 include Chipotle (replaced Wolf Camera), Chase bank (replaced Blockbuster), the McDonald's was redone to better facilitate drive-thru traffic, and the new Food Truck Park on the west side of Howell Mill just north of the bridge over I-75. Some retail has been demolished to accommodate the new multi-family housing project, Circle on Howell Mill.

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.15)



* 1950 Howell Mill -- Crescent Howell Mill, a new multi-family development that includes some retail and 260 new units is currently under construction.

** Some new retailers include Chipotle (former Wolf Camera), Chase bank (former Blockbuster), updated McDonald's, Sherwin Williams and the Atlanta Food Truck Park on the west side of Howell Mill, just north of the bridge over I-75.

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 is a reminder 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 with their front door facing 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, significant changes in topography in the study area create 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. Because of this direction and topography, heavy rains lead to flooding at under the interstate on Collier Road. This creates an unsafe and unappealing environment for vehicular, bicycle and pedestrian traffic.

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. Crosswalks spanning Howell Mill Road at Channing and Beck are fading and have no accompanying signs, making it very unsafe for pedestrians to cross. Three crosswalks in the study area are currently unaccompanied by stop lights or other signalization.

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. Newly established bike lanes one either side of Collier Road from I-75 to Emery begin to establish links from The Village to surrounding neighborhoods.

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—northeast, 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, and oak).

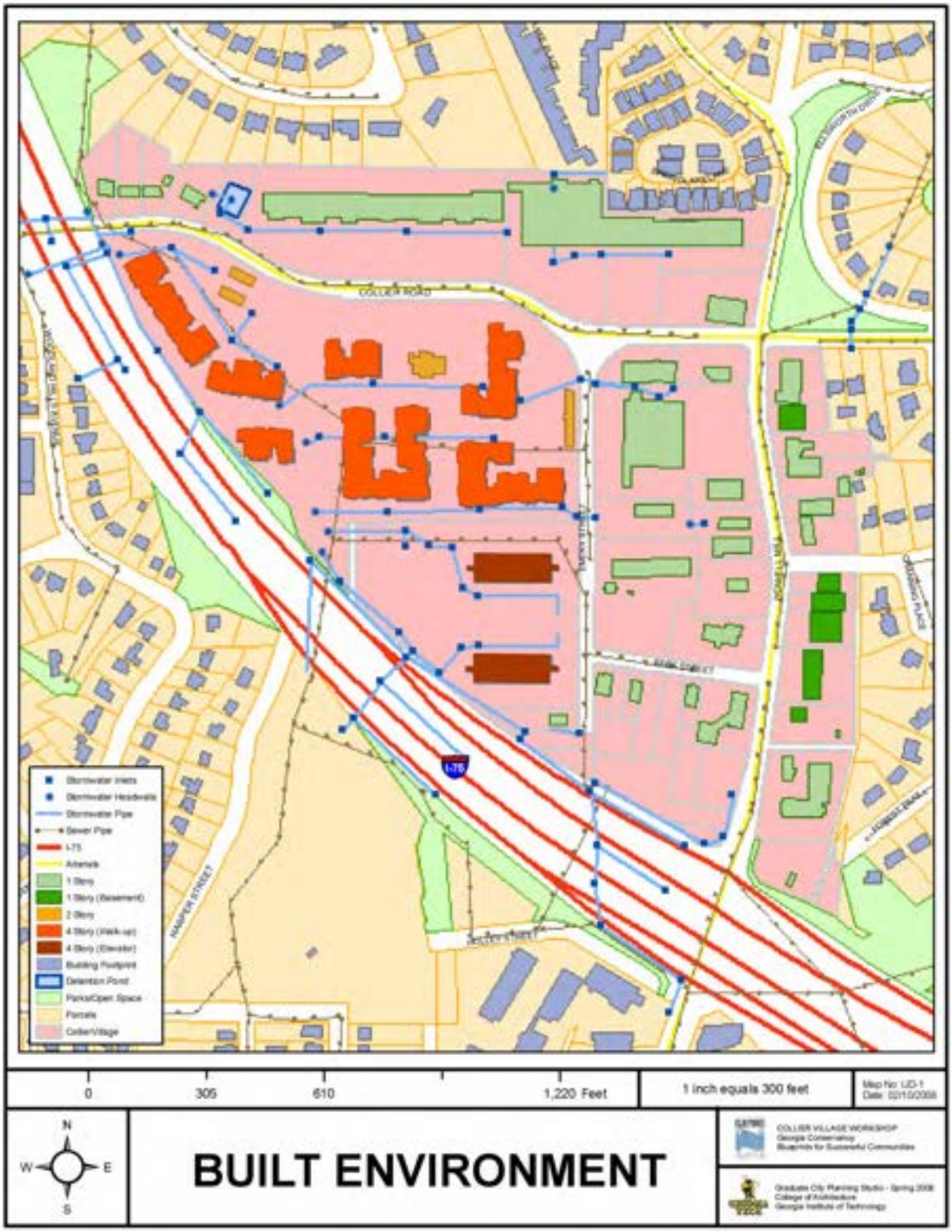
Significant trees (those with trunks greater than 12") can be found in Ellsworth Park, but are situated mainly along the road. A small alleyway running behind the property lines of businesses along Howell Mill, as well as adjacent properties to the east, contain some significant trees. Significant trees 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.

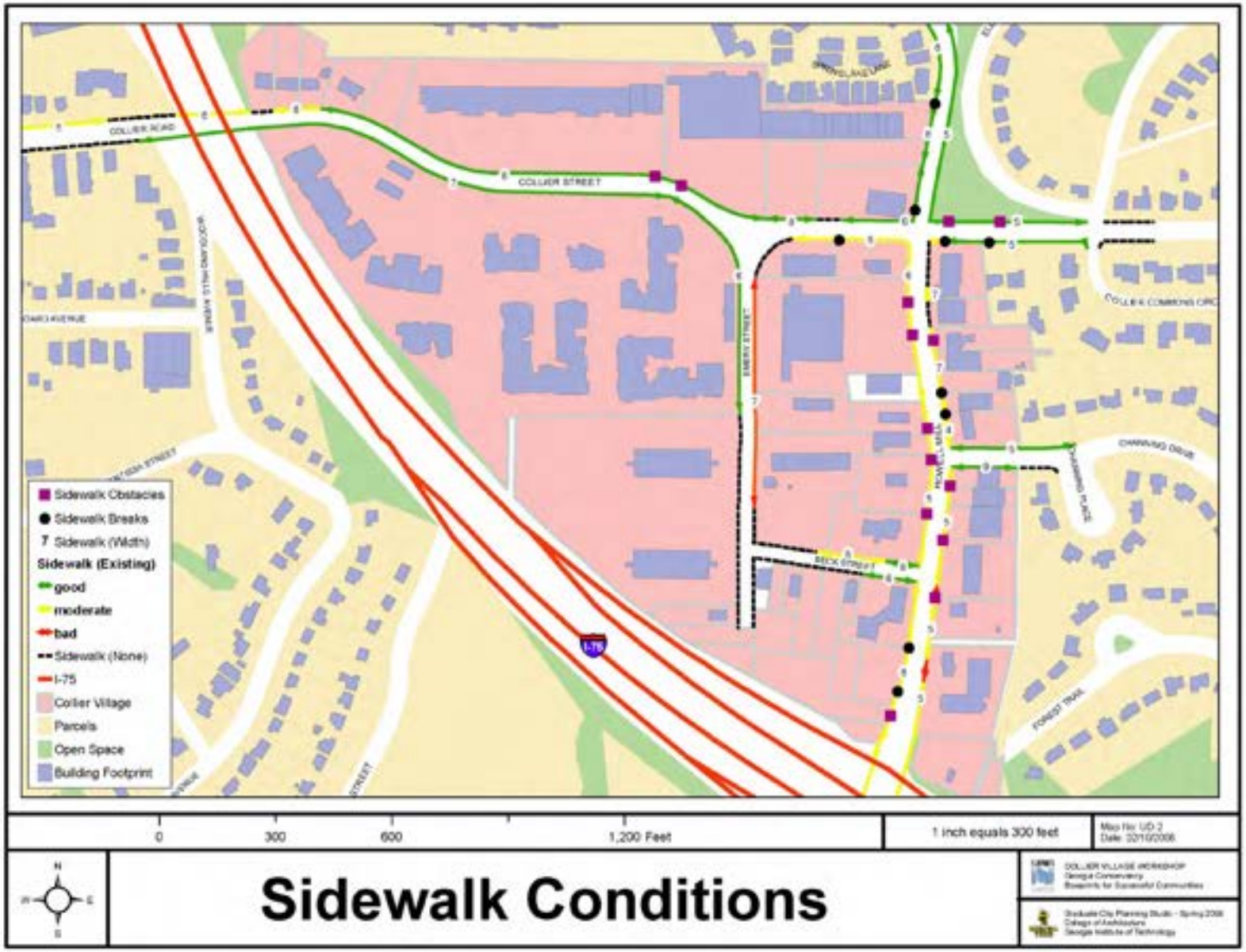
TREE COVER

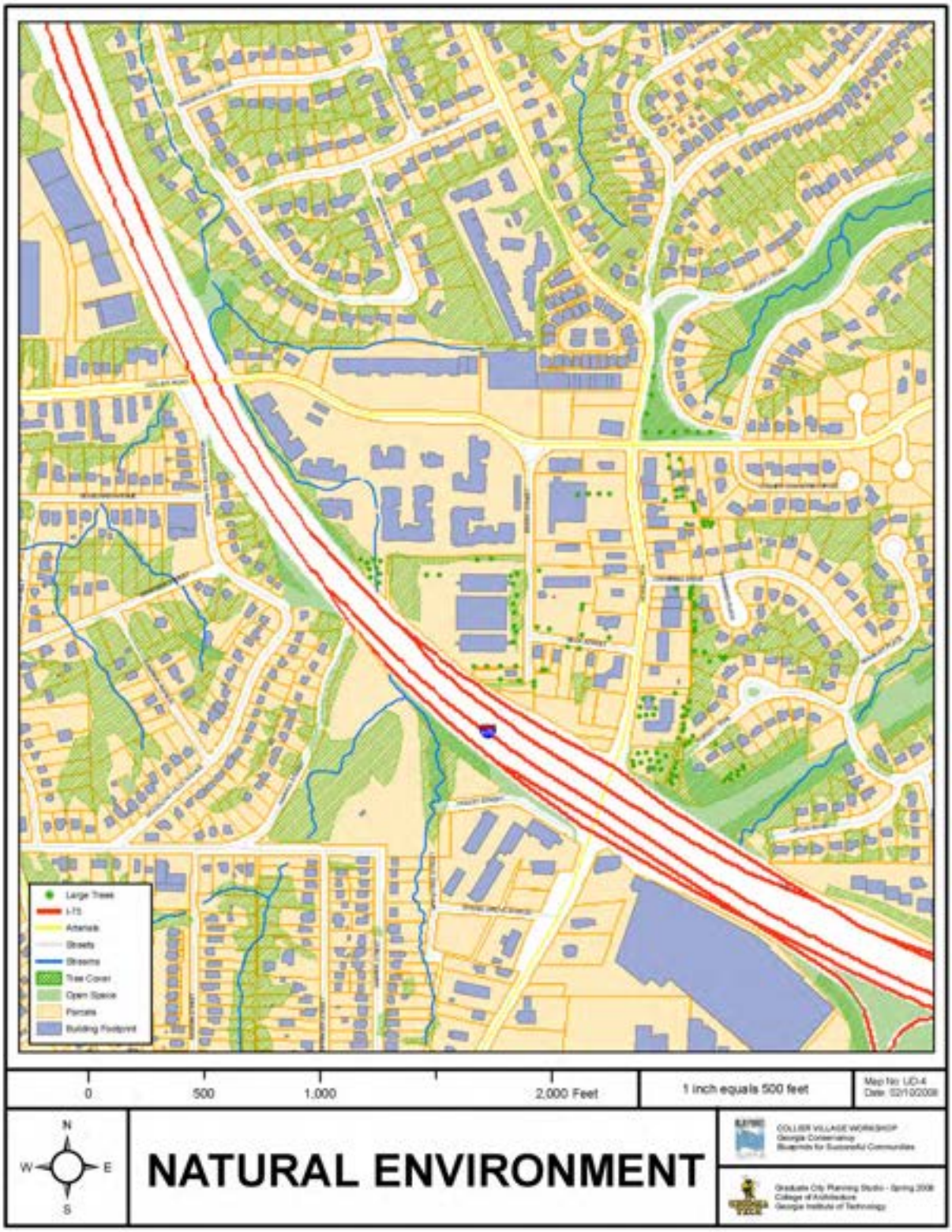
Due to the lack of trees in the study area, there is a lack of tree cover. Several open space gaps exist in The Village where tree cover abruptly ends. This is found along the right-of-way to the southeast, on the northern point of the park area, and behind the properties immediately east of I-75 on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

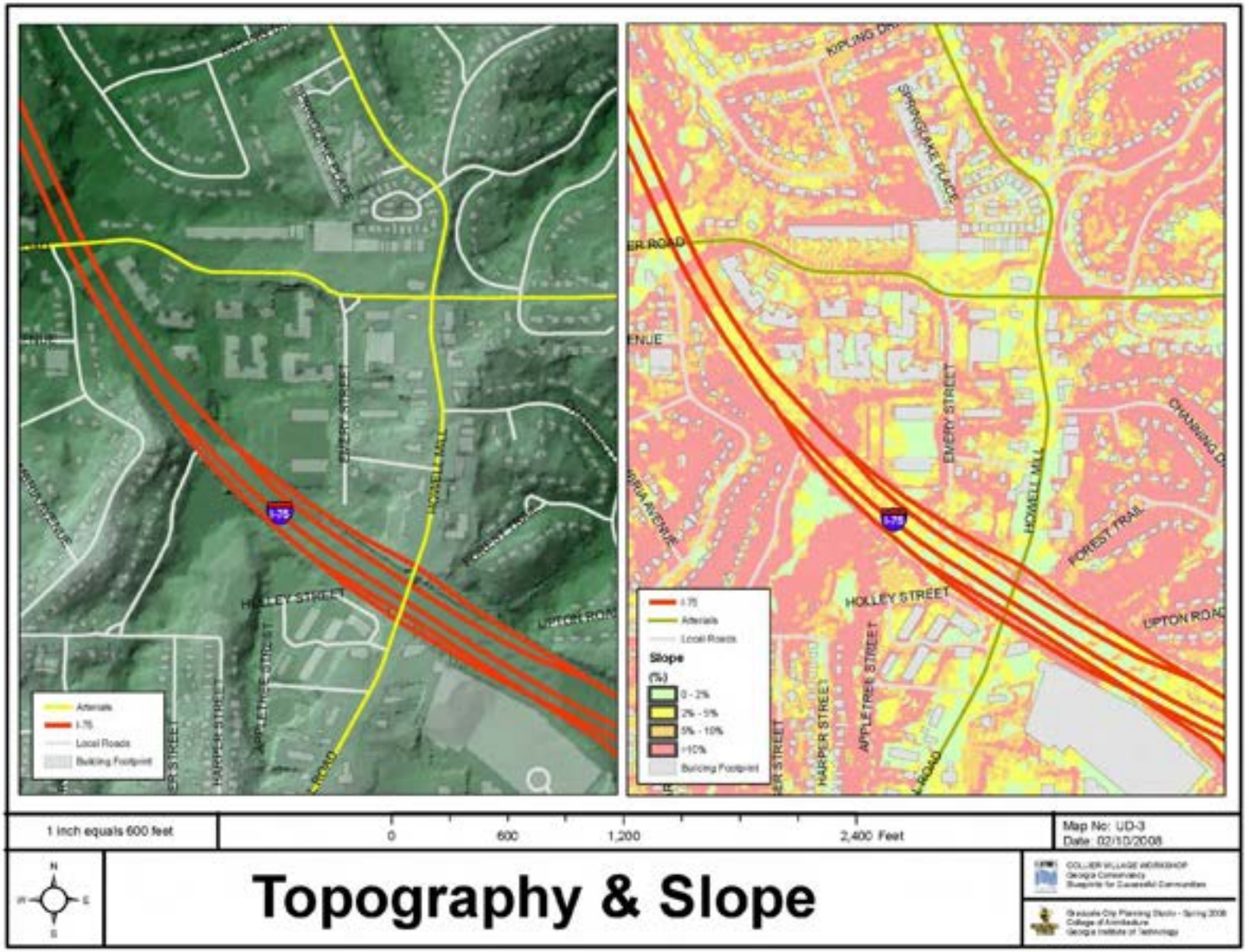
WET WEATHER DITCHES

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.


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)
Building Footprint
Detention Pond
Parks/Open Space
Parcels
Collier Village
COLLIER ROAD
HARPER STREET
I-75
0
305
610
1,220 Feet
1 inch equals 300 feet
N
W
E
S
BUILT ENVIRONMENT


Sidewalk Obstacles
Sidewalk Breaks
7 Sidewalk (Width)
Sidewalk (Existing)
good
moderate
bad
Sidewalk (None)
I-75
Collier Village
Parcels
Open Space
Building Footprint
COLLIER ROAD
COLLIER STREET
EMERY STREET
POWELL DRIVE
BECK STREET
CHANNING DRIVE
FOREST TRAIL
I-75
0
300
600
1,200 Feet
1 inch equals 300 feet
Sidewalk Conditions


Large Trees
I-75
Arterials
Streets
Streams
Tree Cover
Open Space
Parcels
Building Footprint
0
500
1,000
2,000 Feet
1 inch equals 500 feet
N
W
E
S
NATURAL ENVIRONMENT


Arterials
I-75
Local Roads
Building Footprint
HOLLEY STREET
EVERY STREET
HOWELL MILL
FOREST TRAIL
LIPTON ROAD
APPLETREE STREET
HARPER STREET
I-75
Slope
(%)
0 - 2%
2% - 5%
5% - 10%
>10%
1 inch equals 600 feet
0
600
1,200
2,400 Feet
Map No: UD-3
Date: 02/10/2008
N
W
E
S
Topography & Slope

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.

TRAFFIC COUNTS

Collier Road is a classified as a collector street with an average of approximately 9,240 vehicles passing through this section in Collier Village during a 24-hour period. Howell Mill Road is classified as an arterial street with an average of 18,610 vehicles passing through this section in Collier Village daily. Internal streets to the Collier Village area are not counted by the Georgia Department of Transportation.

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. Citizens have also brought attention to the issue of trucks making unnecessary u-turns at the underpass on Collier Road because the height clearance is not advertised well enough in advance of the tunnel. 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.

CONNECT ATLANTA PLAN

The Connect Atlanta Plan, adopted in 2008, is the City's first comprehensive transportation plan (CTP). It outlines policy direction for linking transportation infrastructure with land development. The CTP is a guide for achieving a vision of multi-modal, world-class transportation system to support increased residential and employment growth in targeted areas of the city by reducing reliance on personal automobiles through expanded opportunities for transit, walking, and cycling and by mitigating traffic congestion through a more efficient road network. It identifies specific capital investment needs and financing options. The Connect Atlanta Progress Report, adopted in 2013, provides a progress report on the city's transportation planning and implementation efforts; incorporates recent transportation planning work efforts and consolidates project recommendations from the neighborhood and small area plans into the city-wide comprehensive plan. The Connect Atlanta projects in Collier Village are listed below.

Connect Atlanta Projects in Collier Village			
Project Number	**Location**	**Project Type**	**Description**
NS 142	New street from Howell Mill to Collier through existing shopping center	New street	
NS 143	New street from Howell Mill and Channing to Emery	New street	
NS 144	New E/W street from Emery to new NS 145	New street	
NS 145	New N/S street from Collier to new NS146	New street	
NS 146	New E/W street from Emery to NS 145	New street	
IS 012	Howell Mill and Beck and Collier and Emery	Signalization	Add traffic signal at these two intersections
RD 004	Howell Mill Howell Mill Rd Access Improvements from Collier Rd to I-75	Restriping	Restripe Howell Mill Road from Collier Drive to Beck Street to one travel lane in each direction with continuous center turn lane. Project proposes a lane conversion and intersection improvements to improve safety near I-75. Addition of bike lanes north of 14th Street with sharrows south of 14th. Cycle Atlanta to refine.
IR 009	Emery/Collier	Realignment	
PS PA 01	Collier Road	Complete street	
Core Bicycle	Howell Mill Road		
Secondary Bicycle	Collier Road		

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 for vehicles, cyclists and pedestrians.

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. 29)

Parking lot north of Collier Road on a weekend afternoon

2.3.5 TRANSIT

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

The Village is served by one MARTA bus route: **12** (connects Midtown Station to Cumberland Mall, runs every 30 minutes). The nearest rail station, the Midtown 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.

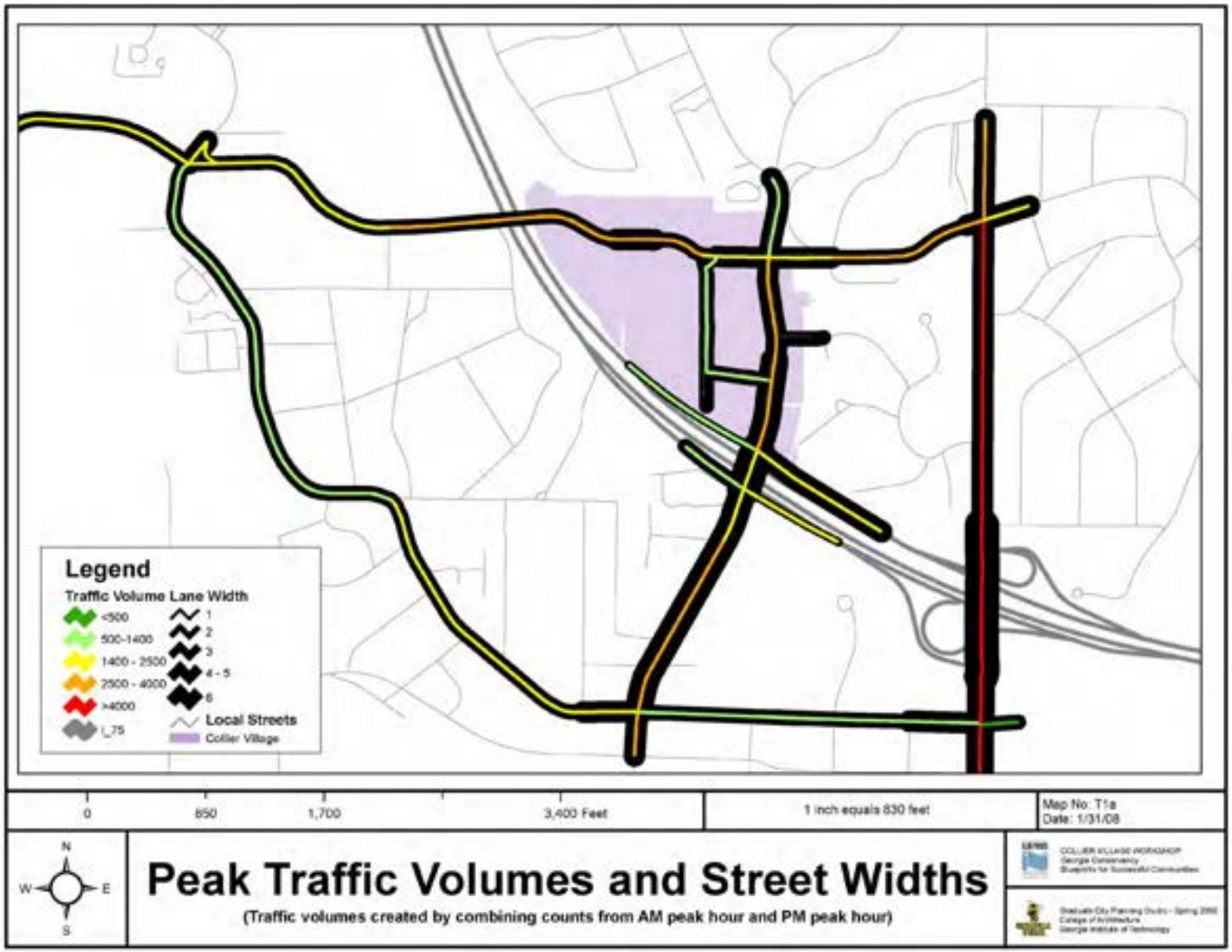
Only one bus stop in The Village has a shelter and bus stops lack route or schedule information. (Refer to Parking, Curb Cuts & Transit Stops Map, p. 29)

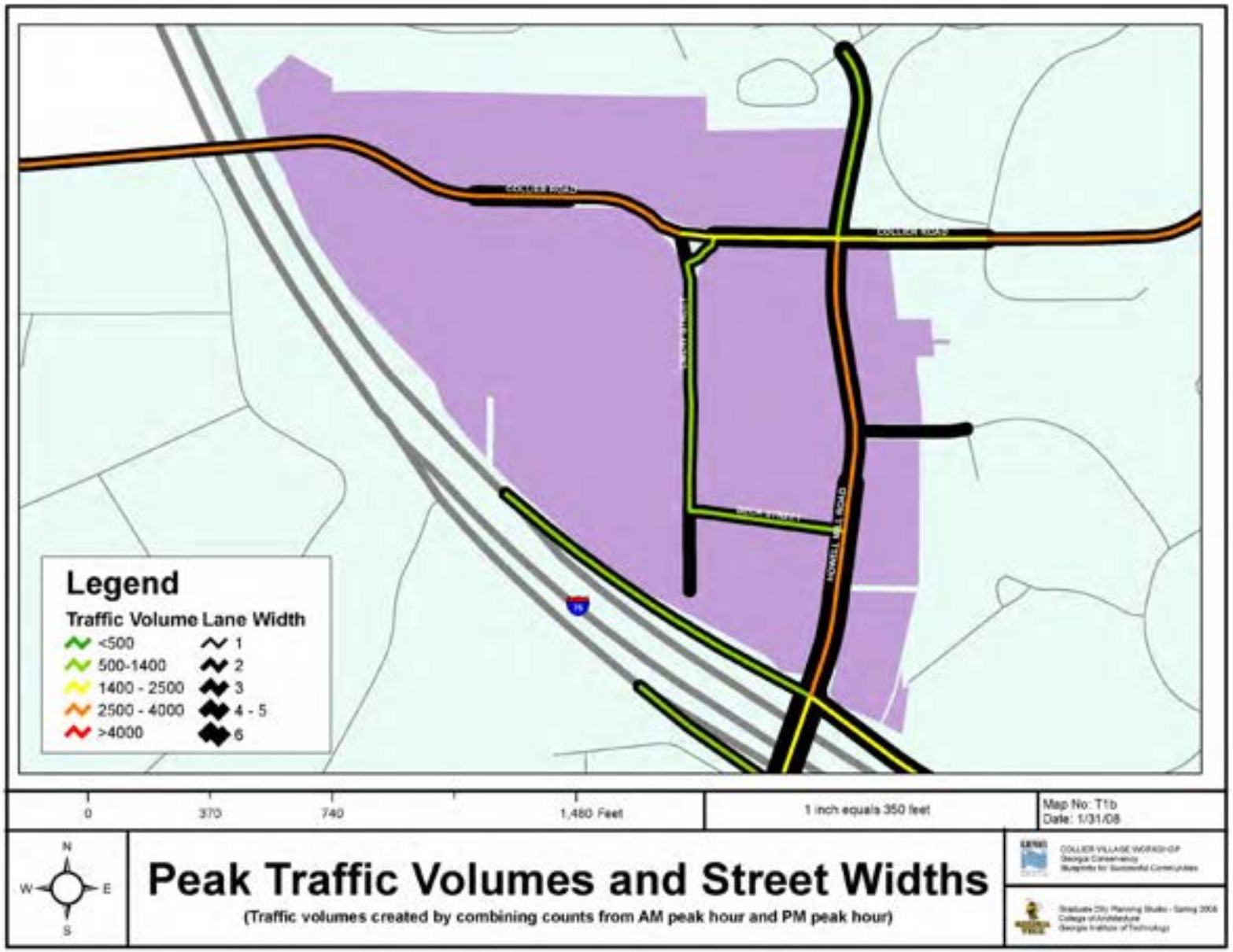
2.3.6 SAFETY

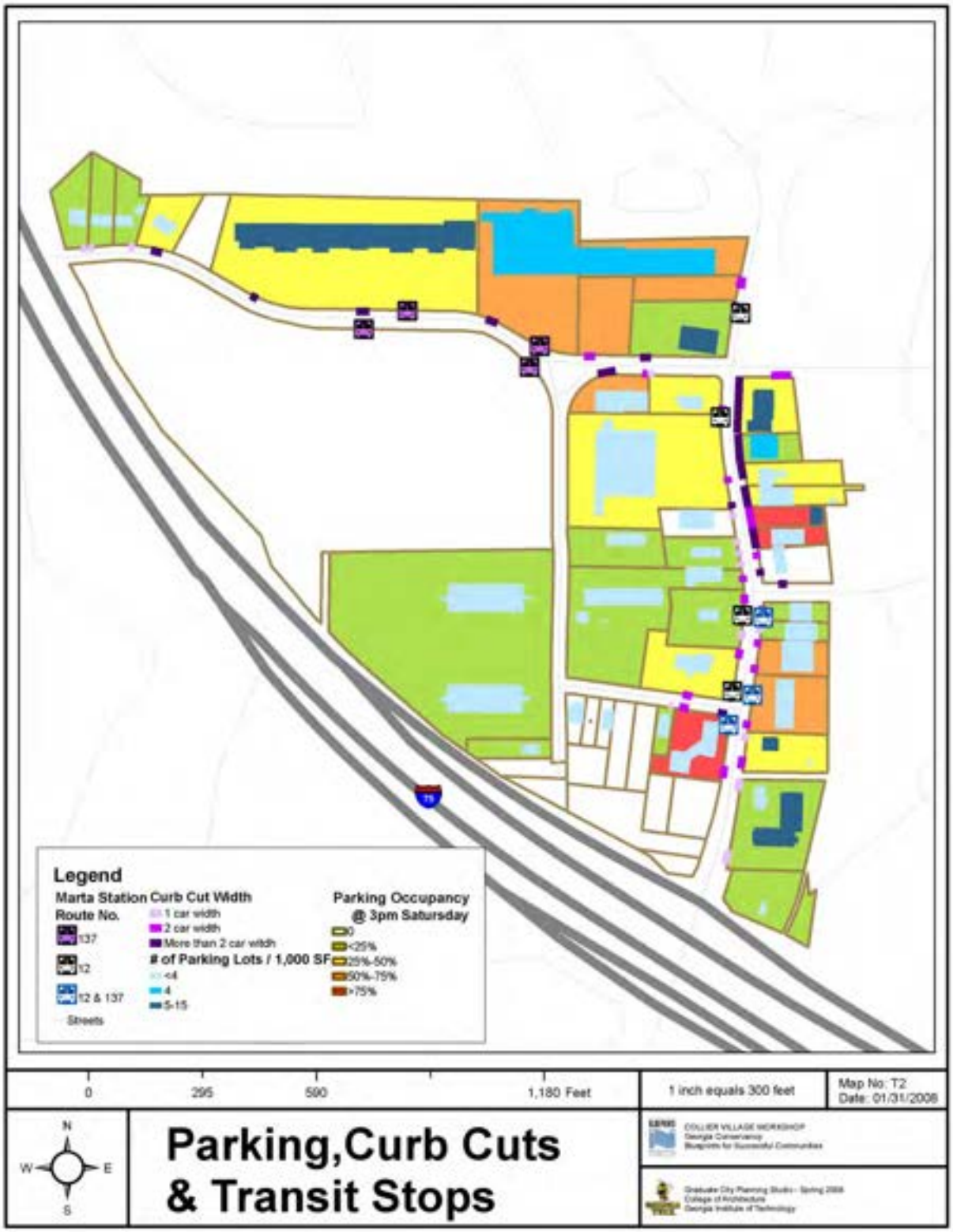
Steep grade on Emery Street approaching intersection with Collier Road

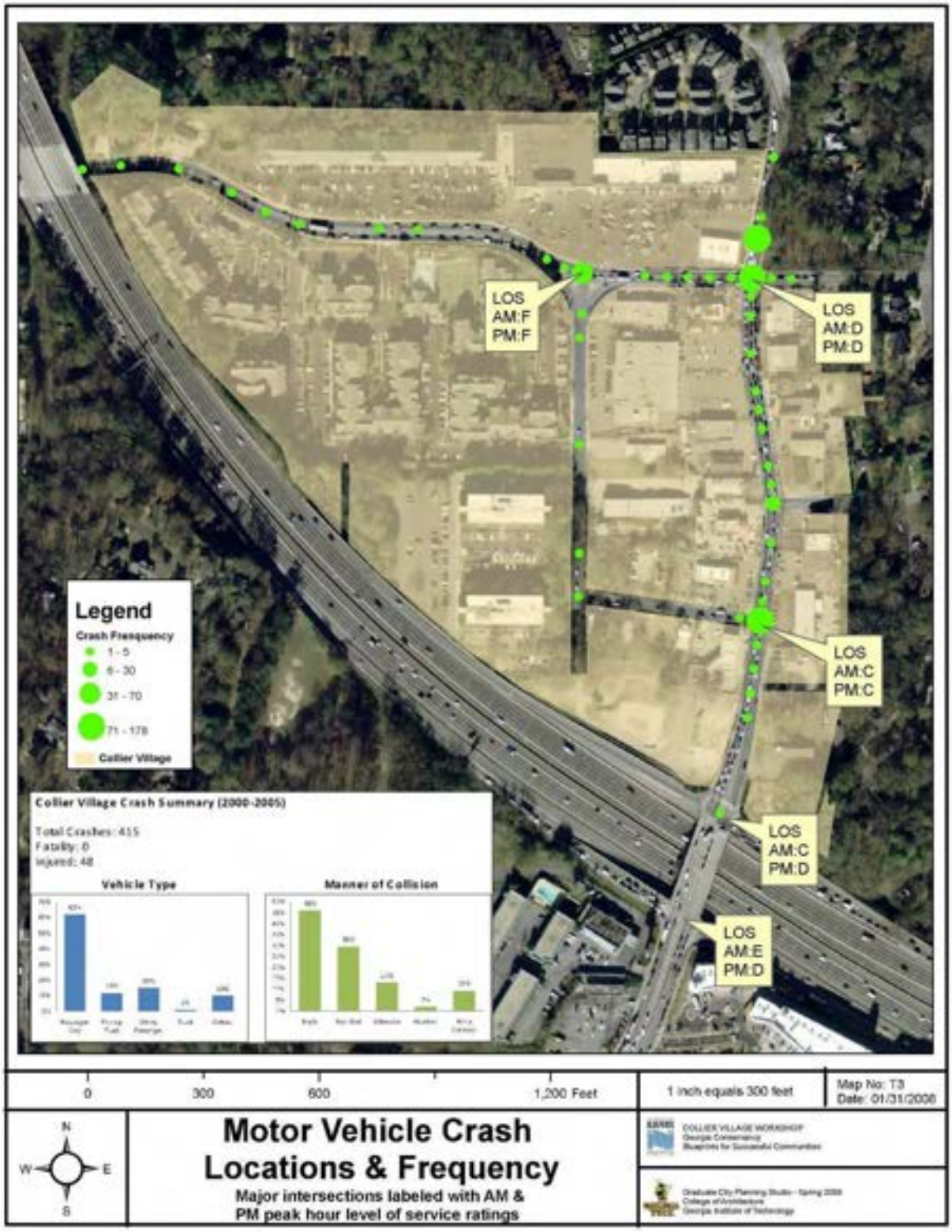
Over a five year period (2000-2005) police responded to 415 motor vehicle crashes in the study area averaging one crash every 4.4 days. The most common form of accident in The Village is an angle collision (45% of all crashes); implying that vehicles are colliding while they are making turns. The second 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, and decreases pedestrian safety. 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. 30)


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)


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
12
12 & 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


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 Frequency
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: 01/31/2006
N
W
E
S
Motor Vehicle Crash
Locations & Frequency
Major intersections labeled with AM &
PM peak hour level of service ratings

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

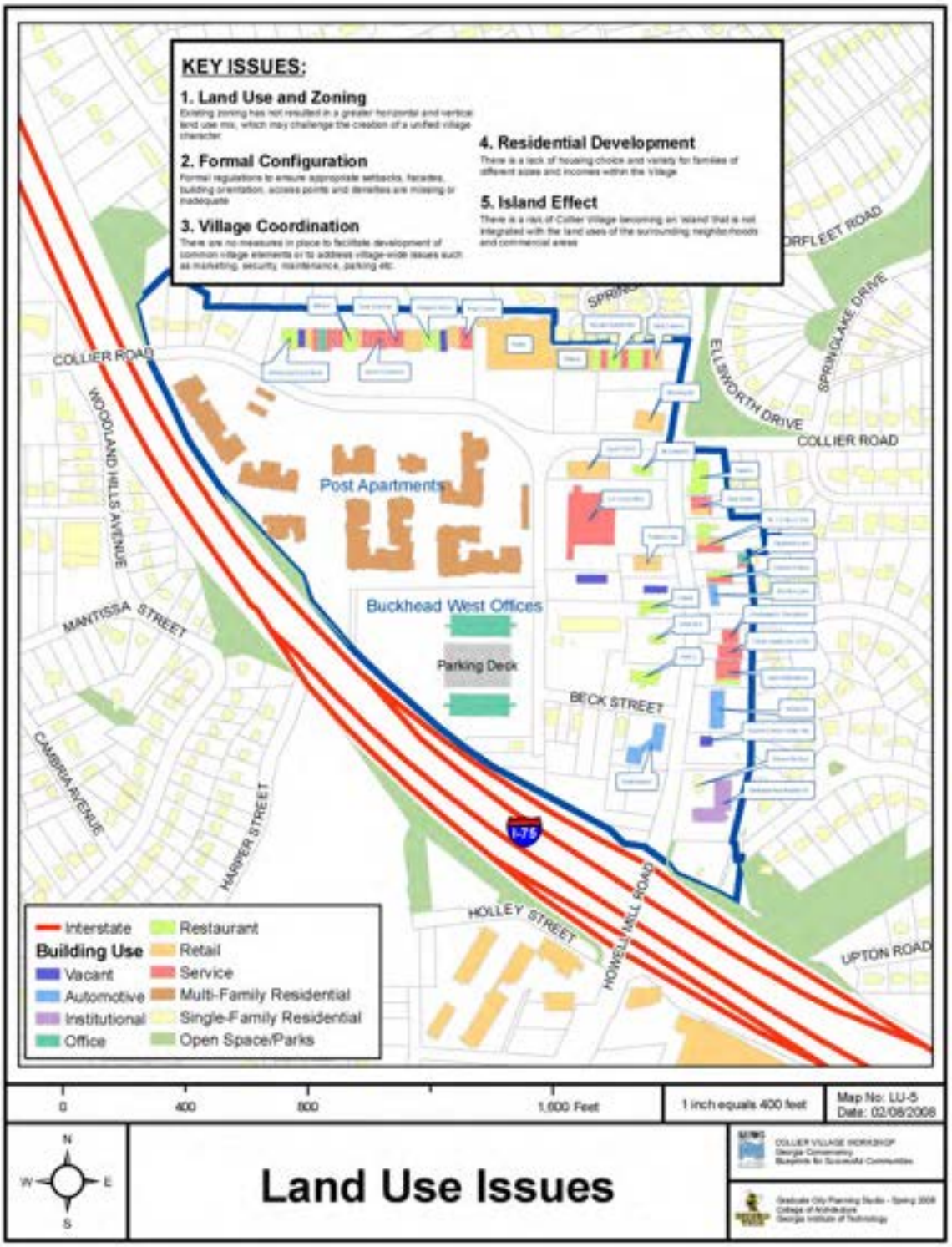
The Village as it currently exists is plagued with pedestrian issues. Sidewalk conditions, a lack of crosswalks, and poor inter-parcel connectivity all contribute to an environment that is discouraging to pedestrian activities.

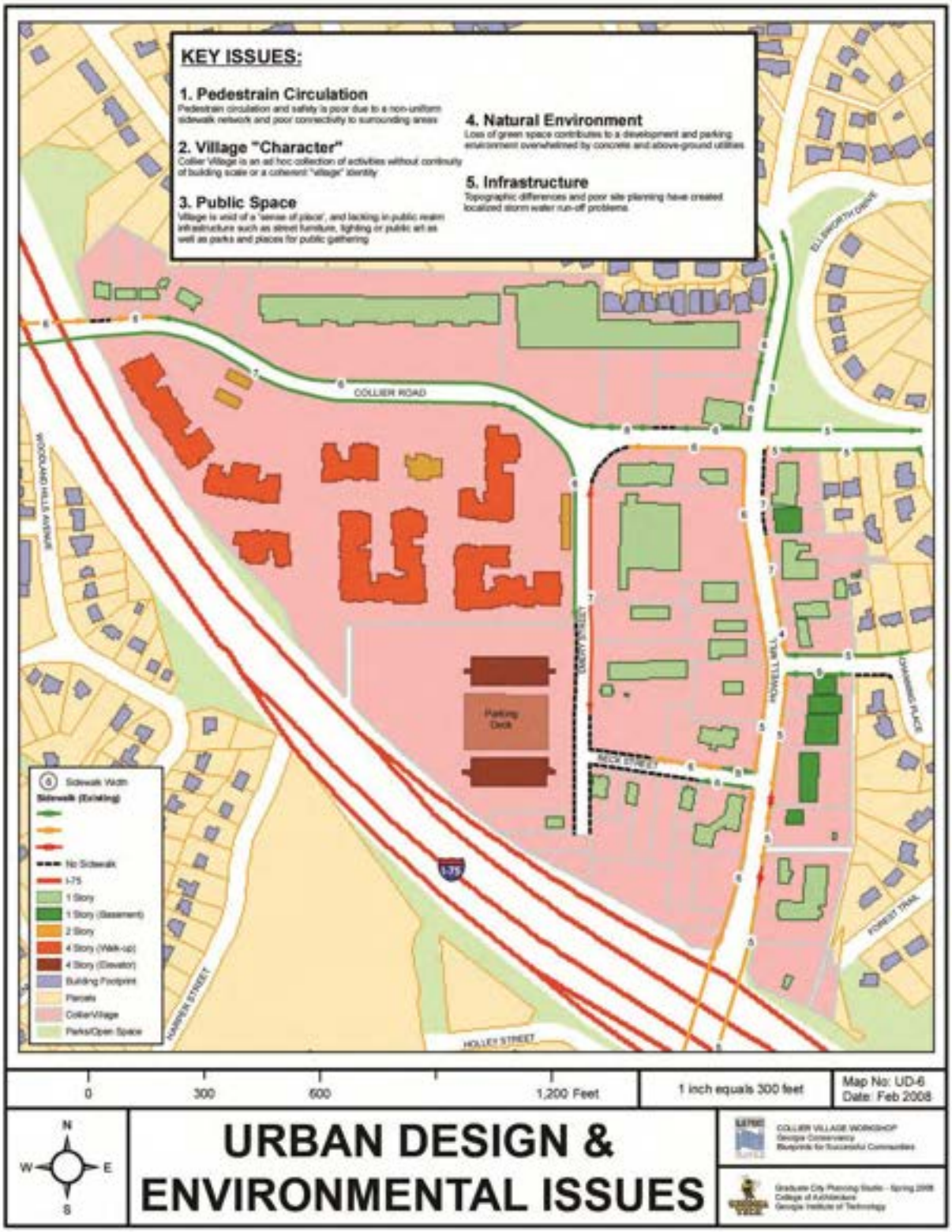
The Village also lacks a "sense of place." It could be said that there is no "there, there." Public spaces, especially those that are well placed and well-designed can provide a sense of place. In addition, street furniture, lighting, public art, and plantings can also create a "village" sensibility.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

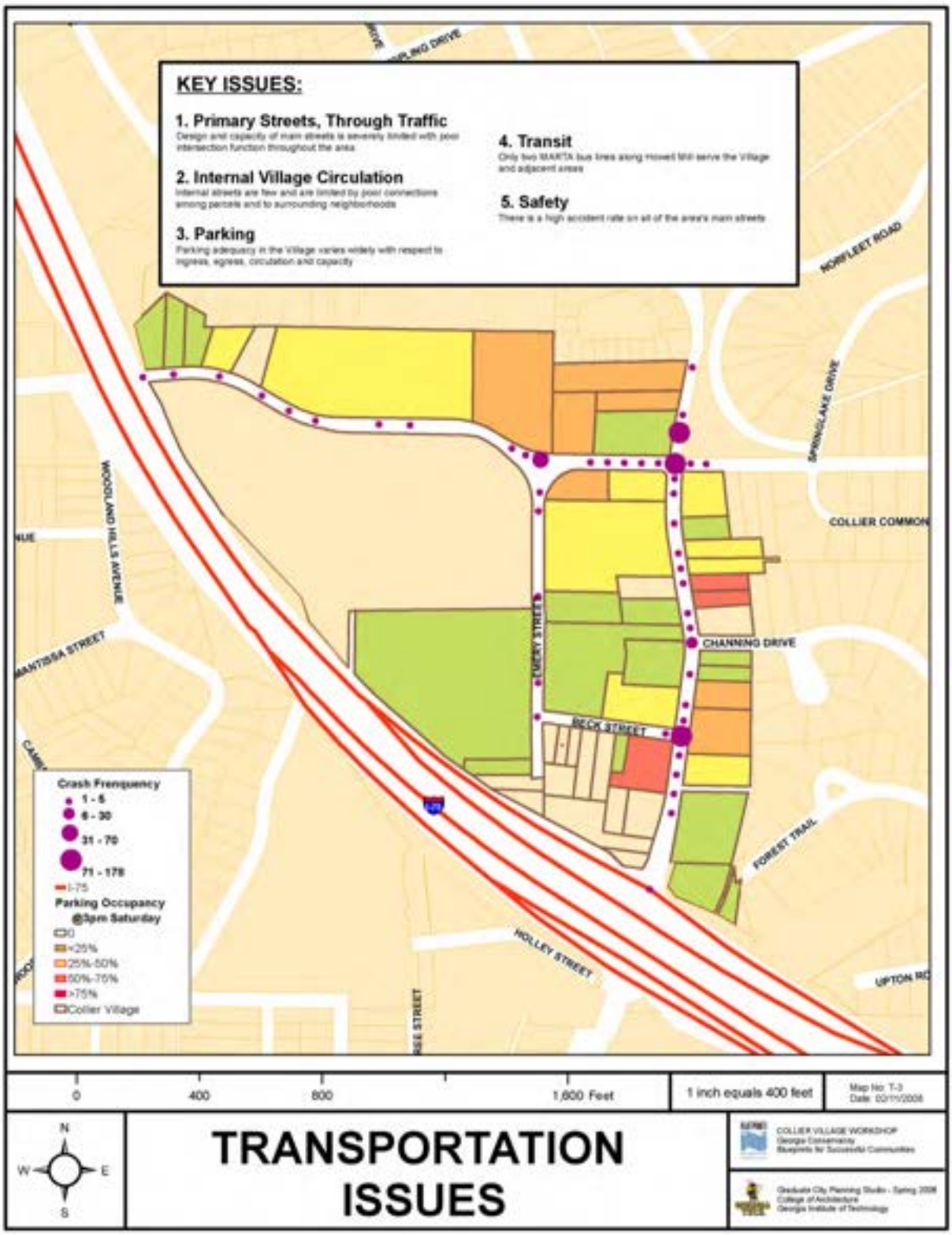
There are some significant challenges to the natural environment in The Village including stormwater run-off issues and a lack of green space. The majority of The Village as it currently exists is paved in asphalt to accommodate surface parking. There are opportunities to save some significant trees 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
Existing zoning has not resulted in a greater horizontal and vertical land use mix, which may challenge the creation of a unified village character.
2. Formal Configuration
Formal regulations to ensure appropriate setbacks, facades, building orientation, access points and densities are missing or inadequate.
3. Village Coordination
There are no measures in place to facilitate development of common village elements or to address village-wide issues such as marketing, security, maintenance, parking etc.
4. Residential Development
There is a lack of housing choice and variety for families of different sizes and incomes within the Village.
5. Island Effect
There is a risk of Collier Village becoming an 'island' that is not integrated with the land uses of the surrounding neighborhoods and commercial areas.
COLLIER ROAD
WOODLAND HILLS AVENUE
MANTISSA STREET
CAMBRIA AVENUE
HARPER STREET
Post Apartments
Buckhead West Offices
Parking Deck
BECK STREET
I-75
HOLLEY STREET
HOWELL MILL ROAD
ELLSWORTH DRIVE
SPRINGLAKE DRIVE
COLLIER 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: 02/06/2006
N
W
E
S
Land Use Issues


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
WOODLAND HILLS AVENUE
HOWELL MILL ROAD
CHAMBRE PLACE
FOREST TRAIL
HARBEN STREET
HOLLEY STREET
Parking Deck
I-75
Sidewalk Width
Sidewalk (Existing)
No Sidewalk
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
SPRINGLAKE DRIVE
COLLIER COMMON
WOODLAND HILLS AVENUE
CHANNING DRIVE
EMERY STREET
BECK STREET
FOREST TRAIL
HOLLEY STREET
UPTON RD
Crash Frenquency
1 - 5
6 - 30
31 - 70
71 - 178
I-75
Parking Occupancy @3pm Saturday
0
<25%
25%-50%
50%-75%
>75%
Collier Village
0
400
800
1,600 Feet
1 inch equals 400 feet
Map No: T-3
Date: 02/01/2008
N
W
E
S
TRANSPORTATION ISSUES
COLLIER VILLAGE WORKSHOP
Georgia Conservancy
Blueprints for Successful Communities
Graduate City Planning Studio - Spring 2008
College of Architecture
Georgia Institute of Technology

3 STRATEGIES AND RECOMMENDATIONS

This section identifies five strategies developed by the studio and the stakeholders from 2008 and 2013 which Collier Village should consider employing as the area plans for future growth. This incorporates the original 2008 recommendations (page 3) but now reflects input and changed conditions as of 2013. 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.

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 to better facilitate traffic moving from Emery onto Collier and into the Publix parking lot.
- 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.
- Improve bicycle and pedestrian use of I-75 underpass on Collier Road and bridge over I-75 on Howell Mill Road. Improve traffic on Collier Road near underpass by moving height limitation signage further away from bridge to avoid unnecessary U-turns by trucks.

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.
- ~~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.~~

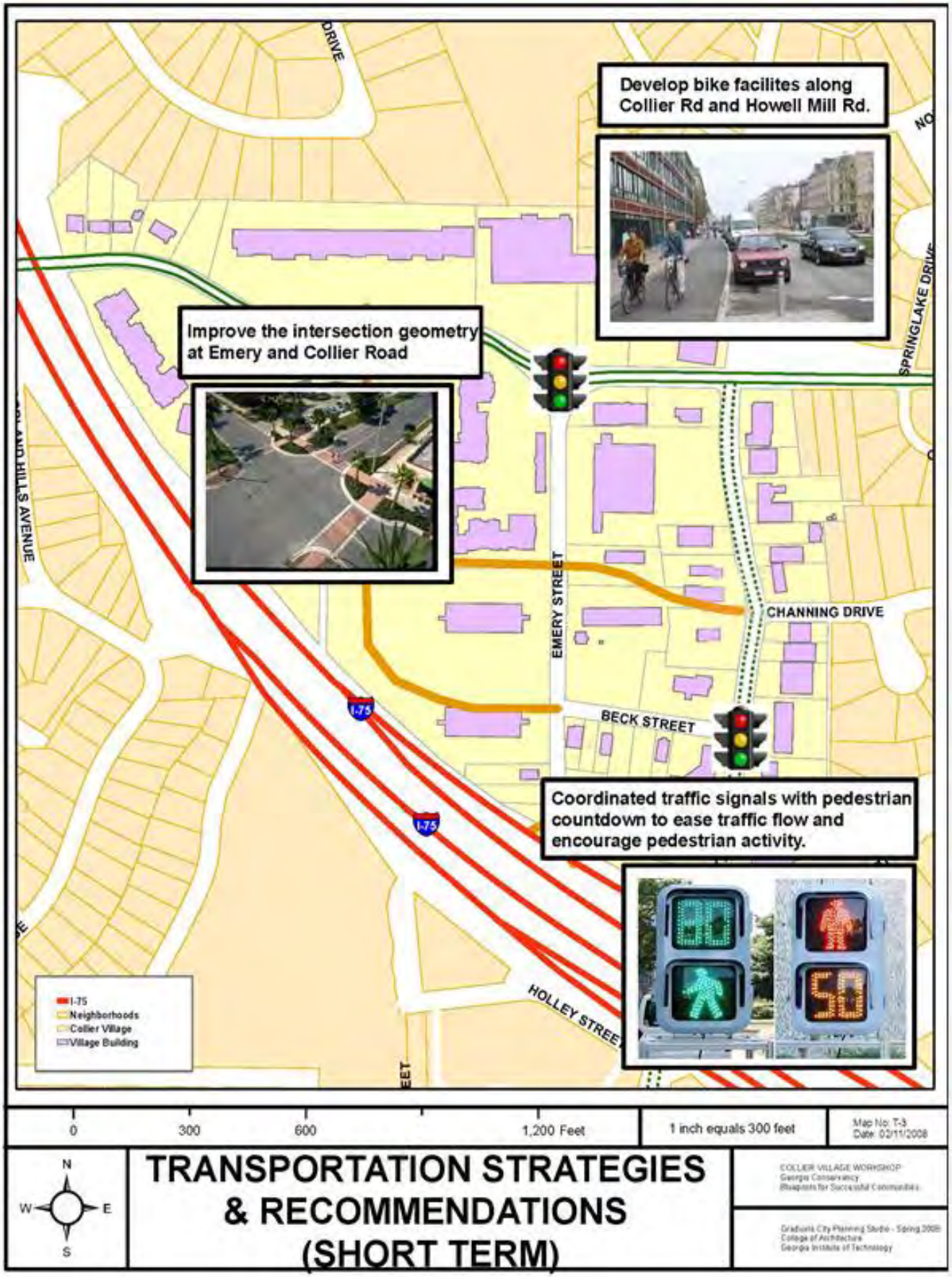
- Align the future internal street network with the signal in front of the Post Collier Hills Apartments to take advantage of the existing infrastructure.
- Ongoing Freight Study conducted by the City of Atlanta should pay specific attention to Howell Mill Road and Collier Village area because of the large amount of truck traffic.

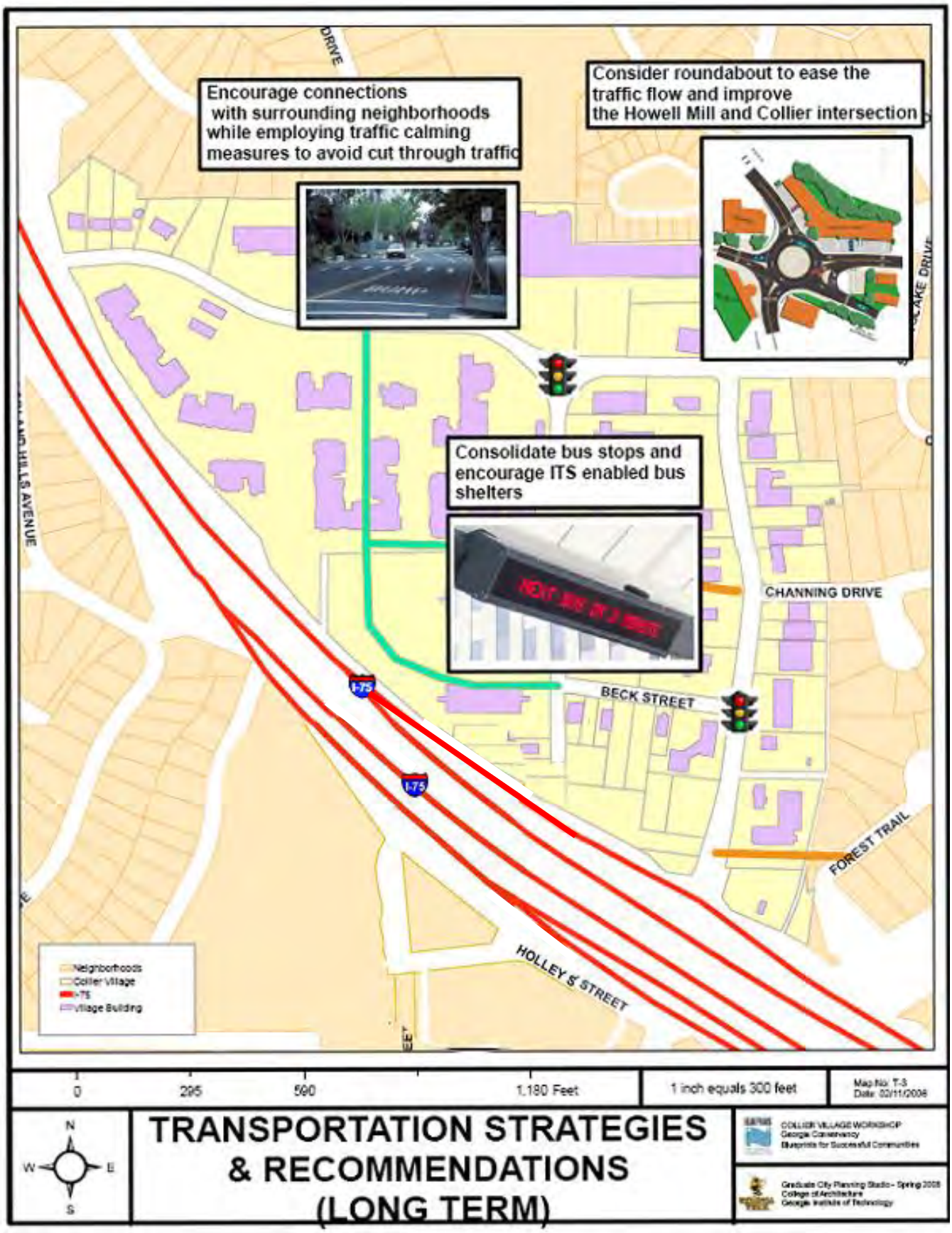
3.1.3 ALTERNATE TRANSPORTATION MODES

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 and increased signage of existing infrastructure. Encourage bicycle path connections from Collier Village to existing and planned bicycle infrastructure.
- 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.
SPRINGLAKE DRIVE
EMERY STREET
CHANNING DRIVE
BECK STREET
HOLLEY STREET
I-75
I-75
I-75
Neighborhoods
Collier Village
Village Building
0
300
600
1,200 Feet
1 inch equals 300 feet
N
W
E
S
TRANSPORTATION STRATEGIES & RECOMMENDATIONS (SHORT TERM)


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
CHANNING DRIVE
BECK STREET
FOREST TRAIL
HOLLEY ST STREET
I-75
Neighborhoods
Collier Village
I-75
Village Building
0
295
590
1,180 Feet
1 inch equals 300 feet
N
W
E
S
TRANSPORTATION STRATEGIES & RECOMMENDATIONS (LONG TERM)

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. This will help form a 'town center' for the existing neighborhoods and future residential growth.

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 openings 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.

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
COLLIER VILLAGE WORKSHOP
Georgia Conservancy
Blueprints for Successful Communities
Graduate City Planning Studio - Spring 2008
College of Architecture
Georgia Institute of Technology

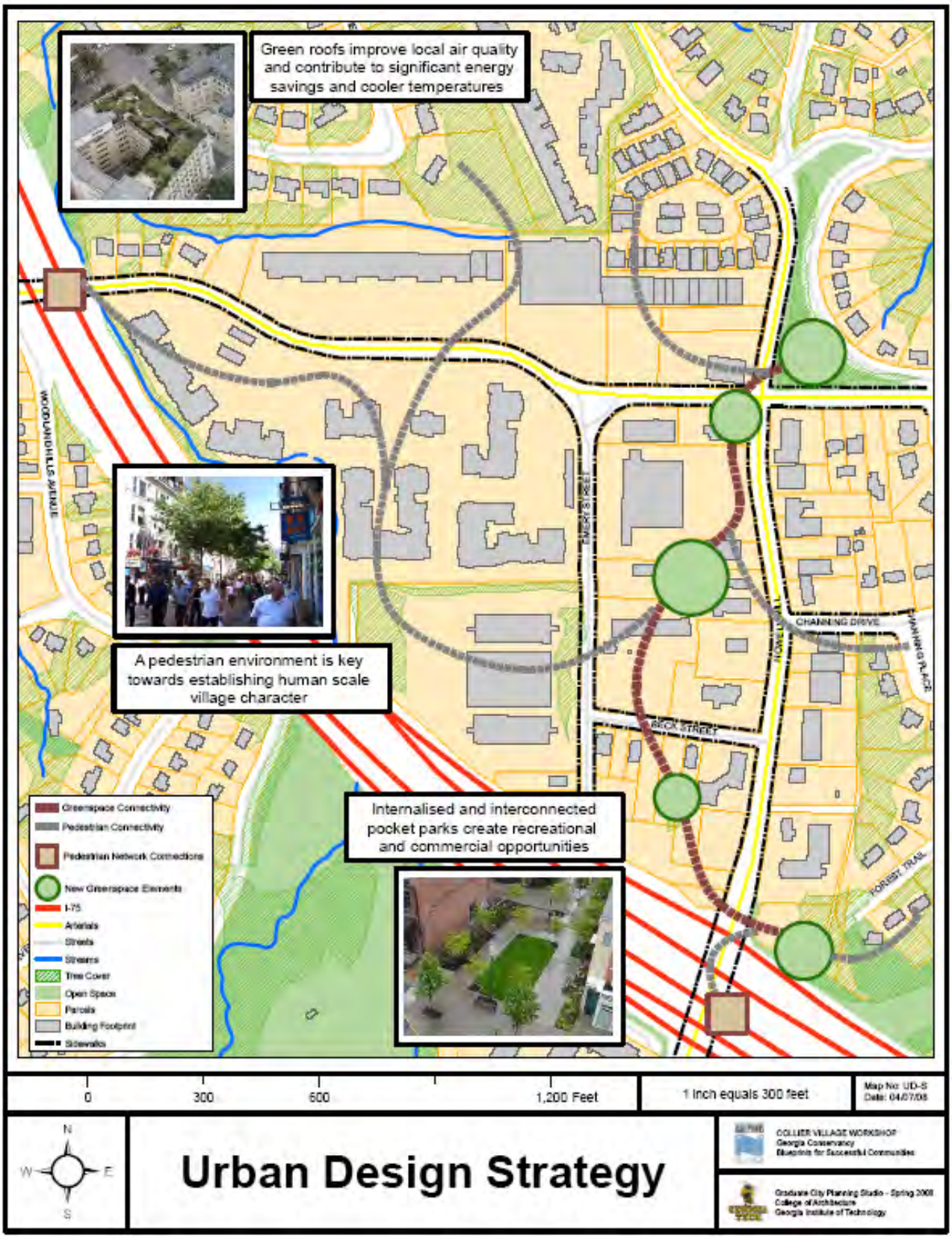
3.3 URBAN DESIGN STRATEGIES AND RECOMMENDATIONS

3.3.1 IMPROVED PUBLIC REALM

Strategy 5: Collier Village should create an improved public realm through introduction of street furniture, lighting, public art, landscaping, green space 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 a grid of interconnecting streets.
- 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.
- In the long term, require underground utilities. In the interim, encourage the consolidation of overhead utilities to improve aesthetics and safety.
- Create coordinated signage and street furniture design guidelines.
- For stormwater management and transportation safety due to flooding and pooling of water, encourage on-site retention and use of low-impact development techniques such as cisterns, pervious paving, green roofs, bioswales, etc. This effort will also improve aesthetics in The Village.


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
WOODSHILLS DRIVE
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
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Urban Design Strategy
COLLIER VILLAGE WORKSHOP
Georgia Conservancy
Blueprints for Successful Communities
Graduate City Planning Studio - Spring 2008
College of Architecture
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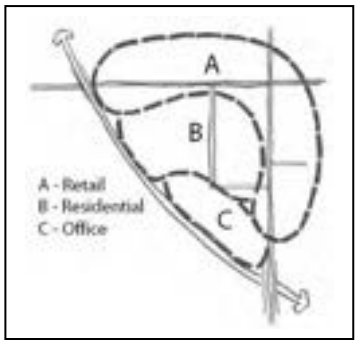
4 ILLUSTRATIVE VILLAGE PLAN

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:

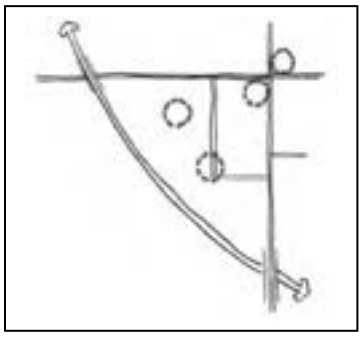
1. Land Use Zones
2. Connected Public Space
3. Activity Streets
4. Internal Street Grid
5. Height Transition Zones
6. Village Focal Point
7. Designing with Topography

1) LAND USE ZONES



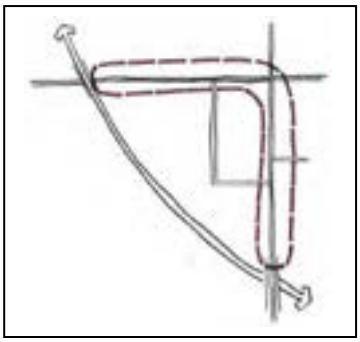
The Village will be comprised of mixed land uses that are interspersed among three general land use zones. Retail activities are best situated along the retail spine of Collier / Howell Mill (A). The central area is earmarked as a residential core (B), with office activities located in the southeast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

2) CONNECTED PUBLIC SPACE



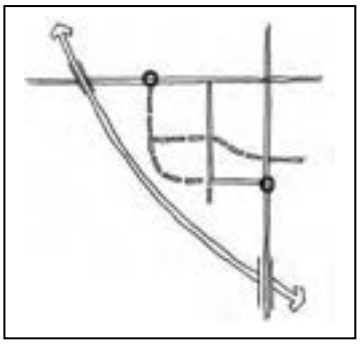
A series of public spaces connected by an improved pedestrian network will provide both active and passive recreational opportunities for Village residents and visitors. Public spaces may be developed as greenspace or alternatively as 'hard' civic space.

3) ACTIVITY STREETS



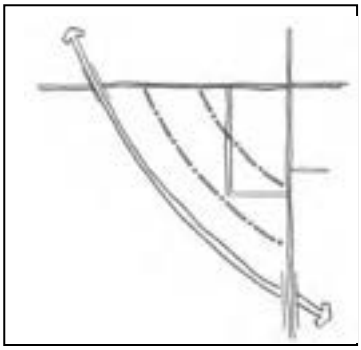
Ground level retail should be concentrated within the retail land use zone, along the Collier / Howell Mill activity street system. This serves to capitalize on the high exposure of the regional arterial network, as well as draw retail traffic away from the residential core.

4) INTERNAL STREET GRID



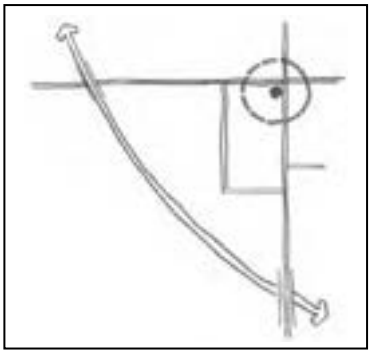
The creation of an internal street grid network will improve vehicular and pedestrian circulation within the village and create smaller block sizes conducive to a Village character. With new multifamily development (Circle at Howell Mill), look for other options for connectivity between Howell Mill and Emery.

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.

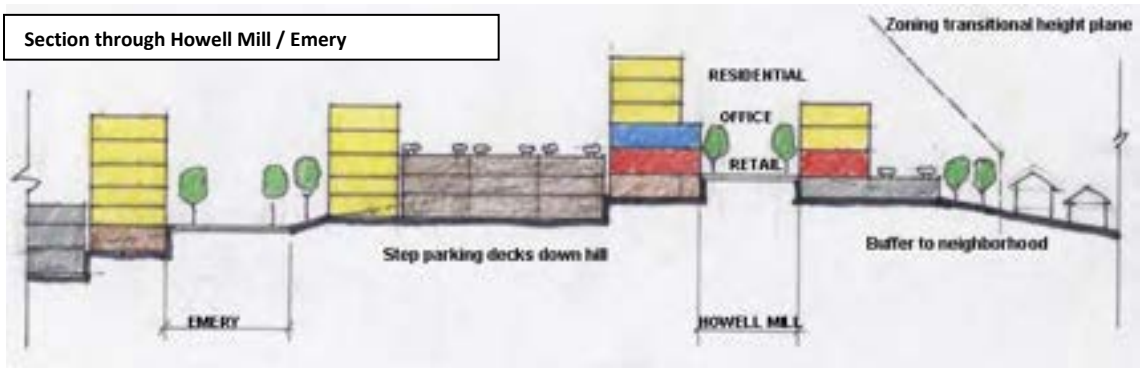
6) VILLAGE FOCAL POINT



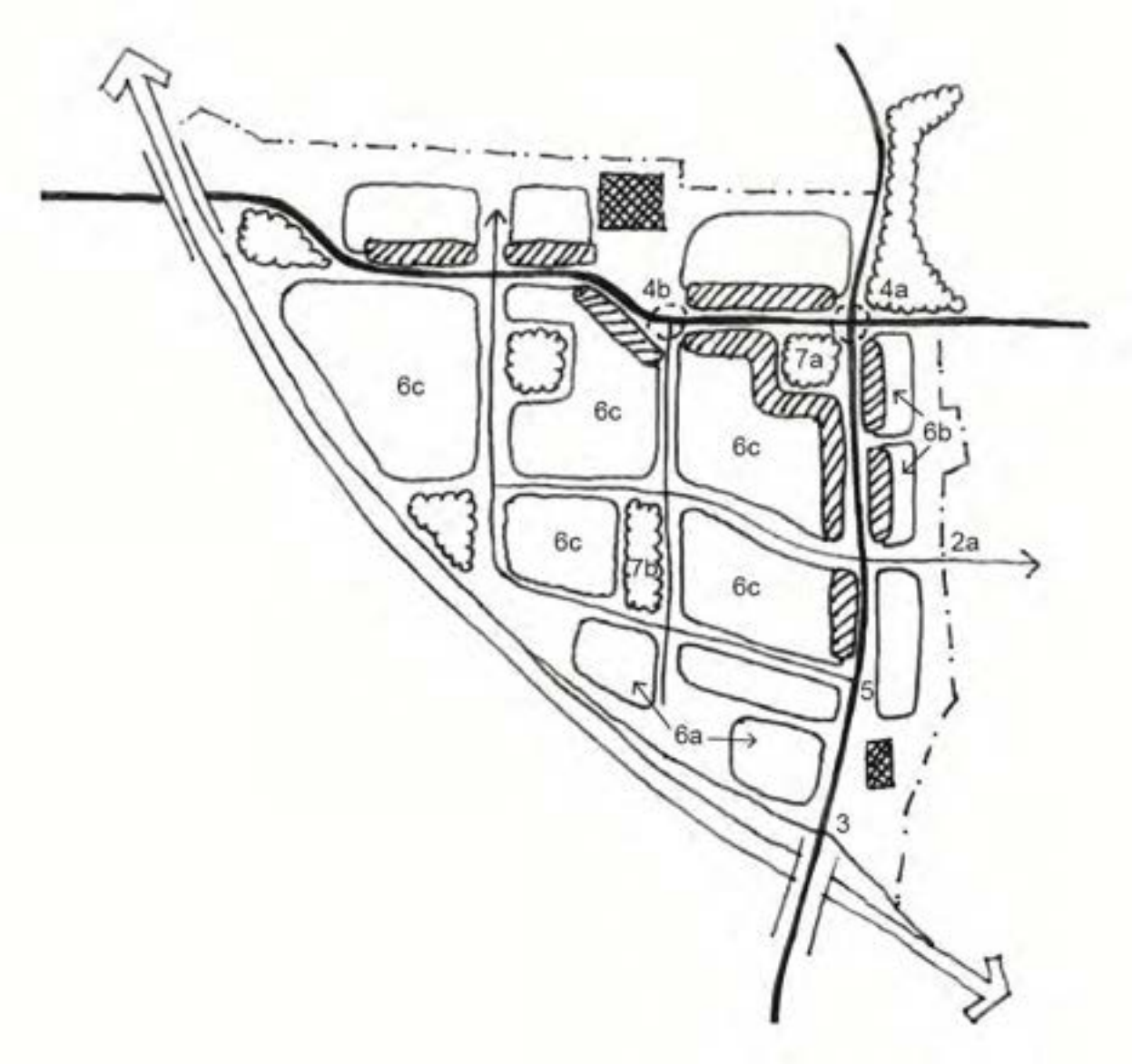
A village 'focal point' should be incorporated into the future development of The Village. This will bolster local identity and create a sense of place for Collier Village.

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.



Final Development Concept

TRANSPORTATION	LAND USE / URBAN DESIGN
1. Establish internal street grid 2. Make external connections to a. Channing Valley 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

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, or a new street between Howell Mill Road and Emery
- 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.
- 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

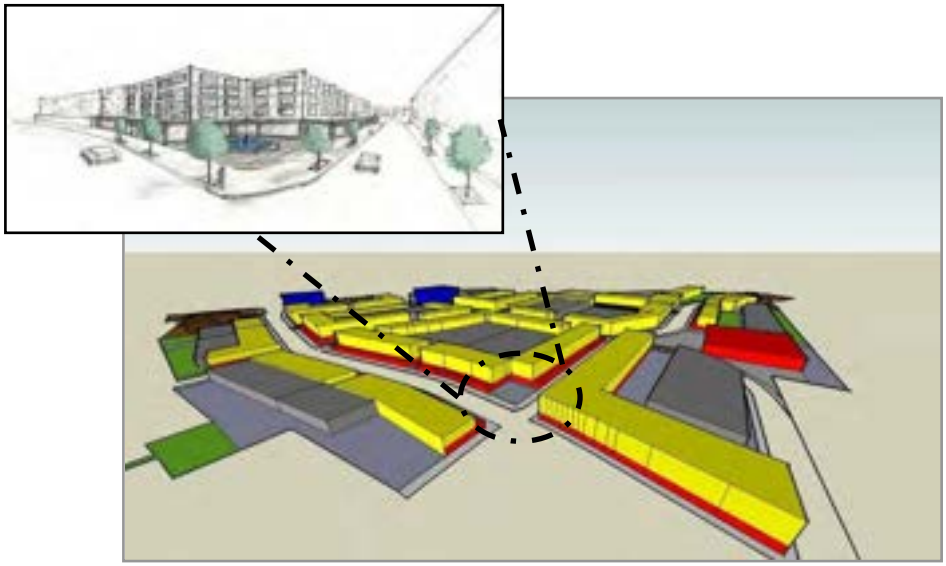
A conceptual long range build-out scenario illustrates the previously outlined strategies and recommendations for Collier Village. The plan shown below depicts *one possible* distribution of buildings, uses, and transportation improvements that can help engender the overall "village" concept. It should 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:

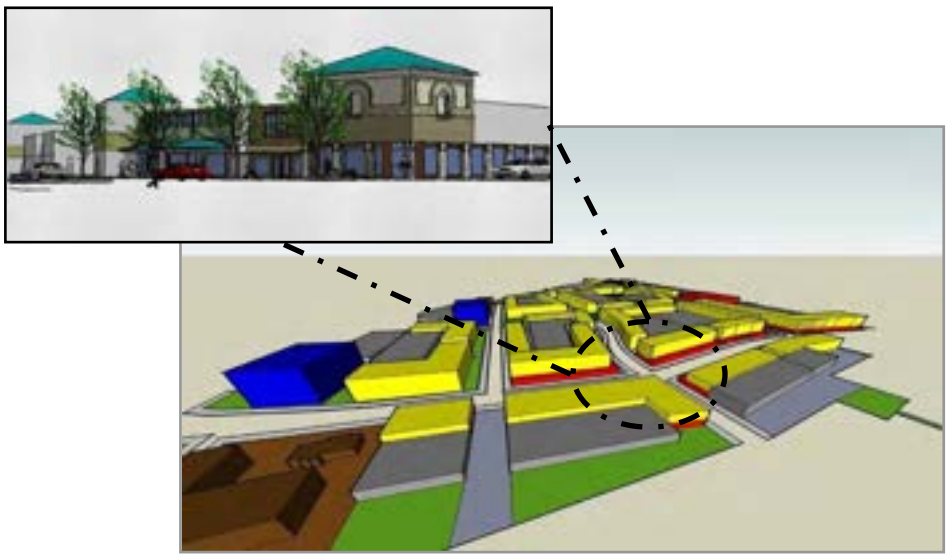
- A tight internal street grid to maximize multiple modes of transportation (i.e. pedestrian, bicycle, automobile).
- Vertically mixed uses along Howell Mill and Collier Road, with ground floor retail, upper floor residential, and a layer of "boutique offices" sandwiched between retail and residential.
- 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.

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

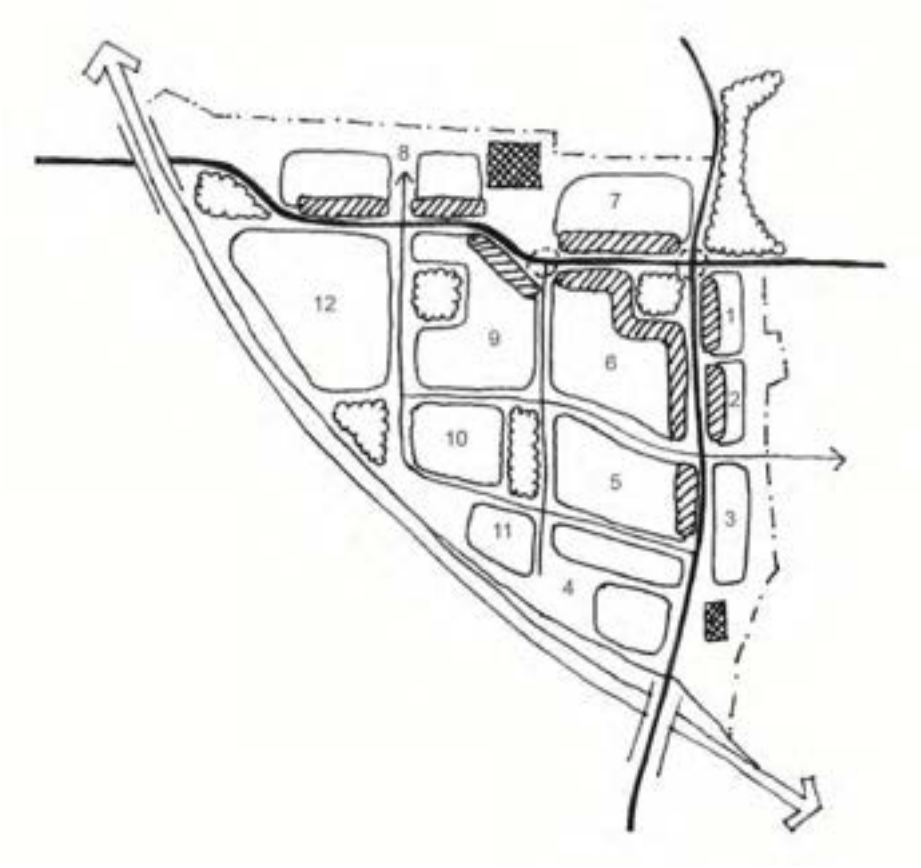
The Short and Long Term Illustrative Plans produce total development gross square footages as indicated in the following table. The short-term stage includes the redevelopment of all parcels east of Emery Street. The Winter office buildings, Post Collier Hills and the West Regency Shopping Center are 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)

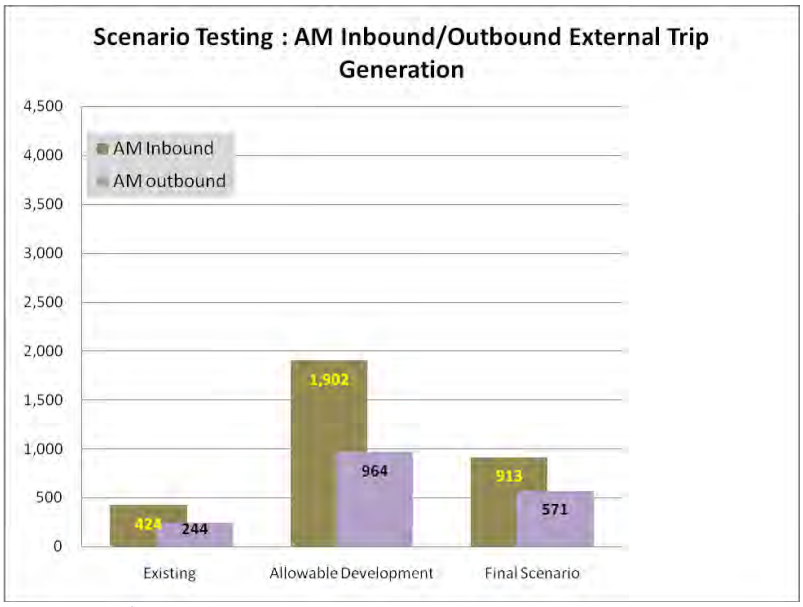
LONG TERM	Office	Retail	Residential
Block 1		32,745	74,602
Block 2		18,700	37,400
Block 3		18,271	36,542
Block 4	100,000		48,659
Block 5		26,391	70,604
Block 6	70,604	47,733	39,055
Block 7		39,055	42,348
Block 8		75,021	64,600
Block 9			38,076
Block 10			
Block 11	125,176		78,281
Block 12			
TOTAL	**295,780**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

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

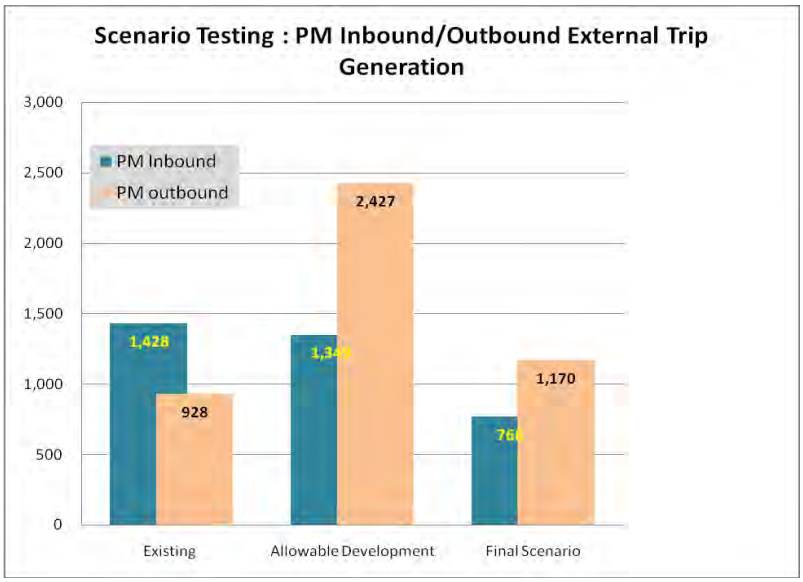
4.5 TRANSPORTATION ANAYLSIS

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.

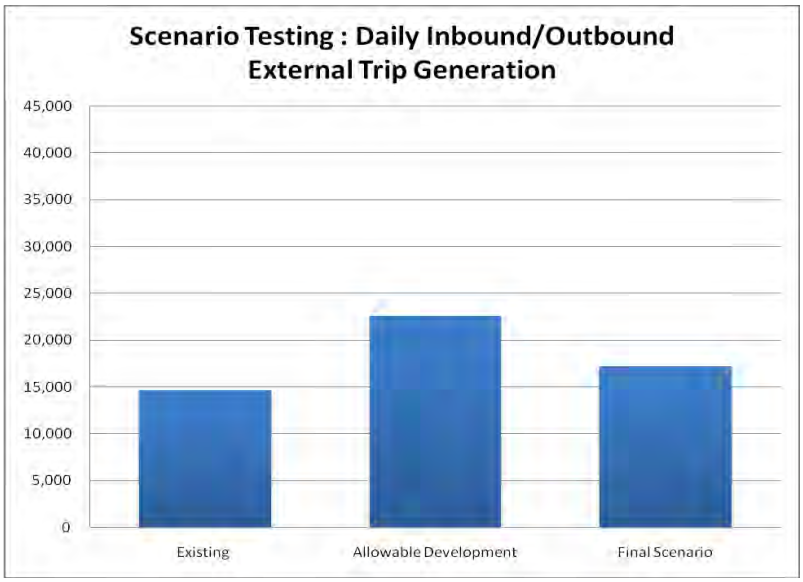
The figures below show the net trip generation for the final development plan. The existing and allowable development numbers are included to aid in comparison.



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 (2008)

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.	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). http://gis.atlantaga.gov/apps/cityprojects/cip_description.php	Short
Improve the intersection geometry at Emery and Collier Road to better facilitate traffic moving from Emery onto Collier and into the Publix parking lot.	Contact the City of Atlanta, Department of Public Works, and Office of Transportation to secure funding for intersection improvements. Funding may be available through a future bond program. Work with Regency Centers to do any necessary reconfiguration of the Publix parking lot. Monitor the City of Atlanta's website to see which projects are slated for Council District 8. http://gis.atlantaga.gov/apps/cityprojects/cip_projects.php?id=9	Short

Strategies and Recommendations	Resources & Next Steps	Timeframe
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
Improve bicycle and pedestrian use of I-75 underpass on Collier Road and bridge over I-75 on Howell Mill. Improve traffic on Collier Road near underpass by moving height limitation signage further away from bridge to avoid unnecessary U-turns by trucks.	Monitor progress of the Connect Atlanta Plan bicycle projects and advocate for bike infrastructure assistance through the Atlanta Bicycle Coalition. A list of projects, by street, can be found at: http://web.atlantaga.gov/connectatlanta/connectatl09/bike_projects_listed_by_street.pdf	Short
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
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.	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 future bond funding.	Long
Align the future internal street network with the signal in front of Post to take advantage of the existing infrastructure.	Work with City of Atlanta and GDOT to devise a work plan and timetable and secure funding for street extensions.	Long
Cargo Atlanta is a comprehensive freight study. This study should pay specific attention to Howell Mill Road and Collier Village area because of large amounts of truck traffic.	Continue to monitor the progress of the study and participate in local community and NPU meetings. The study consists of a Freight Assessment and Freight Action Plan. http://www.atlantaga.gov/index.aspx?page=1080	Long

Strategies and Recommendations	Resources & Next Steps	Timeframe
Strategy 3: Alternative Transportation Modes		
Pursue alternative transportation modes and coordinated or shared parking to reduce traditional vehicular trips.	Contact MARTA about consolidating bus stops and work with transit riders, land owners, and MARTA to identify key locations for new bus shelters.	Short
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 and increased signage of existing infrastructure. Encourage bicycle path connections from Collier Village to existing and planned bike infrastructure.	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 Connect Atlanta Plan. The Atlanta Bicycle Coalition may be able to provide some guidance. www.atlantabike.org	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. Future bond program is a potential source for funding.	Short
Encourage more frequent, safer, and higher quality connections to existing and proposed rapid transit lines.	Stakeholders should continue to be involved with the Connect Atlanta Plan. As a result of earlier participation, the proposed streets are included in the Plan. web.atlantaga.gov/connectatlanta/ Stakeholders should get involved in BeltLine planning. This area falls within the Northside study group. www.beltline.org	Short
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. This will help form a ‘town center’ for the existing neighborhoods and future residential growth.	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-	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	Short

Strategies and Recommendations	Resources & Next Steps	Timeframe
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.)	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.	
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. www.midtownatl.com/about/programs-and-projects/planning-and-urban-design/midtown-blueprint	Short
Require buildings to be built up to the street setback line, encouraging pedestrian activity and eliminating parking between the street and the building. On street parking is encouraged with redevelopment.	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
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

Strategies and Recommendations	Resources & Next Steps	Timeframe
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: 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
Recommendations for Strategy 5		
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 Ellsworth 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

Strategies and Recommendations	Resources & Next Steps	Timeframe
In the long term, require underground utilities. In the interim, encourage the consolidation of overhead utilities to improve aesthetics and safety.	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. Consult other citywide plans that have successfully required burying utilities including Midtown Alliance.	Long
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
For stormwater management and transportation safety due to flooding and pooling of water, encourage on-site retention and use of low-impact development techniques such as cisterns, pervious paving, green roofs, bioswales, etc. This effort will also improve aesthetics in The Village.	New post-development stormwater management ordinance from the City of Atlanta's Department of Watershed Management requires new developments to handle the first inch of rain on site. The ordinance also includes information on low-impact development features and examples of their use throughout the city. http://www.atlantawatershed.org/greeninfrastructure/	Short and Long

6 APPENDIX 1

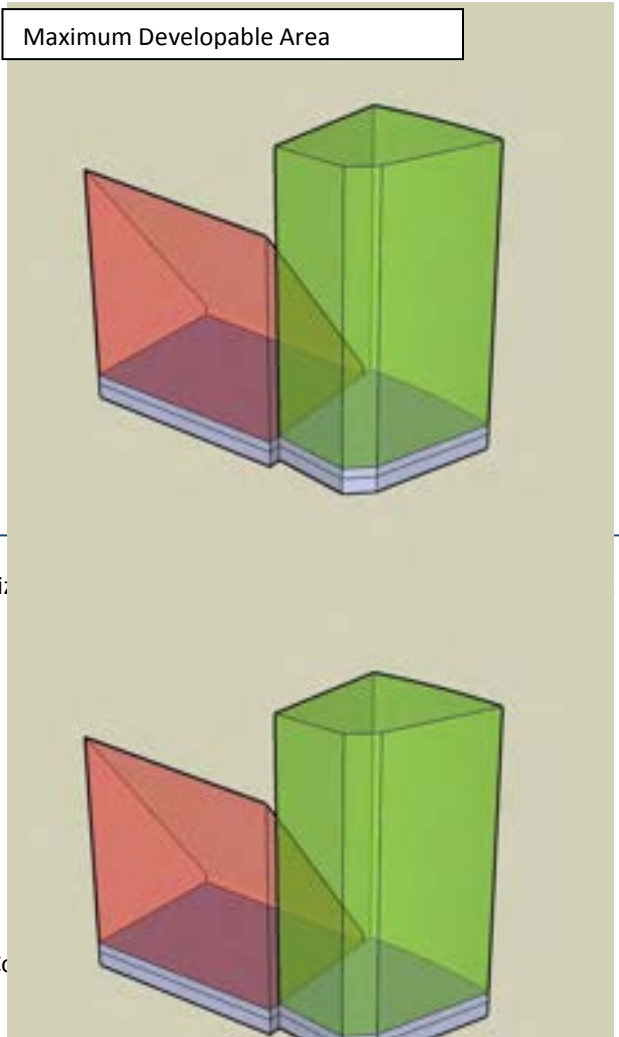
6.1 POTENTIAL DEVELOPMENT SCENARIOS

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:

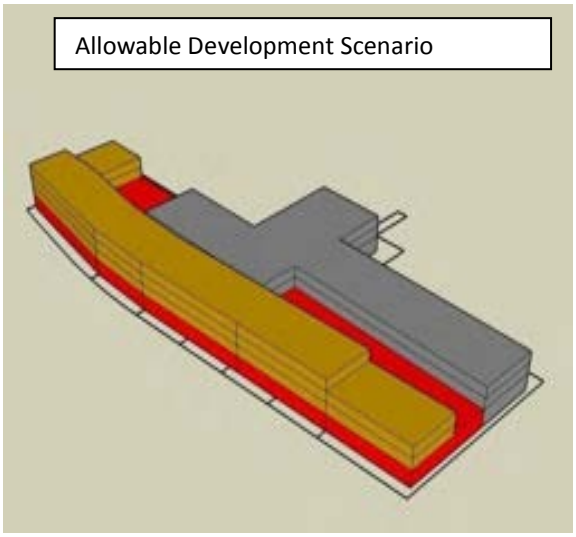
- Under current zoning, Collier Village is largely underdeveloped. **(What about new development?)**
- Collier Village will be subject to densification in the future owing to its proximity to central Atlanta and its location at the intersection of major arterial routes in the region.
- The already strained 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 heights of potential development on those parcels that do not immediately abut residential neighborhoods are limited only by the size of the development (green).



6.1.2 TIER 2. "ALLOWABLE" DEVELOPMENT SCENARIO



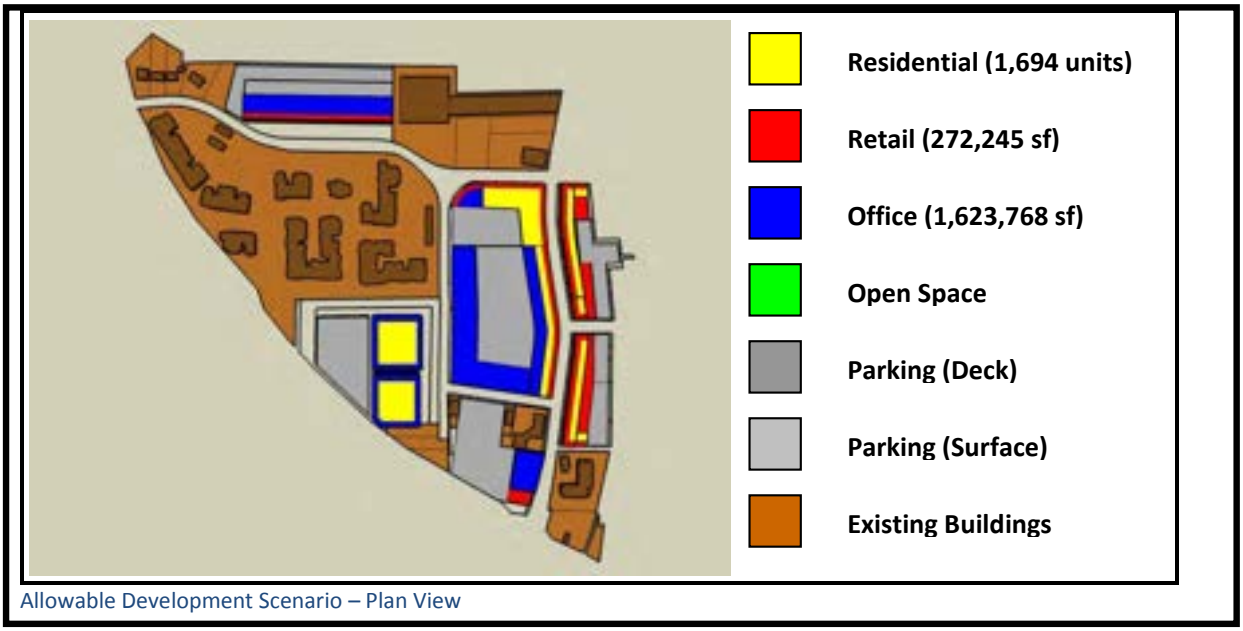
While the 'Maximum Developable Area' of each parcel in The Village (shown above) gives a sense of the potential density of the area as well as the discrepancy that exists between it and the density of surrounding neighborhoods, it is not an accurate reflection of what may actually be developed on the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

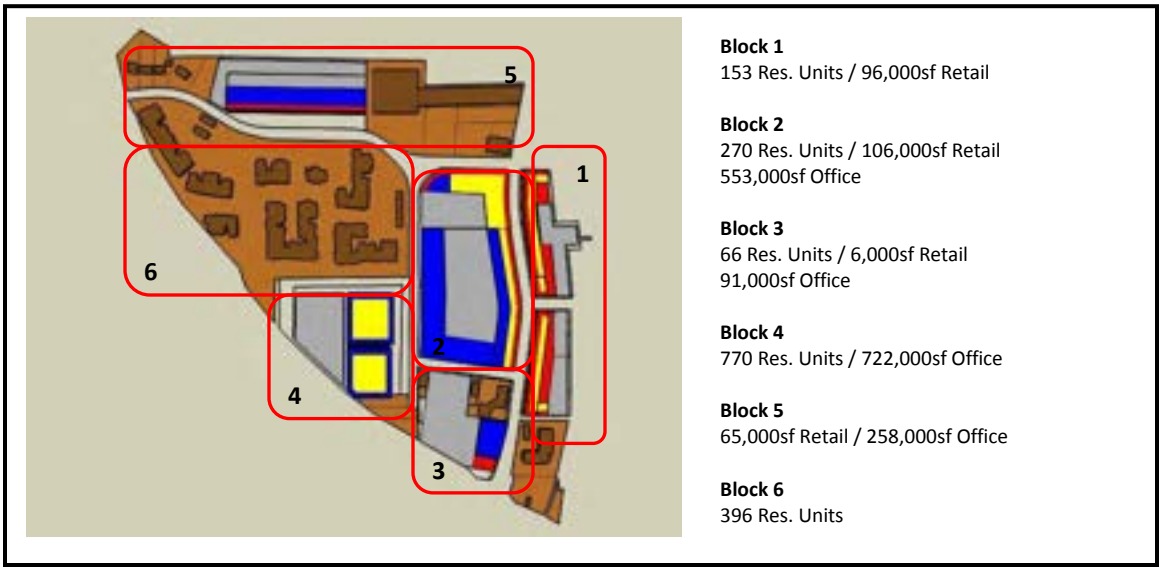
Several assumptions underpinned the formulation of this scenario:

- 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.

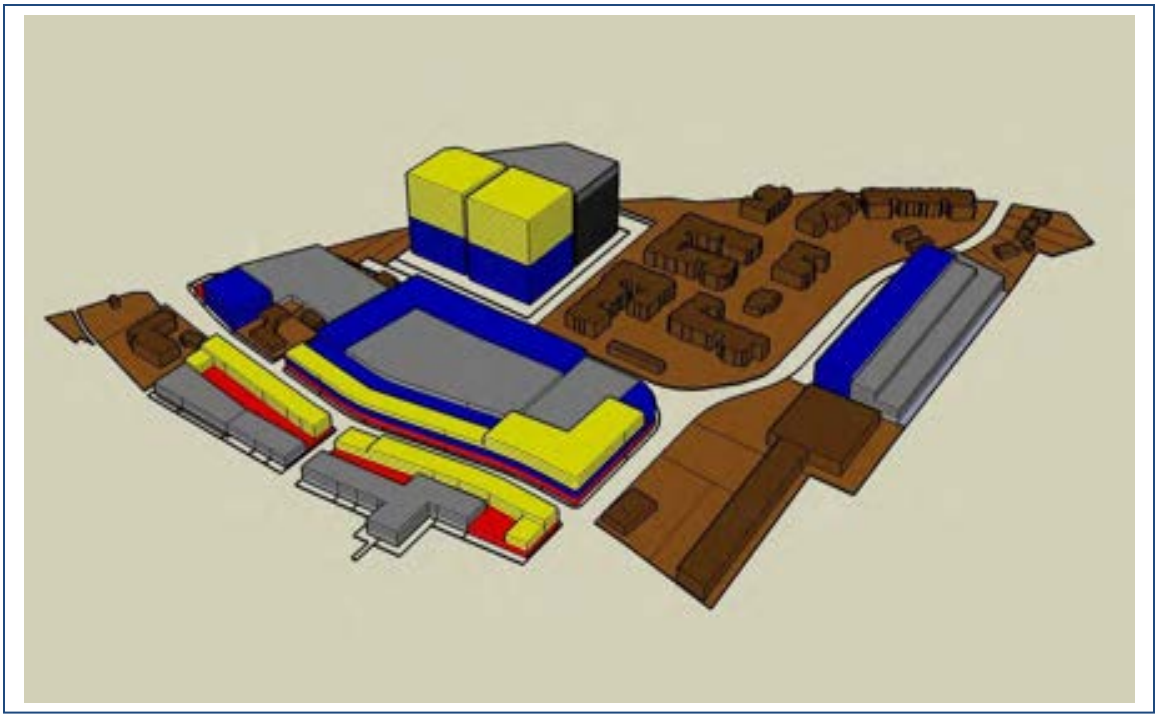
The illustrations below outline the allowable development scenario in terms of the total amount of potential development throughout The Village, as well as potential development per block.



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.

	Residential		Retail		Office	
Block	**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 (in gross square feet)

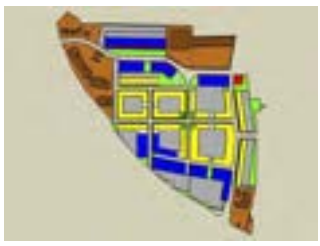
6.1.3 TIER 3. ILLUSTRATIVE DEVELOPMENT SCENARIOS

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

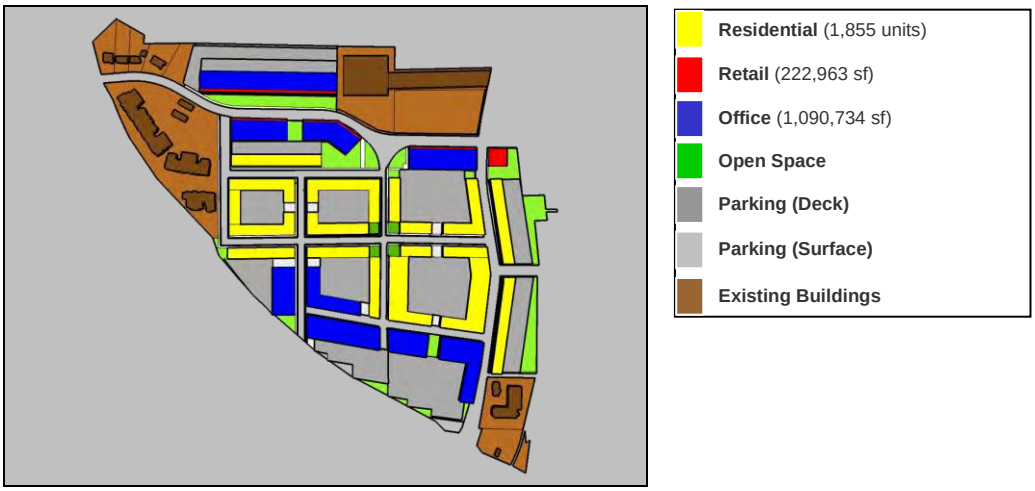
SCENARIO C

- 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.

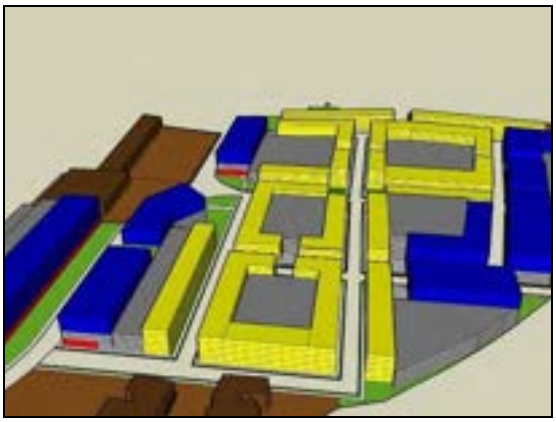
The product of these development and transportation strategies is illustrated below with a conceptual site plan, estimated development numbers, and conceptual, three-dimensional perspectives of the site plan.



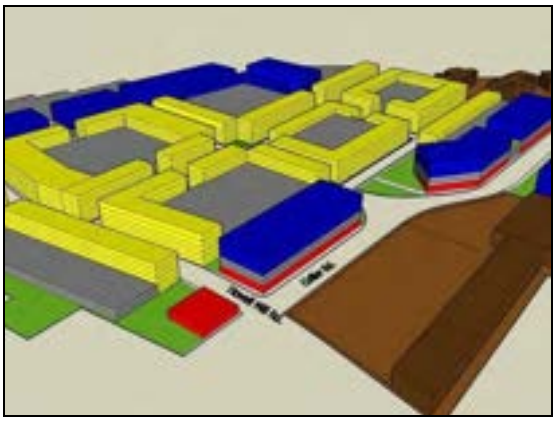
Scenario A Conceptual Site Plan

			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



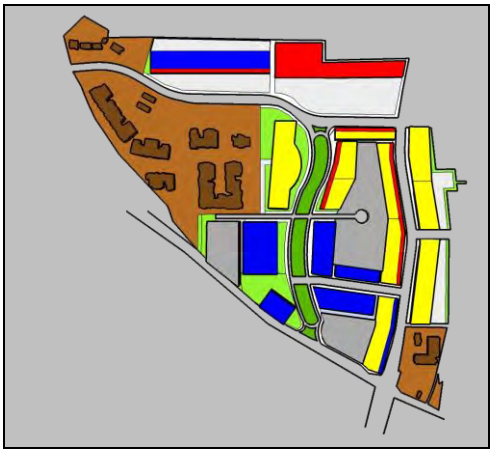
- Increased residential development compared to existing conditions
- Creation of street grid within Village
- Preservation of some existing development (in brown)
- Pockets of public and semi-public green space



- 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

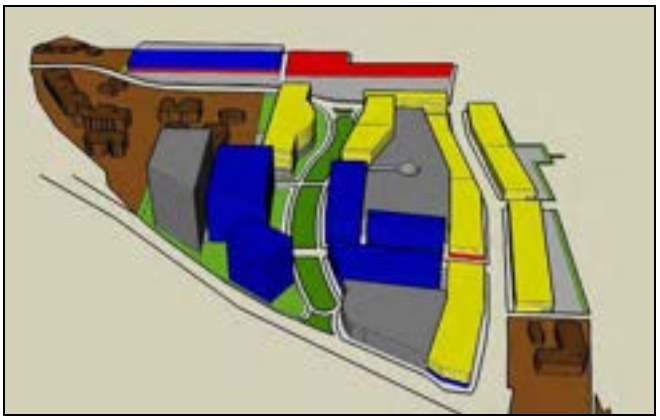
This illustrative scenario is highlighted by a) an I-75 connection via Emery, b) increased density along new Emery Boulevard, c) new public space within Emery Boulevard median, and d) maintenance of existing "allowable" development. Development design strategies used include: a) allowing mixed use and 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.



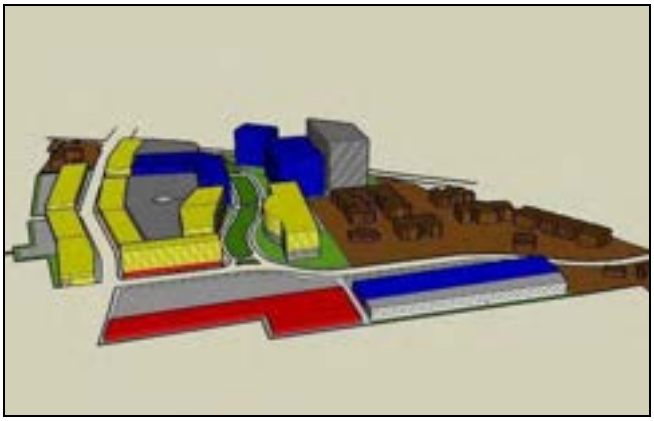
Scenario B Site Plan

			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



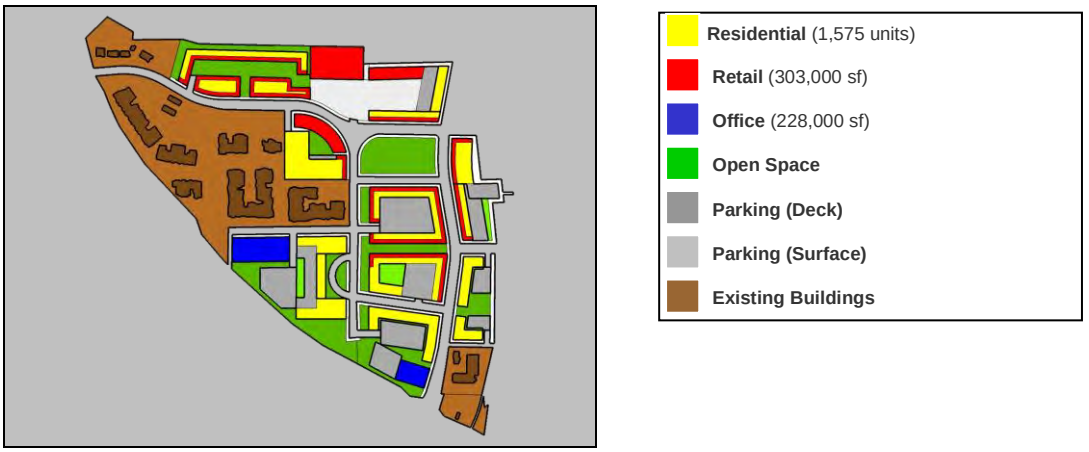
- Creation of connection to I-75 via Emery
- Creation of enhanced boulevard along Emery
- Inclusion of public green space within median of new Emery boulevard
- Concentration of development along new Emery boulevard



- 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

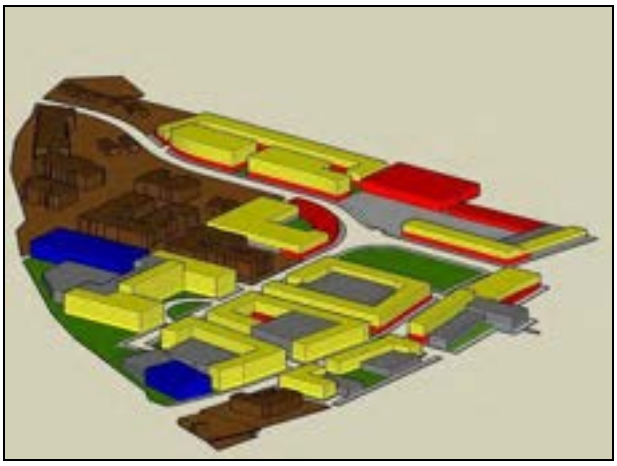
This illustrative scenario is highlighted by the application of a) Quality of Life zoning (MRC2) to The Village, b) a focus on residential redevelopment, c) the creation of an internal street network with smaller blocks, and d) the creation of a new central public space at Collier / Howell Mill. Development 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.



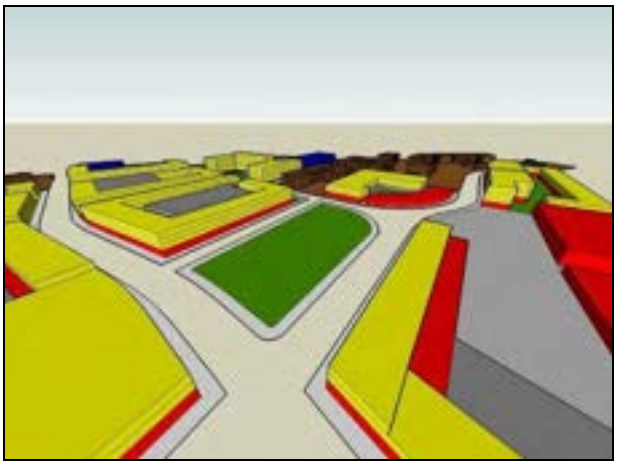
Scenario C Site Plan

			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



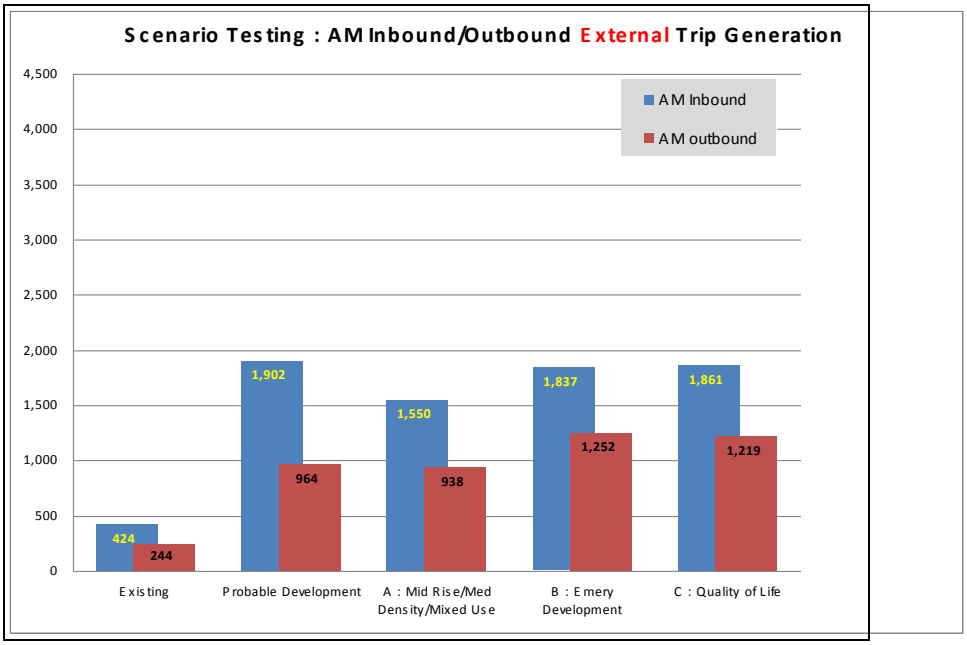
- Creation of new public green space at Collier and Howell Mill
- Use of ground floor retail to improve pedestrian environment
- Varying building heights from one to five stories

6.2 TRANSPORTATION ANALYSIS

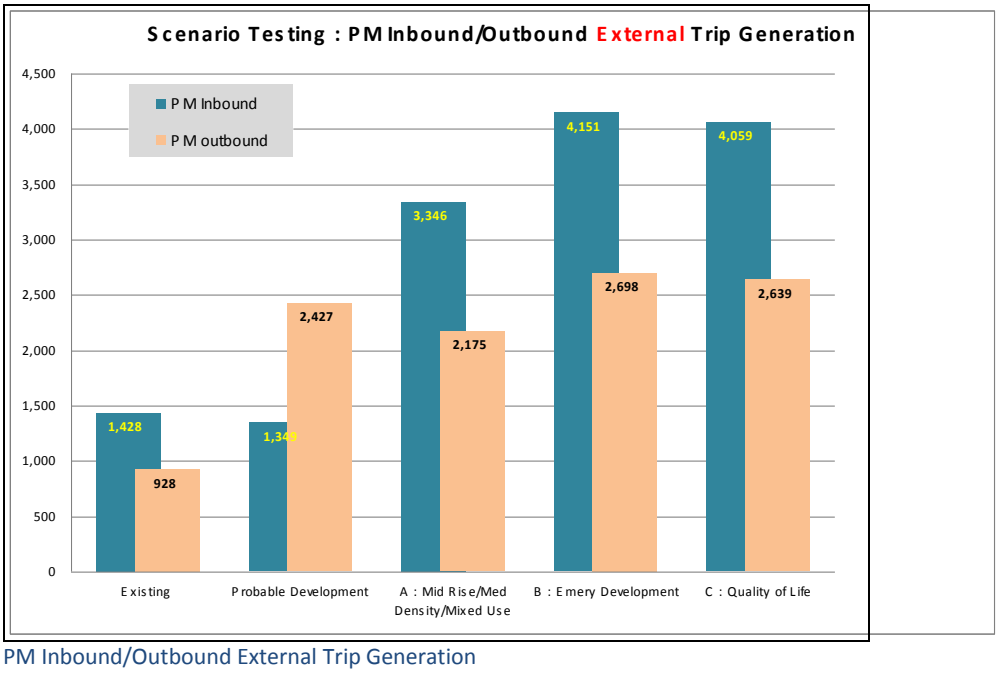
The methodology adopted to perform the transportation analysis involved calculating the potential number of trips generated by each development scenario. Trips were generated using formulas based upon the ITE (Institute of Transportation Engineers) Handbook 7th Edition. These formulas estimate trips 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.

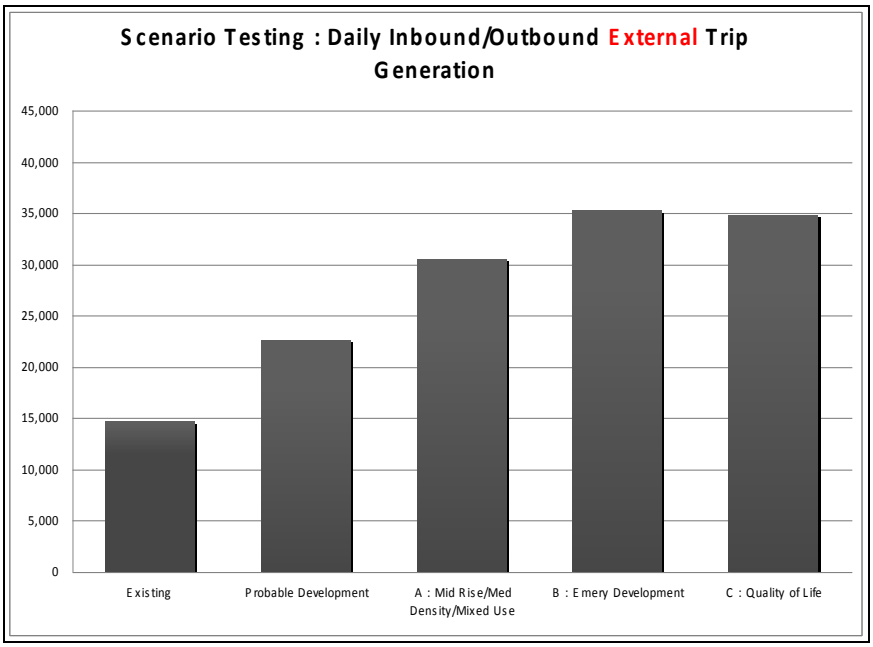
The results of the trip generation proved excellent for the purpose of comparison. Charts were generated using the results of the trip generation exercise. The figures below illustrate the AM and PM peak hour, inbound and outbound net trips generated by the Collier Village site under existing conditions, 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 APPENDIX 2

7.1 2013 SURVEY AND FINDINGS

As mentioned in the Executive Summary, the Georgia Conservancy developed two online surveys for community members to provide input regarding the Collier Village area. This survey was used to supplement the October 8 workshop and gain understanding as to how conditions in the area may have changed. The first survey, titled Community Assessment and general findings is listed below.

1. What do you believe to be the major issues impacting the quality of life in Collier Village today? Please be as specific as possible. (Examples might be: a lack of certain amenities, traffic congestion, not enough affordable housing, lack of transit/biking/walking alternatives, etc.)

Traffic:	56 %
Pedestrian Safety:	21.2%
Lack of Cohesive Image/Aesthetics:	19.5%

2. What do you believe to be the central assets of Collier Village that future development/redevelopment should not impact? Please be as specific as possible.

Scale of Village, Location and Opportunity:	33%
Businesses (Publix, Chick-fil-A, McDonald's, Post Office):	27.7%
No Assets:	11.7%
Residents/Surrounding Neighborhoods:	10.6%
Food Trucks:	5.3%
Schools:	3.2%
Ellsworth Park:	3.2%
Diversity of Housing:	2.2%

3. What do you believe to be the single-most important issue that detracts from your enjoyment of living, working, or shopping in Collier Village?

Traffic Congestion:	67.7%
Lack of Aesthetics:	9.4%
Pedestrian Safety:	8.3%
Crime:	5.2%
Lack of Quality Businesses:	3.1%
Impact of Development/Commercial Noise:	3.1%
Roads in Disrepair:	3.1%

4. Many people have stated that vehicular traffic congestion has been a problem in Collier Village and could worsen with redevelopment efforts. If you agree, please provide your specific thoughts as to how vehicular traffic movement and safety could be improved.

Widen Howell Mill and/or Collier Road:	24.2%
Light Synchronization:	13.1%
New I-75 Access:	11.2%
Reduce New Development:	9.8%
Add Turning Lanes on Howell Mill Road:	7.2%
Consolidate MARTA bus stops":	6.5%
Reduce Truck/Commercial Traffic:	5.9%

Improve Sidewalks/Crosswalks:	5.9%
Create Right Turn Only Intersections:	5.2%
Reduce Amount of Curb Cuts:	5.2%
Better Utilize Beck Street and Emery Street:	4.6%
More Transit Options:	1.3%

These survey results were consistent with the findings from the public workshop on October 8 as well as much of the public input from the 2008 Blueprints process. The new survey and workshop information was used to reevaluate the recommendations list from 2008 to create a new list of recommendations for the community. A second meeting was held on October 22 to gain feedback from the community on these new recommendations. This survey is meant to supplement this meeting for those not able to attend. While the updated plan contains more recommendations than the items listed below, in interest of keeping the survey brief, the following draft recommendations reflect those areas believed to be of the greatest concern to the Collier Village community.

1. Please provide your thoughts on the following recommendation: Until longer-term improvements can be made in the area, traffic light installation should be explored for the intersections of Collier and Emery and at Beck and Howell Mill. All traffic signals in the Village should be interconnected with technology to optimize signal timing.

Agree:	67%
Disagree:	25%
Unsure/No Opinion:	8%

2. Please provide your thoughts on the following recommendation: Improve bicycle and pedestrian use of I-75 underpass on Collier Road and bridge over I-75 on Howell Mill. Improve traffic on Collier Road near underpass by moving height limitation signage further away from the bridge to avoid unnecessary U-turns by trucks.

Agree:	79%
Disagree:	1%
Unsure/No Opinion:	4%

3. Please provide your thoughts on the following recommendation: 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).

Agree:	84%
Disagree:	8%
Unsure/No Opinion:	8%

4. Please provide your thoughts on the following recommendation: In the long term, require underground utilities. In the interim, encourage the consolidation of overhead utilities to improve aesthetics and safety.

Agree:	96%
Disagree:	4%
Unsure/No Opinion:	0%

5. Please provide your thoughts on the following recommendation: Encourage any new internal streets to conform to an internal "grid" network planned in advance.

Agree:	83%
Disagree:	4%
Unsure/No Opinion:	13%

6. Please provide your thoughts on the following recommendation: Encourage park and walk opportunities including well located and marked parking facilities with centralized management to serve the entire Collier Village area.

Agree:	87%
Disagree:	4%
Unsure/No Opinion:	9%

7.2 2013 UPDATES AND EDITS TO 2008 BLUEPRINTS

This list identifies significant changes made to the 2008 Blueprints Report to create this 2013 update. The page numbers refer to the pages in this document, and do not necessarily match page numbers in the 2008 document. A copy of the 2008 Blueprints report is located here:
http://www.georgiaconservancy.org/uploads/Blueprints/final-reports/Blueprints-2008-Collier_Village.pdf

Cover page
Replaced 2008 Master Plan with 2013 satellite image of Collier Village area

Page 15
Sewer and Stormwater: Last sentence added to reflect comments from October public workshops.

Page 16
Crosswalks: Last two sentences added to reflect comments from October public workshops
Linkage: Last sentence added to reflect bike lane construction since 2008.

Page 23
Truck Traffic: Second to last sentence, "Citizens have also brought attention to the issue of trucks making unnecessary U-turns at the underpass on Collier Road because the height clearance is not advertised well enough in advance of the tunnel" added to reflect comments from October public workshops.

Page 35
3.1.1 Existing Through Streets and Intersections Recommendations
Bullet 3 from 2008 document was removed due to recommendations made in Connect Atlanta transportation plan.
Bullet 5 was added to reflect comments from October public workshops.

Page 36
3.1.2 New Streets in the Village Recommendations
Bullets 2 and 4 from 2008 document were removed because of repetition and comments regarding the removal of Emery Street North from the plan from October public workshops.
Bullet 6 was added to reflect comments from October public workshops.

Page 36
3.1.3 Alternative Transportation Modes Recommendations
Text, "…and increased signage of existing infrastructure. Encourage bicycle path connections from Collier Village to existing and planning bicycle infrastructure" added to reflect comments from October public workshops.

Page 37
Transportation Strategies and Recommendations (Short Term) map updated to reflect loss of I-75 connection and Emery Street North connection, based on comments from October public workshops and new recommendations.

Page 38
Transportation Strategies and Recommendations (Long Term) map updated to reflect loss of I-75 connection and Emery Street North connection, based on comments from October public workshops and new recommendations.

Page 39
3.2.1 Pursue Quality of Life Zoning Strategy 4
Last sentence added to Strategy description to condense and combine 2008 Strategy 5 – "Foster Mix of Uses" as this is encouraged in Quality of Life Zoning recommendations. Therefore, 2008 Strategy 5 is no longer included in the 2013 document update.

Page 42
3.3.1 Improved Public Realm
Strategy edited to include the introduction of landscaping, green space. This reflects changes to the overall Strategy, which is now condensed to include recommendations from 2008 Strategies 6 (Improved Public Realm) and 7 (Environmental Design Overlay Guidelines). Environmental guidelines are now included in 2013 Strategy 5 as inclusive to elements of the improved public realm.

Recommendations
Bullet 6 changed to reflect interim possibility of consolidating overhead utilities, which may be more feasible for The Village before the ability to bury utilities underground. This reflects comments from October public workshops.

Bullet 8 added to reflect changes in Strategy 5 description wording and include information from 2008 Strategy 7, which was condensed for inclusion.

Page 45
Internal Street Grid Map (4) changed to reflect loss of I-75 connection and Emery Street North connection.

Page 47
Final Development Concept Map changed to reflect loss of I-75 connection and Emery Street North connection.

Page 48
Short Range Illustrative Plan changed to reflect loss of Emery Street North connection.
Urban Design Interventions bullet 3 (2008) deleted to reflect change and loss of Emery Street North connection.

Page 49
Long Range Illustrative Plan changed to reflect loss of I-75 connection and Emery Street North connection.

Page 52
Short & Long Term Transportation Illustrations
Bullet 6 from 2008 document deleted to reflect change of I-75 connection.

Page 53
Proposed Transportation System map changed to reflect loss of I-75 connection and Emery Street North connection.

Page 54
Labeled blocks map changed to reflect loss of I-75 connection and Emery Street North connection.

Page 57
Final Scenario Estimate Intersection Traffic Counts map changed to reflect loss of I-75 connection and Emery Street North connection.

Page 59
Action Plan Strategies and Recommendations altered to reflect 2013 recommendation updates, per changes from pages 35, 36, 37, 38, 39 and 42.

Back Page
Satellite image from 2008 replaced with 2013 updated master plan.

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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 in partnership with the Urban Land Institute and the Greater Atlanta Homebuilders hosted its first *Blueprints for Successful Communities* symposium in 1995. 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

BLUEPRINTS
for successful communities

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