

# HUFF ROAD MULTIMODAL STUDY

EXISTING CONDITIONS ANALYSIS

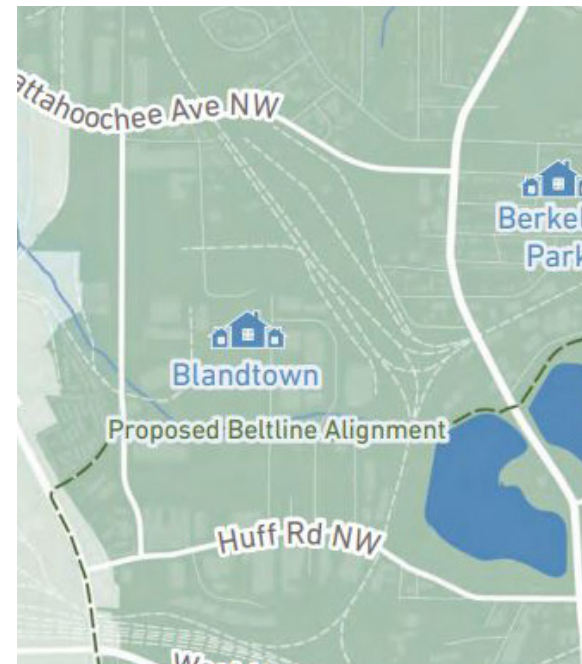


# Purpose

## Planning and Designing for a Multimodal Huff Road

The Upper Westside Community Improvement District (UWCID) was created in 2016 to meet the demands of the unparalleled growth that this historically industrial area has seen. New residential developments and businesses have put pressures on roads that have traditionally been used for lower volumes of freight traffic. The Upper Westside's transportation network is evolving beyond its industrial and auto-centric history. Huff Road, specifically, is a pivotal east-west corridor for pedestrians, bicycles, transit, and automobiles. The UWCID has partnered with Toole Design Group to create a multimodal corridor that improves the connectivity of the district, improve the vibrancy of the public realm, and serve as a replicable model for transforming industrial roadways into streets for people.

The existing conditions analysis reviews previous planning initiatives such as the 2021 Upper Westside Masterplan, includes a crash analysis, assesses the impact of planned developments on traffic and the available right of way, and documents future land use and zoning. This existing conditions analysis includes a multimodal traffic study to inform recommendations on how to retool Huff Road's lane configurations, bus stop amenities, and enhance connectivity to and from local destinations.



Blandtown Neighborhood from Upper Westside Masterplan

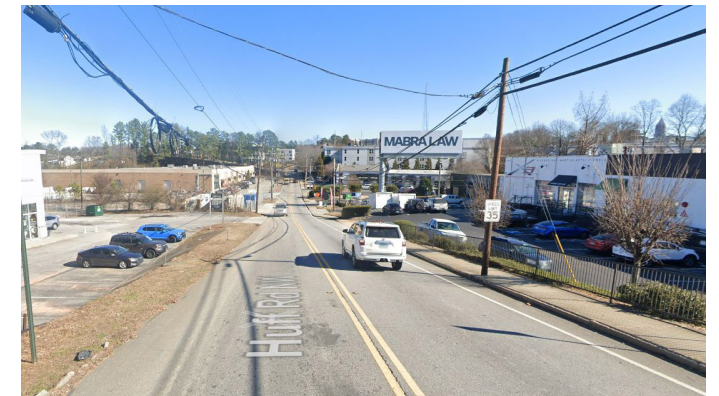


View of Huff Road facing West.

# Understanding the Context

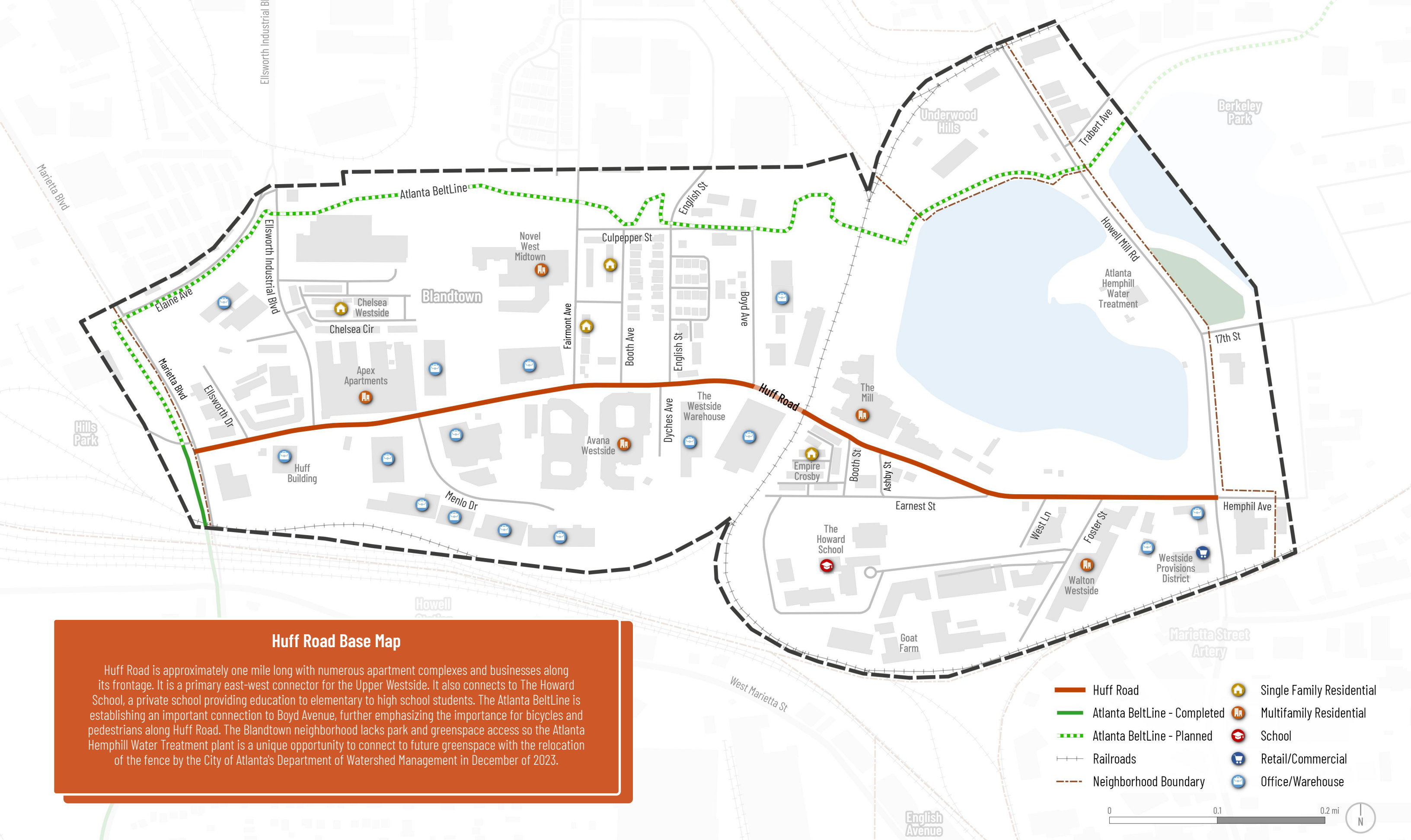
## Physical, Safety, and Regulatory Conditions of the Study Area

Huff Road is a predominantly two-lane major collector that runs east-west in the Blandtown neighborhood between Howell Mill Road and Marietta Boulevard. It is just under one mile in length and crosses over an active rail line. Historically, Huff Road was an industrial corridor but over the last 60 years it's transitioned from heavy-industrial to a combination of light-industrial, commercial, and residential. Today, this short roadway is lined with townhomes, apartment complexes, showrooms, restaurants, and the Atlanta Waterworks. For all these residents and retailers, Huff Road is their lifeline due to the lack of a street grid. The announcement of the Atlanta BeltLine in the early 2000s spurred a wave of residential redevelopment in the Blandtown neighborhood. Its imminent construction will lead to more residential and commercial growth, creating even more demand for the constrained and congested corridor.



Huff Road has some unique challenges for a multimodal transformation including new developments built to edge of the the narrow right-of-way, commercial shops using former industrial sites with parking to the right of way, incomplete sidewalks, and a bridge over the railroad.





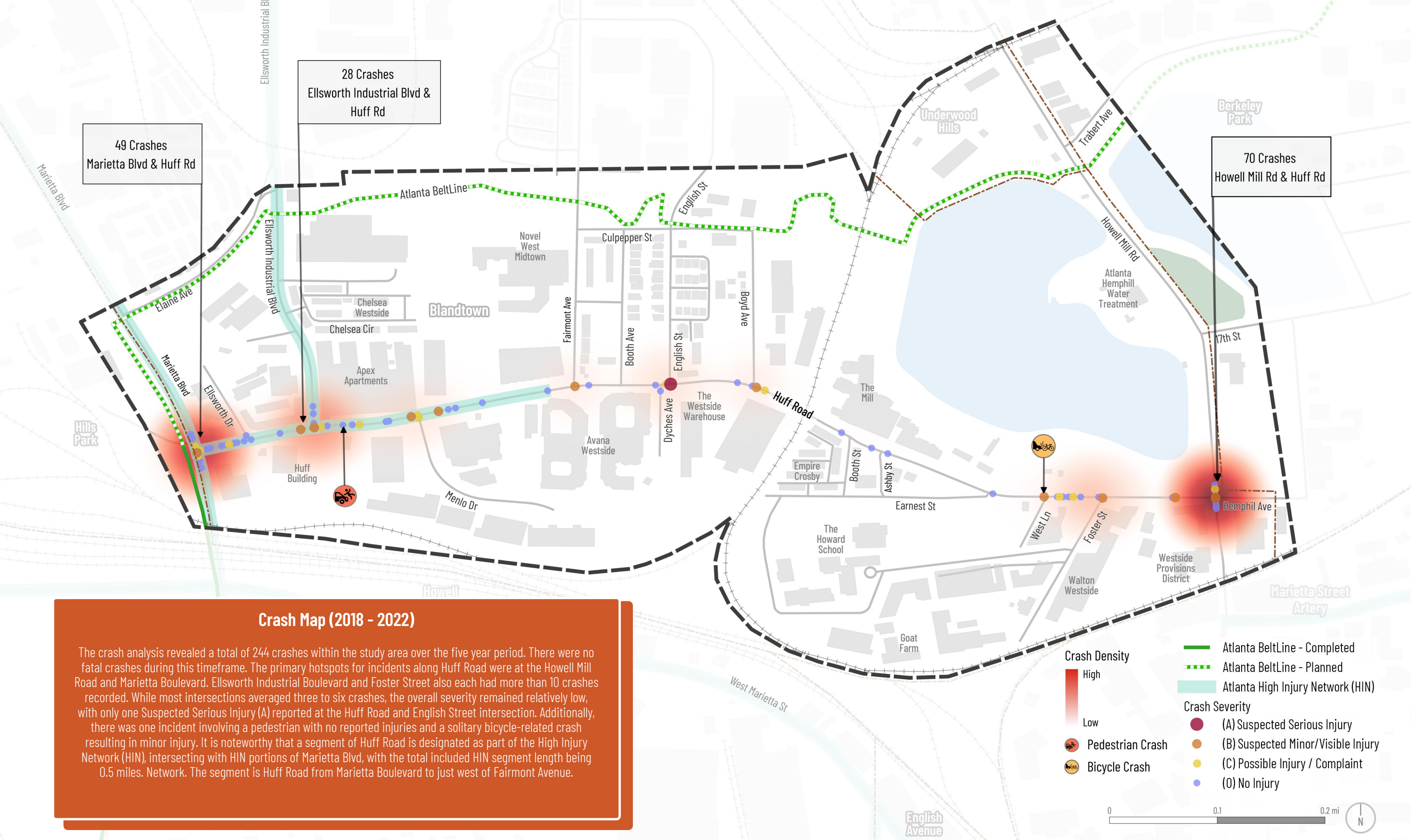
**Huff Road Base Map**

Huff Road is approximately one mile long with numerous apartment complexes and businesses along its frontage. It is a primary east-west connector for the Upper Westside. It also connects to The Howard School, a private school providing education to elementary to high school students. The Atlanta BeltLine is establishing an important connection to Boyd Avenue, further emphasizing the importance for bicycles and pedestrians along Huff Road. The Blandtown neighborhood lacks park and greenspace access so the Atlanta Hemphill Water Treatment plant is a unique opportunity to connect to future greenspace with the relocation of the fence by the City of Atlanta's Department of Watershed Management in December of 2023.

- Huff Road
- Atlanta BeltLine - Completed
- Atlanta BeltLine - Planned
- Railroads
- Neighborhood Boundary
- Single Family Residential
- Multifamily Residential
- School
- Retail/Commercial
- Office/Warehouse

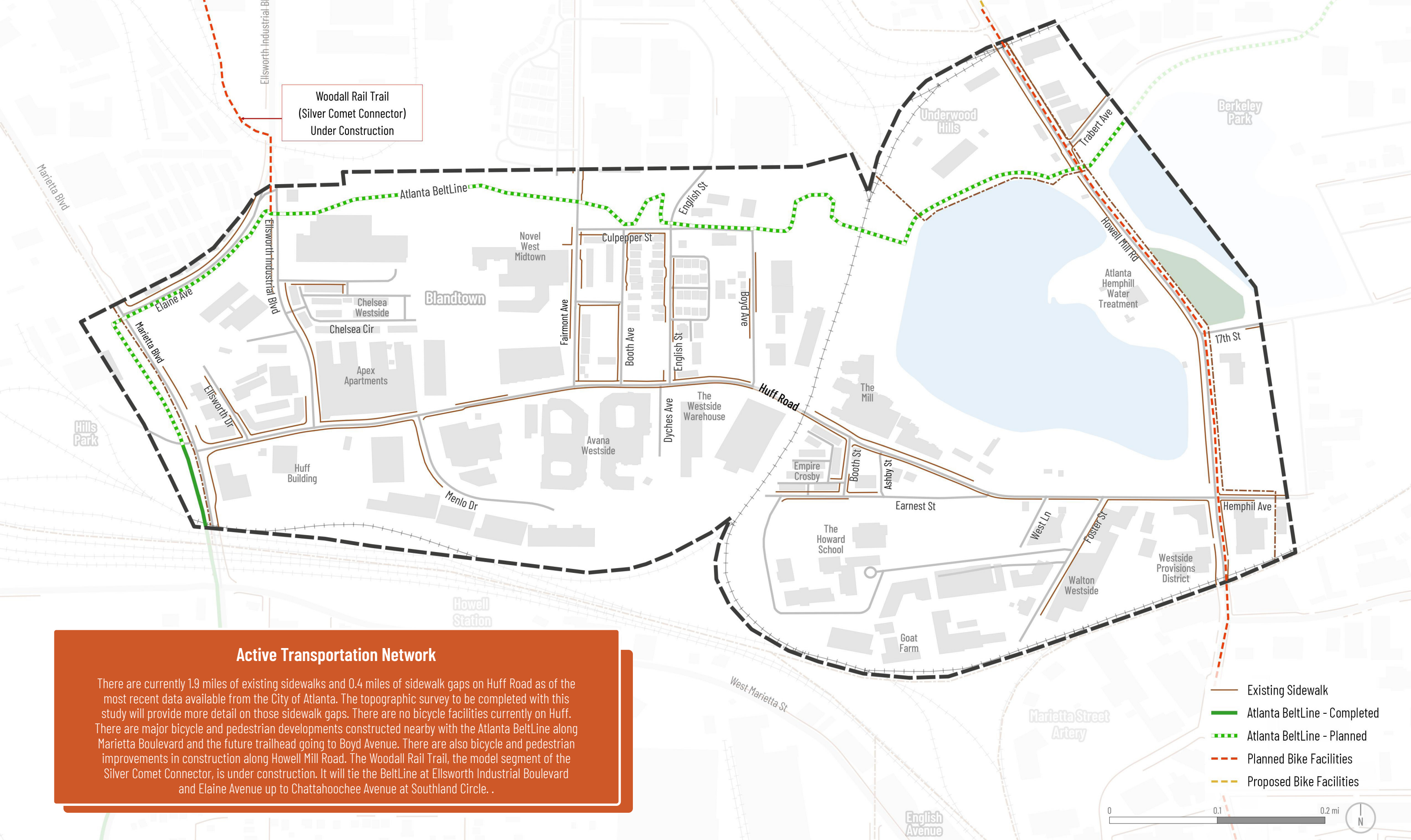











The crash analysis revealed a total of 244 crashes within the study area over the five year period. There were no fatal crashes during this timeframe. The primary hotspots for incidents along Huff Road were at the Howell Mill Road and Marietta Boulevard. Ellsworth Industrial Boulevard and Foster Street also each had more than 10 crashes recorded. While most intersections averaged three to six crashes, the overall severity remained relatively low, with only one Suspected Serious Injury (A) reported at the Huff Road and English Street intersection. Additionally, there was one incident involving a pedestrian with no reported injuries and a solitary bicycle-related crash resulting in minor injury. It is noteworthy that a segment of Huff Road is designated as part of the High Injury Network (HIN), intersecting with HIN portions of Marietta Blvd, with the total included HIN segment length being 0.5 miles. Network. The segment is Huff Road from Marietta Boulevard to just west of Fairmont Avenue.





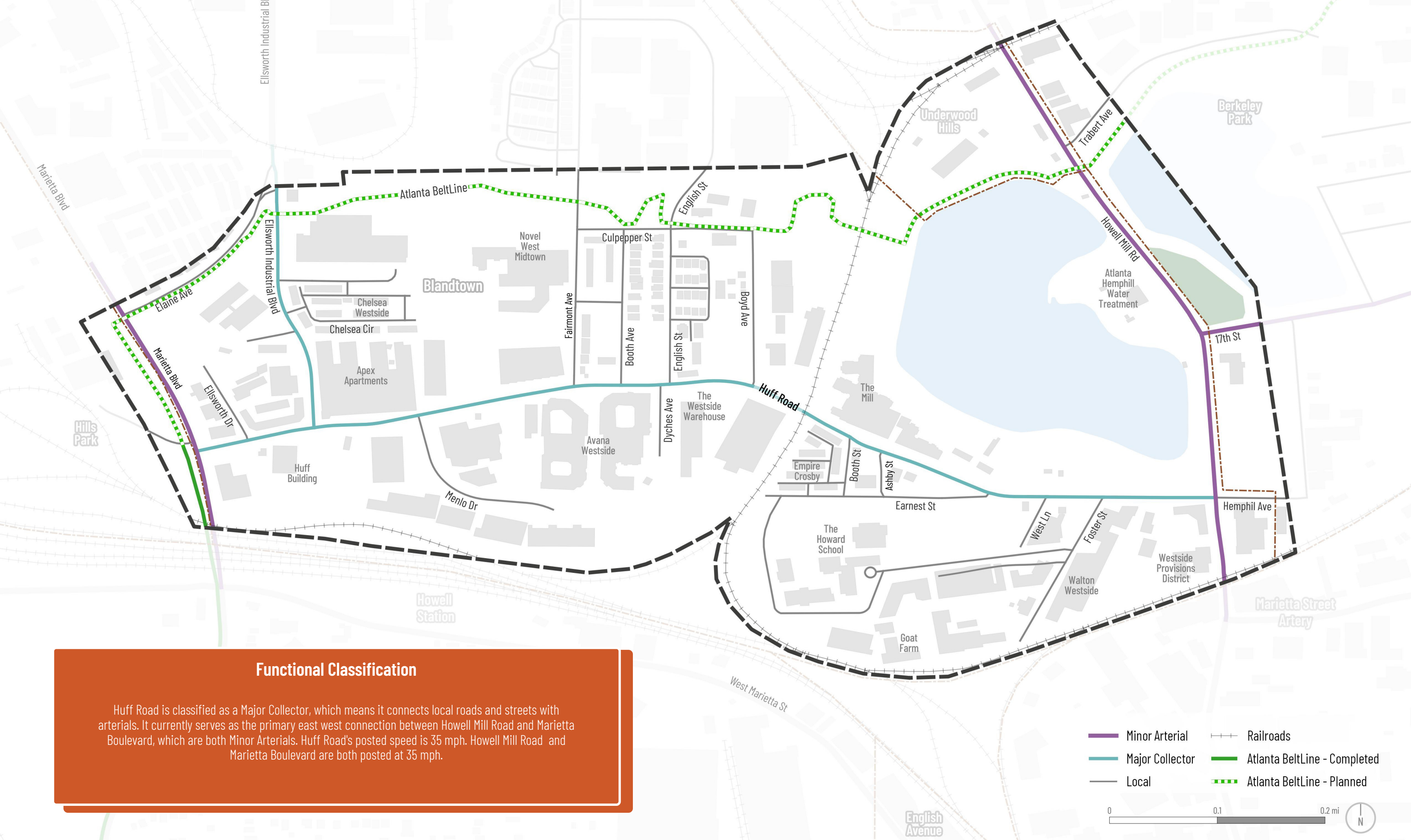
### Active Transportation Network

There are currently 1.9 miles of existing sidewalks and 0.4 miles of sidewalk gaps on Huff Road as of the most recent data available from the City of Atlanta. The topographic survey to be completed with this study will provide more detail on those sidewalk gaps. There are no bicycle facilities currently on Huff. There are major bicycle and pedestrian developments constructed nearby with the Atlanta BeltLine along Marietta Boulevard and the future trailhead going to Boyd Avenue. There are also bicycle and pedestrian improvements in construction along Howell Mill Road. The Woodall Rail Trail, the model segment of the Silver Comet Connector, is under construction. It will tie the BeltLine at Ellsworth Industrial Boulevard and Elaine Avenue up to Chattahoochee Avenue at Southland Circle.

-  Existing Sidewalk
-  Atlanta BeltLine - Completed
-  Atlanta BeltLine - Planned
-  Planned Bike Facilities
-  Proposed Bike Facilities







**Functional Classification**

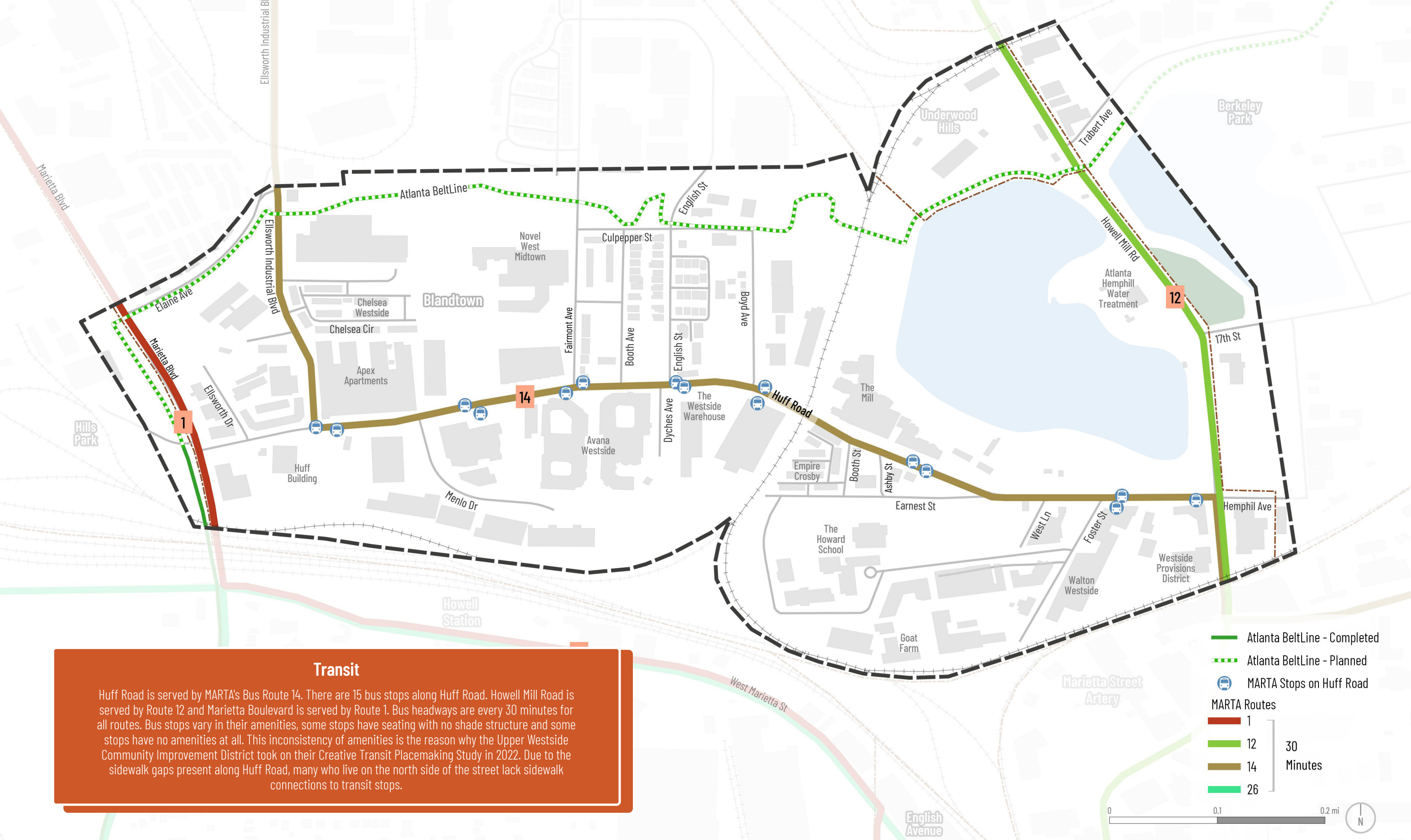
Huff Road is classified as a Major Collector, which means it connects local roads and streets with arterials. It currently serves as the primary east west connection between Howell Mill Road and Marietta Boulevard, which are both Minor Arterials. Huff Road's posted speed is 35 mph. Howell Mill Road and Marietta Boulevard are both posted at 35 mph.

|                 |                              |
|-----------------|------------------------------|
| Minor Arterial  | Railroads                    |
| Major Collector | Atlanta BeltLine - Completed |
| Local           | Atlanta BeltLine - Planned   |

0 0.1 0.2 mi

N

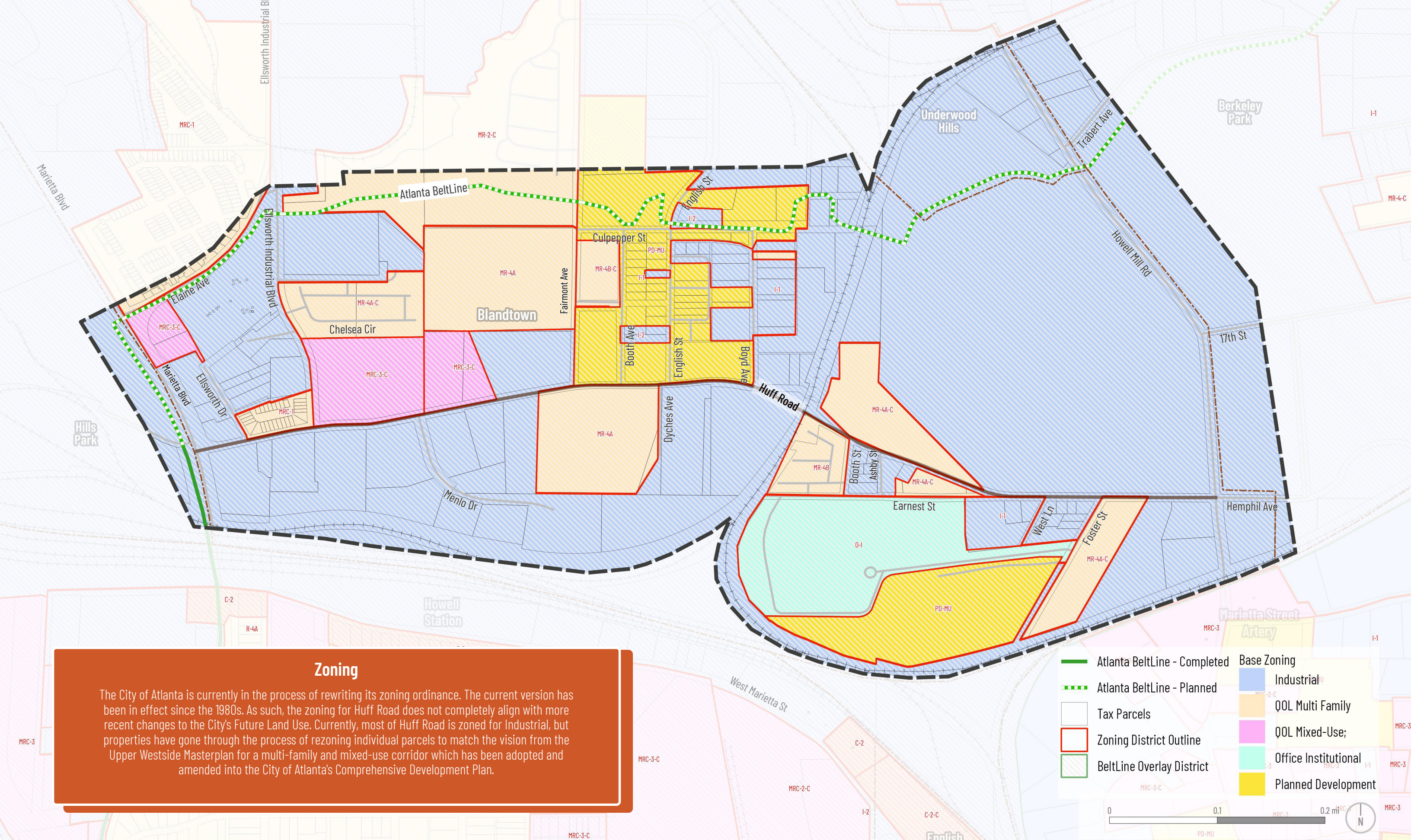




**Transit**

Huff Road is served by MARTA's Bus Route 14. There are 15 bus stops along Huff Road. Howell Mill Road is served by Route 12 and Marietta Boulevard is served by Route 1. Bus headways are every 30 minutes for all routes. Bus stops vary in their amenities, some stops have seating with no shade structure and some stops have no amenities at all. This inconsistency of amenities is the reason why the Upper Westside Community Improvement District took on their Creative Transit Placemaking Study in 2022. Due to the sidewalk gaps present along Huff Road, many who live on the north side of the street lack sidewalk connections to transit stops.





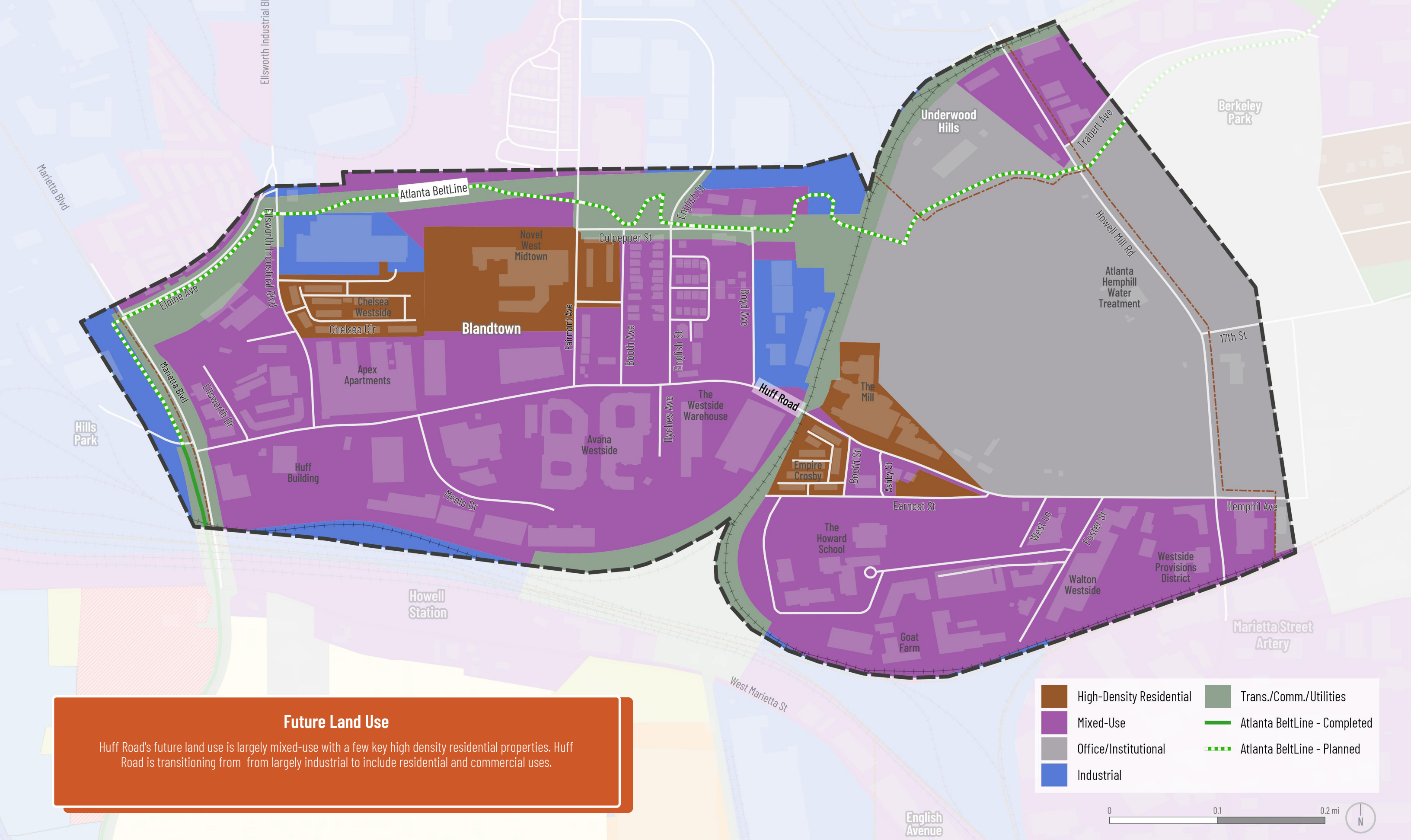
### Zoning

The City of Atlanta is currently in the process of rewriting its zoning ordinance. The current version has been in effect since the 1980s. As such, the zoning for Huff Road does not completely align with more recent changes to the City's Future Land Use. Currently, most of Huff Road is zoned for Industrial, but properties have gone through the process of rezoning individual parcels to match the vision from the Upper Westside Masterplan for a multi-family and mixed-use corridor which has been adopted and amended into the City of Atlanta's Comprehensive Development Plan.

- Atlanta BeltLine - Completed
- - - Atlanta BeltLine - Planned
- Tax Parcels
- Zoning District Outline
- BeltLine Overlay District
- Industrial Industrial
- QOL Multi Family QOL Multi Family
- QOL Mixed-Use; QOL Mixed-Use;
- Office Institutional Office Institutional
- Planned Development Planned Development







**Future Land Use**

Huff Road's future land use is largely mixed-use with a few key high density residential properties. Huff Road is transitioning from from largely industrial to include residential and commercial uses.

|  |  |
|--|--|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: brown; border: 1px solid black;"></span> High-Density Residential | <span style="display: inline-block; width: 15px; height: 15px; background-color: green; border: 1px solid black;"></span> Trans./Comm./Utilities |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: purple; border: 1px solid black;"></span> Mixed-Use               | <span style="display: inline-block; width: 15px; border-bottom: 2px solid green; margin-right: 5px;"></span> Atlanta BeltLine - Completed        |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: grey; border: 1px solid black;"></span> Office/Institutional      | <span style="display: inline-block; width: 15px; border-bottom: 2px dashed green; margin-right: 5px;"></span> Atlanta BeltLine - Planned         |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: blue; border: 1px solid black;"></span> Industrial                |  |

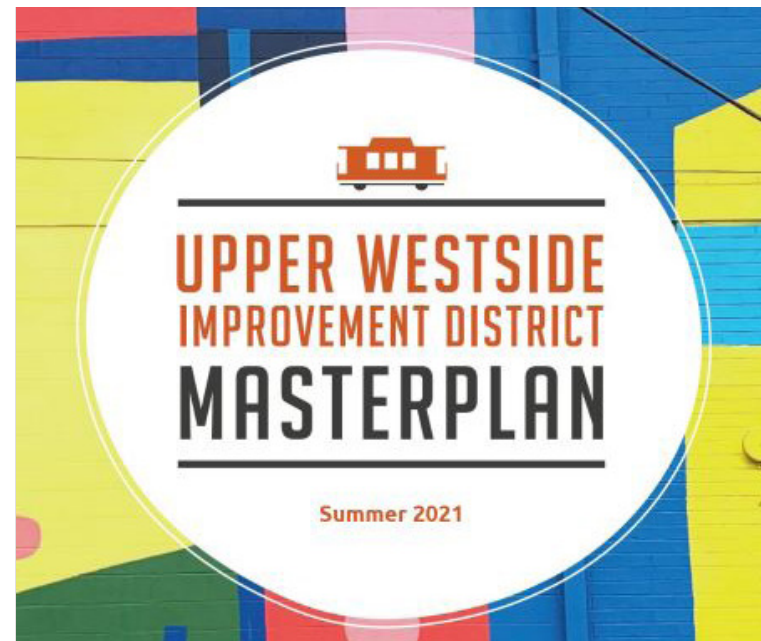
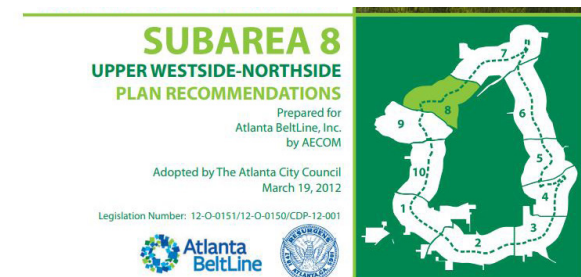
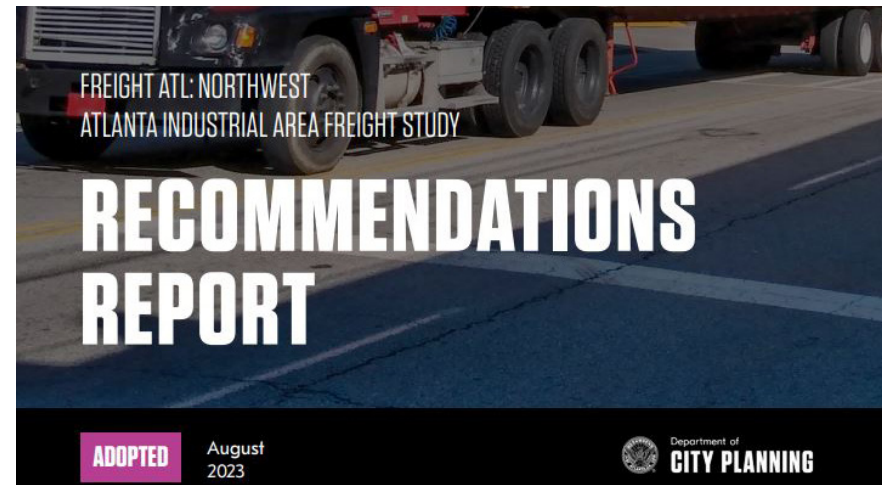
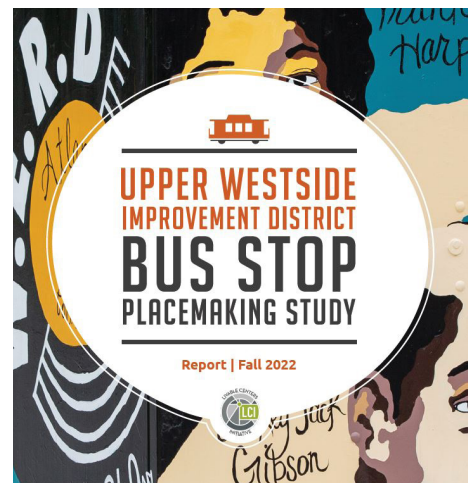




# Policies, Plans, and Programs

## Planning to transform an industrial corridor into a vibrant public street.

Huff Road has been involved in multiple policy and planning efforts as early as the Connect Atlanta Plan from 2008 to the most recent planning effort in 2023 with Freight ATL: Northwest. Each plan reiterates the importance for Huff Road to be a safe, accessible, and vibrant street with multimodal access for residents and visitors due to its shift from an industrial road to a residential and commercial street.



Plans and Programs that have made recommendations on Huff Road in the last two decades.

## Connect Atlanta Plan (2008)

The Connect Atlanta Plan is the City of Atlanta's Comprehensive Transportation Plan. Huff Road is mentioned in Chapter 4.9 for the Howell Mill and Chattahoochee Corridors. Huff Road is proposed to be widened to three lanes to allow for a two-way left turn lane for driveway access. Connect Atlanta emphasizes this is an important widening due to the new residential development introduced to the corridor. It is placed as a Tier 9 of the 10 Tiers of projects from Connect Atlanta.

## Atlanta BeltLine Subarea 8 Master Plan (2012)

The Subarea 8 Master Plan includes the portion of the Atlanta BeltLine that is in Atlanta's Upper Westside. Huff Road is identified as a key corridor due to it being proposed for a transit station nearby. The below table lists the improvements to Huff Road recommended by the plan.



Elaine Station Concept from the Subarea 8 Master Plan.

| Project ID | Project Name                      | Project Type                 | Project Description  |
|------------|-----------------------------------|------------------------------|--|
| I-2        | Huff Road/Ellsworth Industrial    | Intersection Improvement     | Add traffic signal as traffic volume and safety conditions warrant.  |
| I-3        | Huff Road/Foster Street           | Intersection Improvement     | New signalized intersection.   |
| I-4        | Huff Road/Howell Mill Road        | Intersection Improvement     | Add eastbound left turn lane capacity to accommodate projected traffic increases from regional background growth and new development.                  |
| I-20       | Marietta Boulevard/Huff Road      | Intersection Improvement     | Add westbound left-turn storage lane on intersection approach.   |
| I-21       | Fairmont Avenue/Huff Road         | Intersection Improvement     | New signalized intersection.   |
| OC-2       | Huff Road Operational Improvement | Operational/Capacity         | RW-002 from Connect Atlanta Transportation Plan; widening to accommodate left turn lane. Project scope should include sidewalks and transit amenities. |
| TR-2       | Huff Road Trail                   | Bike/Ped                     | Multi-use Atlanta BeltLine spur trail to connect to new development along Huff Road to Atlanta BeltLine's multi-use path.                              |
| NR-4       | New Connection                    | New Privately Funded Roadway | New road connection south of Huff Road.  |
| NR-33      | New North-South Connection        | New Privately Funded Roadway | New connection from Huff Road to proposed Atlanta BeltLine Station.  |

## Connect Atlanta Plan Progress Report (2013)

In Connect Atlanta's Progress Report from 2013, Huff Road's widening project status stated that the project was in planning and preliminary design between the CSX railroad and Howell Mill Road by a private developer.

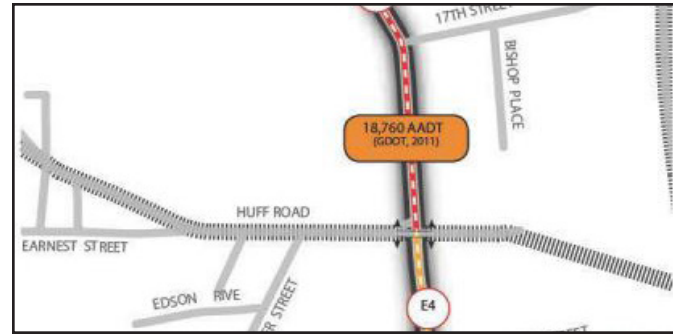
The 2012 Regional Transportation Referendum included a project called the "Huff Road Corridor Improvements." This project was to widen Huff Road from the CSX railroad bridge to Howell Mill Road to two travel lanes and a two-way left-turn lane, add sidewalks and a multi-use path connection to the Atlanta BeltLine corridor.

The Atlanta BeltLine Subarea 8 Master Plan was developed in between the time of the original Connect Atlanta Plan and the Progress Report. All the projects mentioned in the Subarea 8 Plan were submitted to be included in the Connect Atlanta Plan.



## Cycle Atlanta: Phase 1.0 Study (2015) and Cycle Atlanta 2.0 Study (2018)

Huff Road is not recommended for bicycle facilities in Cycle Atlanta 1.0. It is recommended as an alternative study corridor for Corridor B as for bike lanes and buffered bike lanes on Marietta Street. There are no specific design recommendations for Huff Road as an alternative. Huff Road has no projects in Cycle Atlanta 2.0.



Huff Road as an alternative corridor for Cycle Atlanta 1.0.

## Atlanta City Design (2017)

The area around Huff Road is identified as a "Growth Area" in Atlanta City Design, with the northern side of the street in the Blandtown Neighborhood being a "Conservation Area". The Growth Areas means that Huff Road is an area that is suitable to taking on additional growth. Huff Road is within the Corridor designation of Growth Area. With better design these corridors can become main streets for a vibrant public life beyond the city core. Blandtown is considered a "Conservation Area" which aims to protect its unique character and neighborhood.

## Atlanta's Transportation Plan (2018)

Atlanta's Transportation Plan includes projects and policies focused on accommodating the growth envisioned from Atlanta City Design. Below are the ones relative to the design of Huff Road,

- Safer Streets: Create and manage a data-driven process to identify and improve streets that contribute to traffic injuries and fatalities.
- Placemaking: Use streets as a community asset, with opportunities for public art and green spaces.
- Bicycle and Pedestrian Network: Build out the on- and off-street bike network, continue expansion of bikeshare, and build and repair sidewalks and curb cuts.

The High Injury Network (2012 - 2016) from Atlanta's Transportation Plan included portions of Huff Road, Marietta Boulevard to Menlo Drive and Foster Street to Howell Mill Road. The High Injury Network also includes the intersections of Ellsworth Boulevard and Huff Road (High Score), Fairmont Avenue and Huff Road (High Score), Earnest Street and Huff Road (Highest Score), and Howell Mill Road and Huff Road. The Plan does not include specific recommendations for Huff Road but establishes a general framework for instituting a more vibrant public realm envisioned from Atlanta City Design.

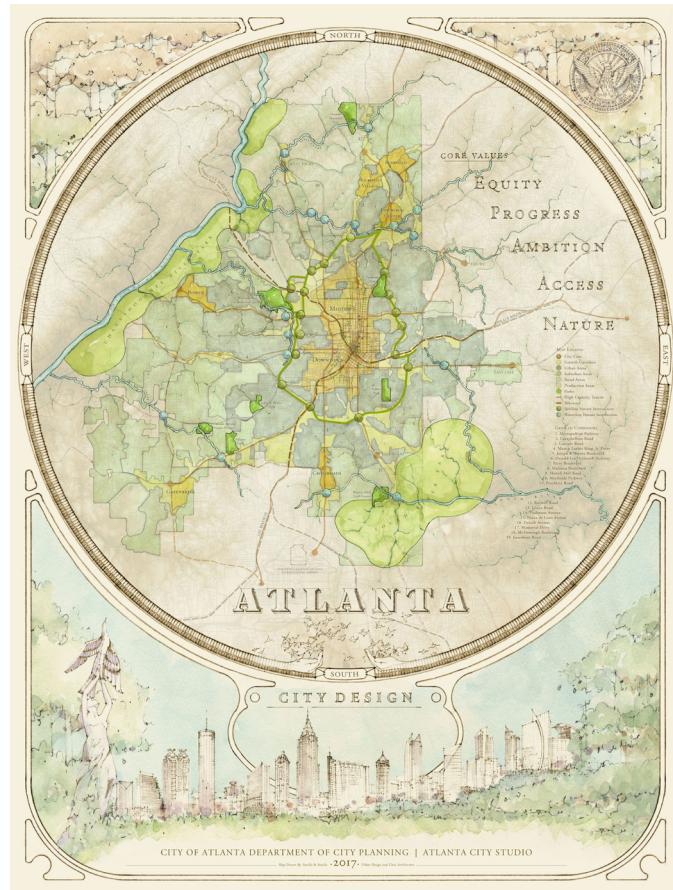


Image of Atlanta City Planning design poster. (2019)



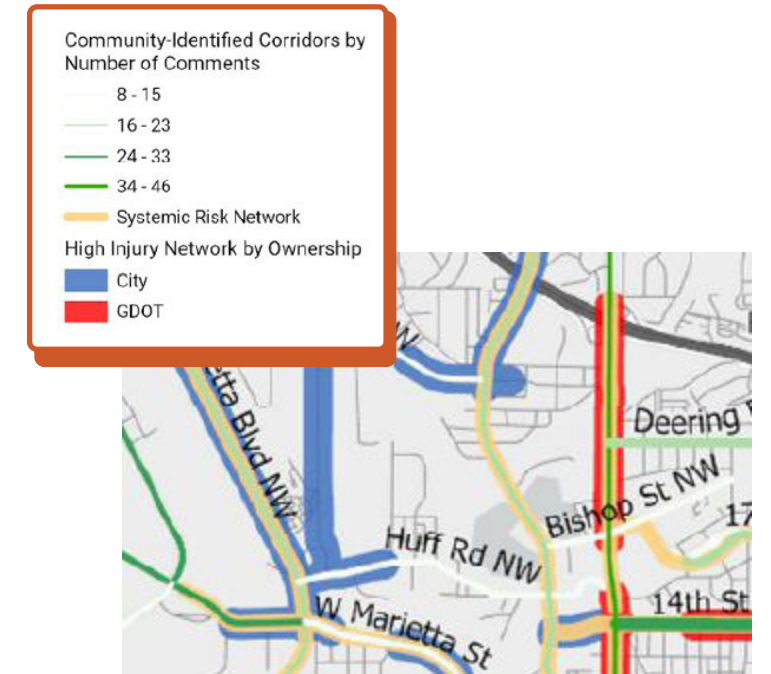
Cover page from Atlanta's Transportation Plan.

## Vision Zero Action Plan (2023)

Vision Zero is Atlanta's commitment to zero fatal or serious injuries on City streets by 2040.

Huff Road is mentioned as a Triple Threat Street, meaning it contains all three major data analysis maps within the Atlanta Vision Zero Action Plan: Combined risk network (High Injury network (HIN) + Systemic Risk Network), and Community Feedback segments. The segment is Huff Road from from Marietta Boulevard to just west of Fairmont Avenue.

Because portions of Huff Road are designated as part of the HIN, and Huff Road shares intersections with HIN portions of Marietta Boulevard, the below table represents actions from the implementation plan that support Huff Road's redesign for multimodal improvements.



| ID  | ACTION  | LEAD AGENCY | SUPPORT AGENCY   | TIMELINE   |
|-----|---|-------------|--|------------|
| H1  | Conduct multimodal road safety audits along all HIN corridors.  | ATLDOT      | GDOT, CIDs, Atlanta Regional Commission, NPU, PropelATL, corridor stakeholders | 1-5 years  |
| H2  | Develop Vision Zero scoping studies for all HIN corridors - determine safer street designs and address frequent crash types, systemic risk factors, travel speeds, multimodal facilities, crossing frequencies and distances, and lighting.   | ATLDOT      | CIDs, GDOT, Atlanta Regional Commission  | 1-5 years  |
| H3  | Develop cost estimates and funding strategies for projects identified through Vision Zero scoping studies to inform City, Transportation Special Purpose Local Option Sales Tax (TSPLOST), and grant funding.   | ATLDOT      | GDOT   | 1-5 years  |
| H4  | Use the HIN to inform transit planning and investments - bus route and network organization, bus stop replacements, and transit station access.   | MARTA       | ATLDOT, GDOT   | 1-5 years  |
| H5  | Assess pavement and striping conditions along the HIN roadways; identify locations to use repaving and restriping to implement safer road designs; coordinate with resurfacing and restriping programs (i.e., Local Maintenance and Improvement Grant) to prioritize and implement necessary locations. | ATLDOT      | CIDs, GDOT   | 1-5 years  |
| H6  | Prohibit Right Turns on Red in the city; install signage, starting with intersections along the HIN.  | ATLDOT      | CIDs, GDOT   | 1-5 years  |
| H7  | Upgrade, replace, or install lighting along the length of the HIN, especially at pedestrian crossing locations.   | ATLDOT      | CIDs, GDOT   | 1-5 years  |
| H8  | Add leading pedestrian intervals (LPIs) at intersections on the HIN.  | ATLDOT      | GDOT   | 1-5 years  |
| H9  | Assess travel speeds along the HIN, using signal timing, signage, or enforcement to reinforce citywide 25 MPH speed limit (or applicable) and reduce speeding.  | ATLDOT      | GDOT, CIDs   | 1-5 years  |
| H10 | Build complete walkway and bikeway networks along the HIN, consistent with city plans.  | ATLDOT      | GDOT, CIDs, PropelATL  | 5-10 years |

Table 9 from the Vision Zero Action Plan



## Plan A: City of Atlanta Comprehensive Development Plan (2021)

City of Atlanta's Comprehensive Development Plan designates most of the land around Huff Road as Mixed-Use. This can be low density, medium density, and high density to better encourage the appropriate scale and intensity of development. Plan A further identifies the land around Huff Road to be an Industrial Live-Work Area in their character area planning. Industrial Live-Work Areas mix light industrial activities close to residential housing, retail, art galleries, small offices, and amenities like pocket parks. In general, these are areas that are experiencing investment and are transitioning from industrial uses to non-industrial uses. The following development policies are recommended by the plan for the area around Huff Road that could impact either street design or the multimodal use of Huff Road.

| Policy | Description  |
|--------|--|
| ILW 1  | Preserve the live-work character of the neighborhoods.   |
| ILW 2  | Promote the preservation and rehabilitation of historical and potentially historic buildings, particularly industrial buildings 50 years or older. |
| ILW 3  | Encourage remediating brownfields (i.e., known or suspected environmentally contaminated properties).  |
| ILW 4  | Preserve active industrial uses, as appropriate, to support logistics, warehousing, and industrial businesses and jobs in Atlanta.                 |
| ILW 5  | Support makerspaces and attract small-scale manufacturers to these areas.  |
| ILW 6  | Ensure new construction is compatible with the design and density of the historical industrial development.  |
| ILW 7  | Maintain or provide appropriate buffers and transitions between Live-Work areas and adjacent areas.  |
| ILW 8  | Promote compact pedestrian-oriented urban design with smaller blocks and connected streets when redeveloping large industrial lots.                |



(VIRGINIA HIGHLAND)



(EAST MIDTOWN)



(FAIRLIE-POPLAR)

Illustrations of low, medium, and high density from Plan A.

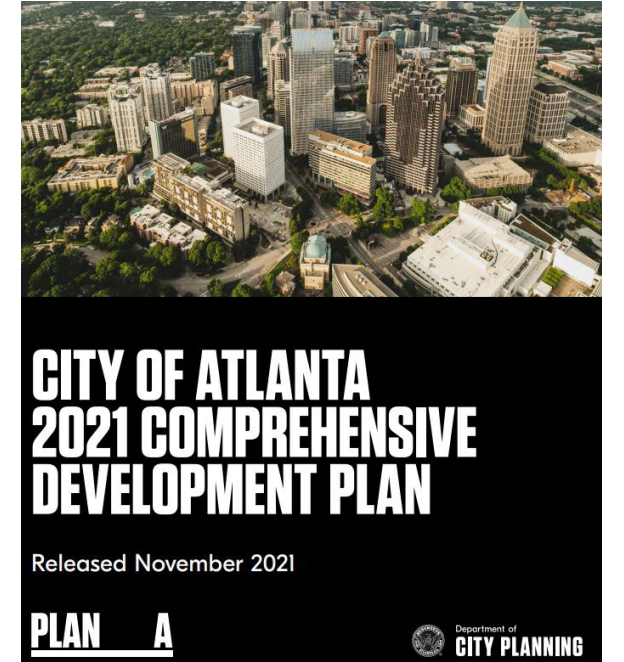


Examples of residential density from Plan A.

Plan A also has specific policy and program recommendations for goals set out by the Comprehensive Development Plan. Policies and programs that could impact Huff Road are included in the table below.

### RELEVANT POLICIES AND ACTIONS:

- Vision Zero
- Micro-Mobility
- Transit
- Curb Management
- Access to Jobs, Services, & More
- Transportation Financing
- Project Delivery
- Thriving Neighborhoods
- Streets



| Section                            | Policy  | Description   |
|------------------------------------|---------|---|
| Vision Zero                        | TP 1.2  | Redesign high-injury corridors and intersections with the community and agency partners.  |
| Vision Zero                        | TP 1.3  | Reduce and implement, via technology, new speed limits on City streets.   |
| Vision Zero                        | TP 1.6  | Implement and expand programs that will create safer neighborhood streets through placemaking and tactical urbanism.  |
| Micro-Mobility                     | TP 2    | Make walking, bicycling, and other micro-mobility safer and more pleasant transportation options for all.   |
| Micro-Mobility                     | TP 2.3  | Expand the on-street bicycle network and add protected light individual (LIT) lanes for bicycle and micro-mobility safety.  |
| Micro-Mobility                     | TP 2.6  | Develop neighborhood greenways that prioritize walking and biking through residential areas.  |
| Transit                            | TP 3.3  | Increase transit access and comfort by improving sidewalk connectivity to transit stops, adding more bus shelters and increasing seating, and transit information at transit stops. |
| Curb Management                    | TP 4    | Manage parking to balance the diverse needs of Atlanta's merchants, commuters, and residents.   |
| Access to Jobs, Services, and More | TP 5    | Make it easier to access jobs and services without a car.   |
| Transportation Financing           | TP 6.7  | Partner with CIDs to fund the development and maintenance of transportation infrastructure.   |
| Project Delivery                   | TP 7    | Deliver transportation projects faster and more efficiently.  |
| Thriving Neighborhoods             | ED 11.2 | Improve pedestrian mobility and pedestrian focused public spaces in Atlanta's neighborhood commercial districts.  |
| Streets                            | UD 1    | Leverage phased implementation to more quickly implement and test new ideas in the public realm.  |
| Streets                            | UD 2    | Integrate urban design considerations into the City's process for capital improvements.   |



# BIG IDEAS FOR THE UPPER WESTSIDE

**1**

**Retrofit Roads for All users**

**2**

**Go Off-Road**

**3**

**Improve the Transit Experience**

**4**

**Build Strategic Road Segments**

**5**

**Acquire Land for Recreation**

**6**

**Reveal Hidden Nature**

**7**

**Reclaim waterworks for the Public**

**8**

**Codify Character Through Zoning**

**9**

**Influence Future Landmark Developments**

**10**

**Support the Georgia Tech Innovation Ecosystem**

**11**

**Announce the Upper Westside**

## Upper Westside Improvement District Masterplan (2021)

The Upper Westside Improvement District Masterplan establishes 11 big ideas for the Upper Westside Community Improvement District (UWCID) and focuses on strategic investments and projects that fill in the gap between the market and local government. The projects proposed that could have an impact on the multimodal study are in the table below.

| Big Idea                              | CIP  | Description   |
|---------------------------------------|------|---|
| Retrofit Road for All Users           | RR1  | Howell Mill Road - Implement the Howell Mill Road Bike and Pedestrian Study which called for raised bike lanes, wide sidewalks, and driveways closures to improve safety. Implement additional improvements to the intersections at Chattahoochee Avenue and Defoor Avenue to improve vehicular efficiency while improving safety for all users.  |
| Retrofit Road for All Users           | RR4  | Huff Road - Repair and complete sidewalks and ADA ramps. Add protected bicycle facilities or a multi-use path, new crosswalks, street trees, furniture, and lighting. The addition of bike and pedestrian improvements will require widening the bridge over the railroad or creating a new parallel bridge.  |
| Retrofit Road for All Users           | RR7  | Ellsworth Industrial Boulevard - Use excess road width to create a north-south streetscape for bikes and pedestrians. Fill sidewalk gaps and add dedicated bicycle facilities, mid-block crosswalks, and landscape enhancements. Realign Elaine Avenue with all-way stop control to improve intersection safety, and repurpose remaining right-of-way into a pocket park with possible green infrastructure improvements.   |
| Retrofit Road for All Users           | RR10 | Marietta Boulevard - Expand the narrow bridge over the railroad between Huff Road and W. Marietta Street or add a parallel bike and pedestrian bridge. Extend BeltLine from Huff Road to Elaine Avenue. Signalize Elaine Avenue intersection. Add pedestrian facilities and fill sidewalk gaps north of Elaine Avenue.  |
| Improve the Transit Experience        | MM1  | Bus Stop Improvements - Provide amenities at MARTA bus stops that improve the bus ridership experience including seating, lighting, shade, greenery, art, cooling stations, charging stations, Wi-Fi, and real time bus information.  |
| Improve the Transit Experience        | MM2  | Low-Stress Facilities - Provide accessible sidewalks and low-stress bicycle facilities that connect to transit stops/stations along transit route corridors.  |
| Improve the Transit Experience        | MM3  | Bicycle Parking - Provide secure bicycle parking at or near transit stop locations in high transit trip frequency areas.  |
| Improve the Transit Experience        | MM4  | Ride Share Transfers - Designate reserved curb area for ride share transfers in high transit trip frequency areas.  |
| Improve the Transit Experience        | MM5  | Micromobility Stations - Provide dedicated drop zones for shared dockless micromobility vehicles, including bikes and scooters, at popular transit stops to facilitate flexible, multimodal trips.  |
| Build Strategic Road Segments         | RS4  | Ellsworth Industrial Boulevard Extension - South - Extend Ellsworth Industrial Boulevard south to connect with Tilden Street to create a new north-south connection between Huff Road and W. Marietta Street and provide an alternative to Marietta Boulevard.  |
| Build Strategic Road Segments         | RS5  | Culpepper Street Extension - Extend Culpepper Street west to Elaine Avenue and east to Trabert Avenue will create a new east-west connection between Marietta Boulevard and Howell Mill Road. This extension will provide an alternative to Huff Road and Chattahoochee Avenue and is broken into two phases: RS5a) Culpepper Street Extension - West - Elaine Avenue to Fairmont Avenue and RS5b) Culpepper Street Extension - East - Boyd Avenue to Trabert Avenue. |
| Build Strategic Road Segments         | RS7  | Huber Street Extension - Create a new east-west connection between Huber Street and Ellsworth Industrial Boulevard to improve network connectivity and provide an alternative to Huff Road and Chattahoochee Avenue.  |
| Reclaim the Waterworks for the Public | RW1  | Move the Fences - Move the fence line surrounding the Hemphill reservoirs to capture pockets of greenspace for community access and enjoyment.  |
| Announce the Upper Westside           | AU2B | Create "Huff Pocket Park" in Blandtown - Leverage underutilized space near the intersection of Huff Road and Ellsworth Industrial Boulevard as new public space.  |



## Creative Transit Placemaking Study (2022)

The Upper Westside Community Improvement District (UWCID) engaged in a placemaking study after the completion of the UWCID's 2020 - 2021 master planning effort. The purpose of the Creative Transit Placemaking Study is to improve the public realm and ridership experience of MARTA Bus Route 14, the route that goes along Huff Road and Ellsworth Industrial Boulevard. The bus stops included in the report on Huff Road are:

- Stop #902127 Westbound at Huff Road & Ellsworth Industrial Boulevard
- Stop #901677 Eastbound at Huff Road & Ellsworth Industrial Boulevard
- Stop #902125 Westbound at Huff Road & Fairmont Avenue NW
- Stop #901678 Eastbound at Huff Road & Fairmont Avenue NW
- Stop #902119 Westbound at Huff Road & Boyd Avenue NW
- Stop #901632 Eastbound at Huff Road & Boyd Avenue NW

The final recommendations and projects are included in the table on the next page. They include bus stop improvements and safety countermeasures for improving pedestrian safety at intersections near bus stops.

The recommendations for the Placemaking Study also identified a demonstration site to apply for the City of Atlanta's Tactical Urbanism Permit. The site plan below shows Demonstration Site #1: Huff House Parklet at bus stop #902127 (westbound) near the Huff Road and Ellsworth Industrial Boulevard intersection.



Guiding principles from the Placemaking Study

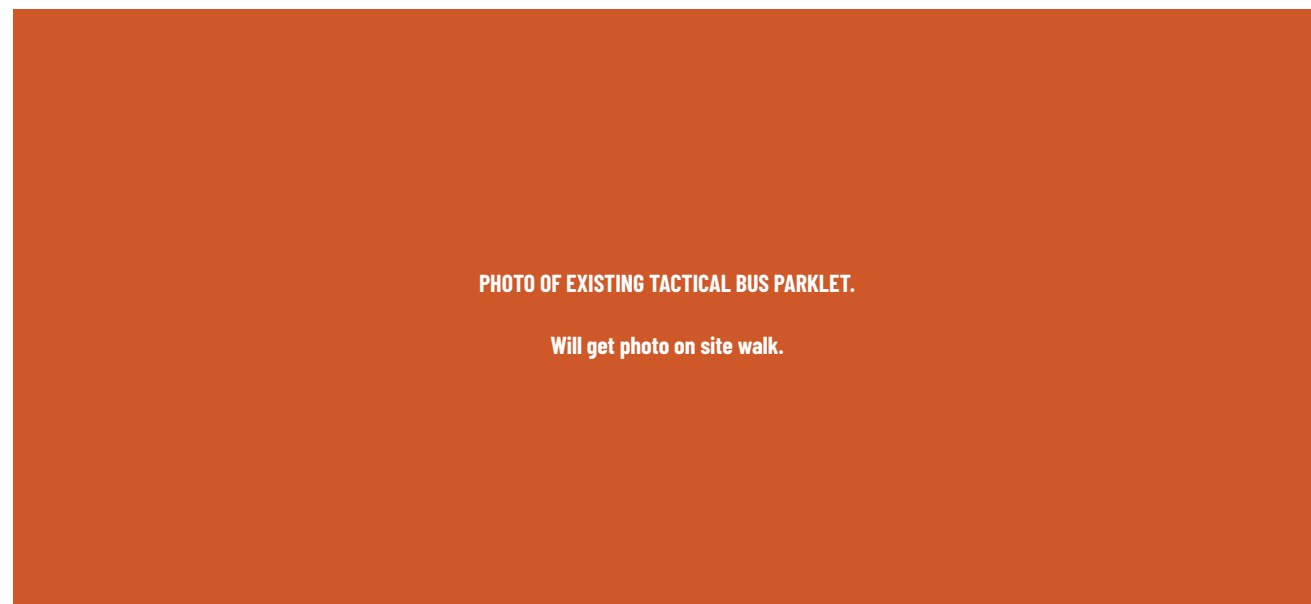
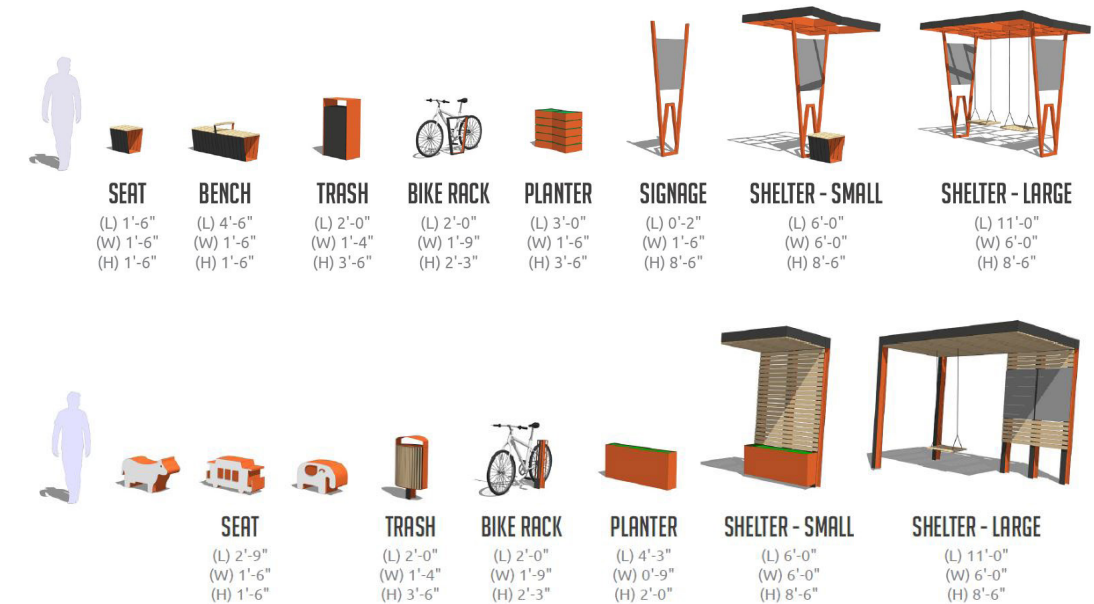


PHOTO OF EXISTING TACTICAL BUS PARKLET.

Will get photo on site walk.

Huff House Parklet near Huff Road and Ellsworth Industrial Boulevard intersection.

| Improvement Type         | CIP | Location                                   | Description  |
|--------------------------|-----|--|--|
| Bus Stop Improvement     | B1  | Huff Road & Boyd Avenue (Northeast Corner) | Kit of Parts - Large Bus Shelter (Qty: 1), Atlanta Regional Commission Unified Bus Stop Signage (Qty: 1), "Blandtown" Branded Art Screen (Qty:1), Route Display & Local Walking Route Information Panel (Qty: 1), Swing (Qty: 1), Sculptural Seating (Qty: 3), Upper Westside Branded Trash Receptacle (Qty: 1), Bike Rack (Qty: 1), Concrete Pad. |
| Bus Stop Improvement     | B2  | Huff Road & Fairmont Avenue                | Kit of Parts - Small Bus Shelter (Qty: 1), Atlanta Regional Commission Unified Bus Stop Signage (Qty: 1), "Blandtown" Branded Art Screen (Qty:1), Route Display & Local Walking Route Information Panel (Qty: 1), Upper Westside Branded Trash Receptacle (Qty: 1), Bike Rack (Qty: 1), Concrete Pad.  |
| Intersection Improvement | H1  | Huff Road & Ellsworth Industrial Boulevard | Countermeasures - Accessible Curb Ramps, High-visibility Crosswalk Markings, Parking Restriction on Crosswalk Approach, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting, Crosswalk Art.   |
| Intersection Improvement | H2  | Huff Road & Menlo Drive                    | Countermeasures - Accessible Curb Ramps, High-visibility Crosswalk Markings, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting.   |
| Intersection Improvement | H3  | Huff Road & Fairmont Avenue                | Countermeasures - High-visibility Crosswalk Markings, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting, Allway Stop, Crosswalk Art.  |
| Intersection Improvement | H4  | Huff Road & Booth Avenue                   | Countermeasures - High-visibility Crosswalk Markings, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting.  |
| Intersection Improvement | H5  | Huff Road & English Street                 | Countermeasures - High-visibility Crosswalk Markings, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting.  |
| Intersection Improvement | H6  | Huff Road & Boyd Avenue                    | Countermeasures - Accessible Curb Ramps, High-visibility Crosswalk Markings, Rectangular Rapid Flashing Beacon (2 Beacon), Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting.   |
| Multi-Modal Improvements | M1  | Huff Road                                  | Improvements - Repair and complete sidewalks and ADA ramps. Add protected bicycle facilities or a multi-use path, new crosswalks, street trees, furniture, and lighting. The addition of bike and pedestrian improvements will require widening the bridge over the railroad or creating a new parallel bridge.                                    |

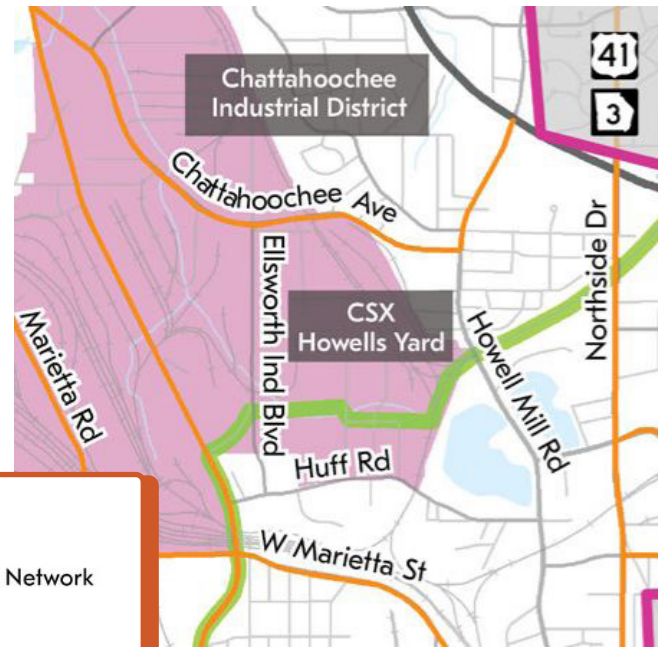


Switchyard and Stockpile Kits for Bus Stop Improvements.



## Freight ATL: Northwest (2023)

Freight ATL: Northwest recognizes the changing context of Huff Road. When the planning process for the study started, Huff Road remained a recommended truck route for City of Atlanta, but was not a truck route for regional, state, or national routes. Huff Road was recommended for removal from the City of Atlanta's designated truck network. Instead trucks would take Chattahoochee Avenue and W Marietta Street for east-west connectivity. The recommendations in the table below include pedestrian and safety improvements to transition from an industrial corridor.



| Improvement Type                         | ID   | Name                                    | Description  | Short-Term or Long-Term |
|--|------|---|--|-------------------------|
| Workforce Access/Multimodal Improvements | P-1  | Huff Road sidewalk and bus stop upgrade | Fill sidewalk gaps along north side of Huff Rd from Howell Mill Rd to the existing sidewalk (approx. 1700 ft) and from the railroad bridge to Menlo Dr (approx. 2000 ft) and work with MARTA to upgrade stop 901677 (Ellsworth Industrial Blvd) to include a bench. Coordinate with Huff Rd Complete Street project in CIE.  | Short-Term              |
| Intersection Improvements                | I-12 | Huff Road at Fairmont Avenue            | Rebuild curb radii in NW and SE corners, restripe intersection, and install raised pavement markers. If truck route changes recommended as part of Freight ATL: Northwest are approved, install "No Trucks" signs at and along Huff Rd. Monitor intersection traffic volumes as development along Fairmont Ave increases, to evaluate whether they meet MUTCD traffic volume thresholds for all-way stop control (note: City ordinance 22-0-1617 passed after the completion of the Freight ATL: Northwest traffic analysis will convert the intersection to all-way stop-control). Coordinate with *New 2021* Huff Road NW Complete Street PH II project from Marietta Blvd to CSX bridge in CIE. | Long-Term               |

# Funded Projects

## Huff Road Widening (Project #3022)

Currently, the only funding allocated to Huff Road is the Huff Road Widening which will widen Huff Road from two (2) lanes to three (3) lanes by adding a center turn lane from Howell Mill Road to just west of Earnest Street. This is only for a small portion of Huff Road, around 1,000 linear feet, and would tie into the Howell Mill Road Complete Street project which will add bicycle lanes, sidewalk repairs, and a partial road diet.

## Howell Mill Complete Street (Project #1007)

The Howell Mill Complete Street includes resurfacing, restriping, adding new fiber communication between intersections, signal upgrades, partial corridor raised bicycle lanes, sidewalk repairs, additional midblock crossings, three (3) new signalized intersections, partial road diet, and ADA upgrades from Marietta Street to Collier Road. The project started construction in November 2023 and is to be finished in March 2026 by ATLDOT.

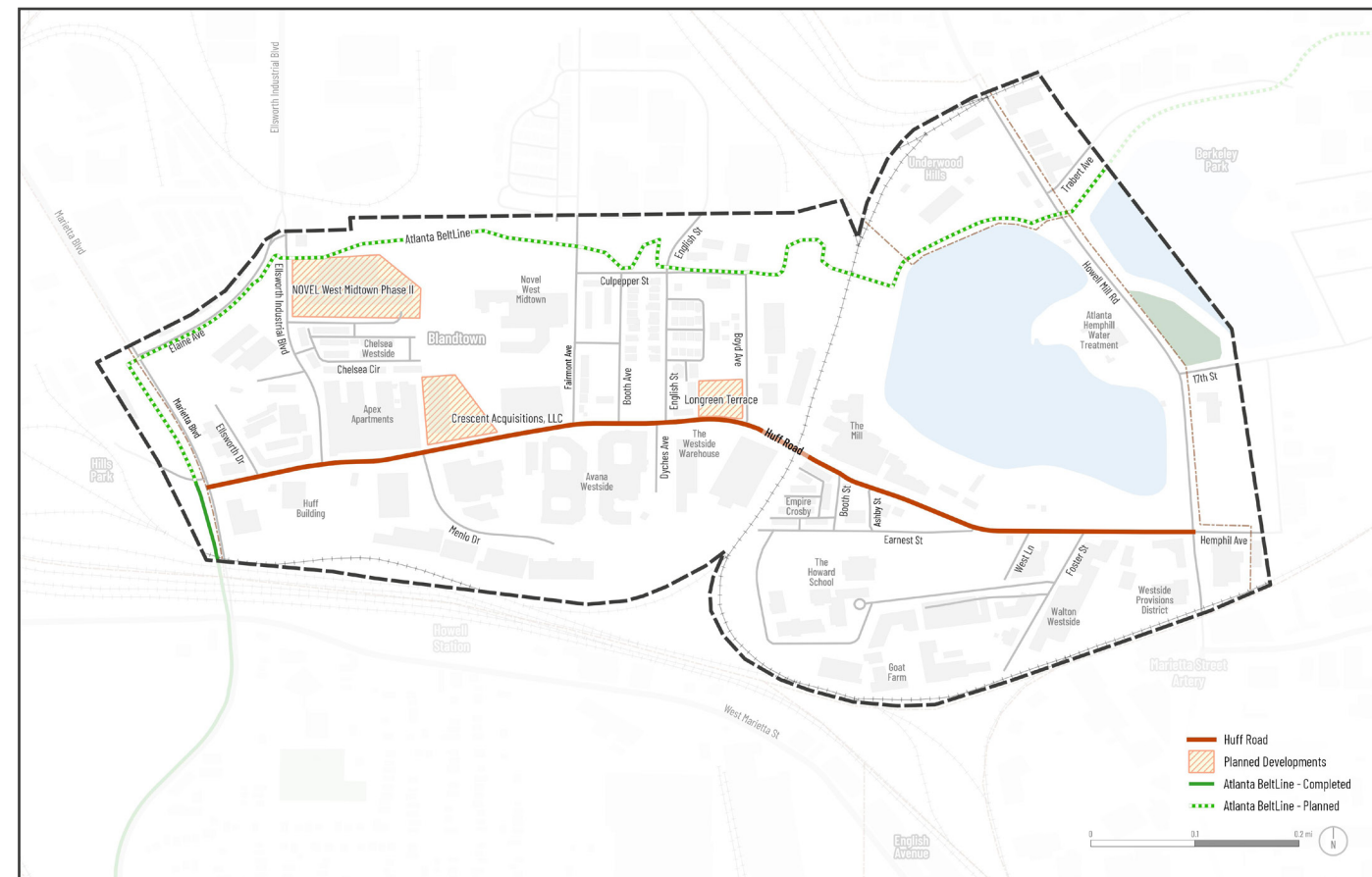
## Marietta Street TCC Combo (Project #1053)

The Marietta Street TCC Combo focuses on signals. This includes the replacement of traffic signal LEDs, cabinets, controller monitors, signal wiring, communications, ADA ramps, and timing at multiple intersections on three (3) corridors: Marietta Boulevard, Chattahoochee Avenue, and West Marietta Street. The construction for this started in October 2015 and is estimated to be finished in November 2024. There are no publicly available construction documents currently.



# New Development

Our team reviewed recently approved development projects that may have recently been completed, are-progress, or positioned to proceed. The map below shows these recent developments.



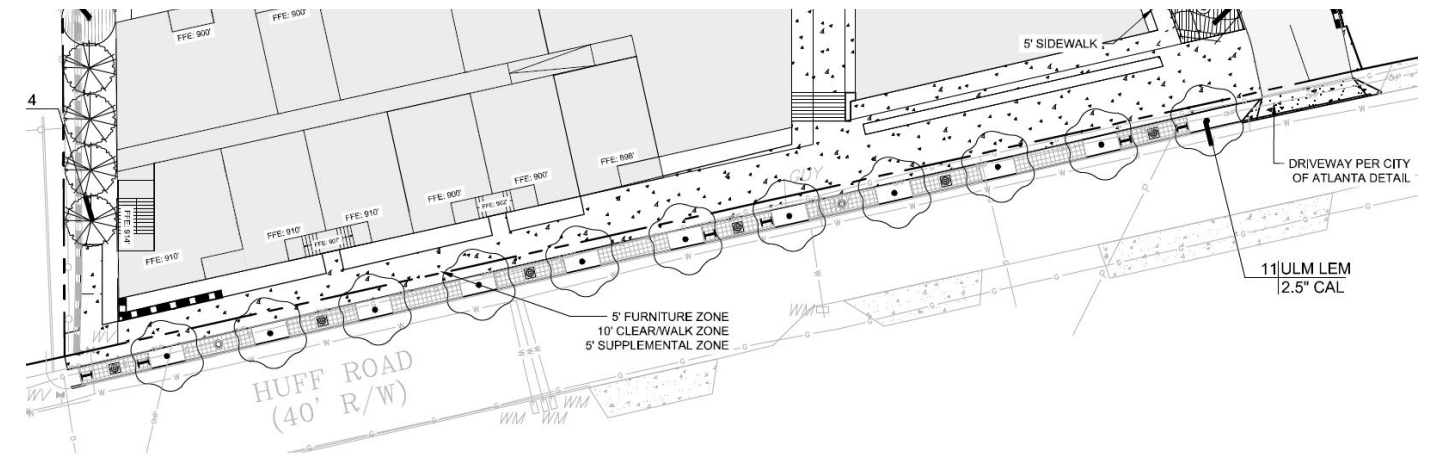
## Longgreen Terrace

Longgreen Terrace is an infill project by Empire Communities. The project proposes 179 residential units including condo stacks (152) and townhomes (27) on a previously vacant five acres in the 900 block of Huff Road. The development covers approximately three blocks. The development plans to include a half-acre of public greenspace along Booth Avenue. Empire Communities closed on the property in late 2020 and broke ground in 2021.

## Crescent Acquisitions, LLC

1095 and 1121 Huff Road were approved for rezoning in 2022 from the I-2 and BeltLine Overlay zoning districts to the MRC-3 and Beltline Overlay zoning districts to allow redevelopment of the properties. The land use, mixed-use, did not change. One of the two properties is currently improved with a furniture showroom building with an aging metal building that comprises the majority of the structure. The other property is paved but vacant. The site is 3.03 acres and fronts the north side of Huff Road. The proposed redevelopment includes 250 multi-family units and 5,214 square feet of commercial use. Vehicular access for residential and commercial use will be provided through a single curb cut on the eastern property boundary. The project is estimated to be complete by October 2025.

The property is designated mixed-use by the comprehensive development plan. The western portion of the property is located in the Industrial Live-Work character area and the eastern portion is in the Other/Institutional character area. The Upper Westside CID Master Plan provides for rezoning all of the industrial properties in Blandtown, including the subject property, to the I-MIX zoning district. The BeltLine Subarea 8 Master Plan recommends mixed-use development of 5-9 stories on these properties.



Site plan frontage for Huff Road from Crescent City, LLC development.

## NOVEL West Midtown Phase II

1355 and 1359 Ellsworth Industrial Boulevard were approved for rezoning in 2022 by the City of Atlanta to allow for redevelopment. The proposed redevelopment is located on approximately five acres along the east side of Ellsworth Industrial Boulevard and will replace an existing industrial/warehouse building of approximately 116,000 square feet. The proposed development includes 665 multi-family residential units, 13,000 square feet of commercial/retail space, 12,500 square feet for a brewery tap room and 12,500 square feet for brewery manufacturing. A segment of the BeltLine is anticipated to be constructed near the development area. A future Path Foundation trail, Wooden Rail Trail, is anticipated north of Building A. Sidewalks are proposed for the development's frontage. This proposed development is expected to be complete in 2025.

MARTA Bus Route 14 provides service adjacent to this development. MARTA is supportive of relocating this stop (#902230) in the general vicinity to accommodate the project as long as the new stop has a 5'8" clear zone landing pad, is fully ADA accessible, will include a shelter, and is connected to the adjacent sidewalk. It is proposed to relocate MARTA Bus Stop 902230, which the current location is approximately 205 feet north of the project site. MARTA also considers an appropriate Ellsworth Boulevard pedestrian crossing, a key project element to allow southbound riders safe access to the project from the west side of Ellsworth Industrial Boulevard. The southbound stop also provides service to the Midtown MARTA station. The project is bounded on the south by a private drive and there is no crosswalk across the drive for the sidewalk on the east side of Ellsworth Industrial Boulevard. A safe crosswalk in this location will be required to accommodate pedestrian access from the south of the project.



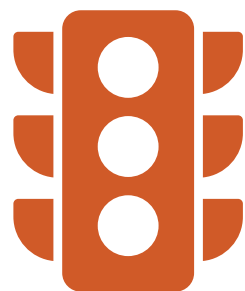
# Traffic Study

The traffic study focused on Huff Road between Marietta Boulevard and Howell Mill Road. The typical cross-section of Huff Road is a two-lane corridor with 12-foot wide travel lanes and a posted speed limit of 35 MPH. Most of the street contains sidewalks but there are periodic gaps, particularly on the Northern side. Thirteen (13) intersections are included in the analysis along the corridor and are listed below along with their associated intersection control type.

- |  |  |
|--|--|
| 1. Marietta Boulevard – Signalized               | 8. Boyd Avenue – Minor Two-Way Stop                      |
| 2. Ellsworth Drive – Minor Two-Way Stop          | 9. Booth Street – Minor Two-Way Stop                     |
| 3. Ellsworth Industrial Boulevard – All-Way Stop | 10. Ashby Street – Minor Two-Way Stop                    |
| 4. Menlo Drive – Minor Two-Way Stop              | 11. West Lane – No Traffic Control (Assumed Minor Yield) |
| 5. Fairmont Drive – All-Way Stop                 | 12. Foster Street – All-Way Stop                         |
| 6. Booth Avenue – Minor Two-Way Stop             | 13. Howell Mill Road – Signalized                        |
| 7. English Street – All-Way Stop                 |  |

At each of these thirteen (13) locations, average vehicular, pedestrian, and bicycle volumes were collected for school months in 2022 (latest available full year of data, excluding the months of June, July, and August) and only considered Monday-Thursday. Traffic volumes were further augmented to include trips from both Longreen and Novel West Midtown, to account for any added traffic to Huff Road since the data was collected. Additionally, Average Annual Daily Traffic (AADT) volume were collected at the following four locations along the corridor:

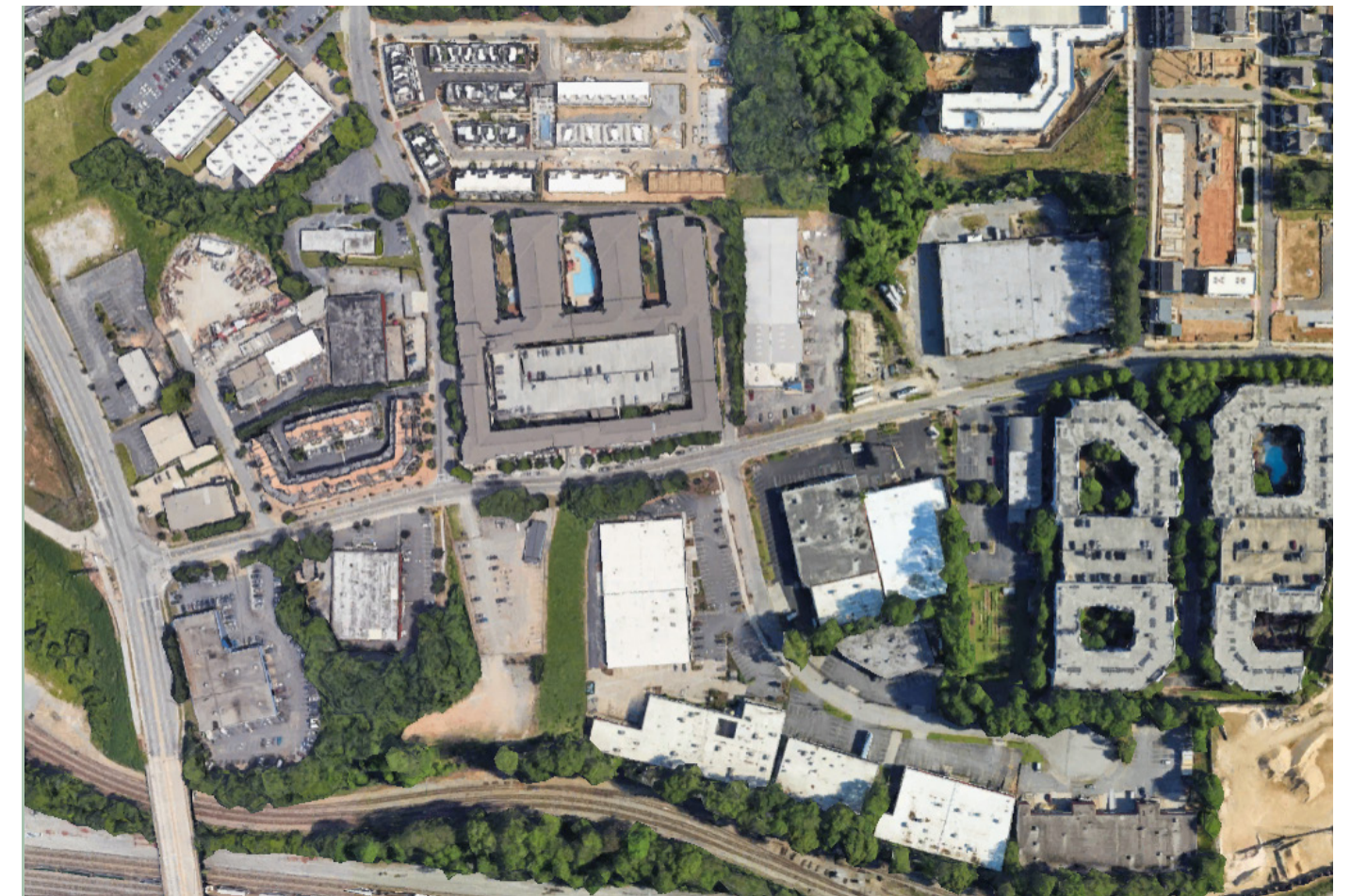
- |   |   |
|---|---|
| A. Huff Road between Marietta Boulevard and Ellsworth Drive | C. Huff Road between Boyd Avenue and Booth Street       |
| B. Huff Road between Menlo Drive and Fairmont Avenue        | D. Huff Road between Foster Avenue and Howell Mill Road |



The AADT ranges from 6,087 vehicles per day (vpd) (between Menlo Drive and Fairmont Avenue to 10,023 vpd (between Foster Street and Howell Mill Road); the average AADT along the corridor is 7,089. The corridor also carries a significant number of heavy vehicles (trucks); 9% of vehicles are classified as heavy vehicles.

Utilizing the traffic data, Measures of Effectiveness (MOEs) were calculated quantifying vehicular, pedestrian, and bicycle operations along Huff Road. Traffic MOE included Level-of-Service (LOS) for the AM and PM peak hour, which assigns a grade A through F to intersection operations, where D or better is considered acceptable traffic operations. All intersections were identified as experiencing acceptable LOS with the exception of the intersection of Huff Road with Marietta Boulevard during the PM peak hour. Specifically, the westbound approach of Huff Road at the intersection with Marietta Boulevard experiences a LOS E during the AM peak hour and LOS F during the PM peak hour.

Pedestrian and Bicycle MOE included Pedestrian and Bicycle Level of Traffic Stress (PLTS and BLTS, respectively). PLTS<sup>1</sup> scoring ranges from 1 (Most children can use comfortably; all ages and abilities) to 4 (High traffic stress; only able-bodied adults with limited route choices). Huff Road, given its broken sidewalk network, varied sidewalk width, and traffic volume and speed, scores a PLTS of 4. BLTS<sup>2</sup> scoring ranges from 1 (Most children can use comfortably; all ages and abilities) to 4 (only the “strong and fearless”). Because it is only 2 lanes and carries a moderate amount of traffic, Huff Road scores a BLTS of 3 (“Enthusiastic and confident” adult cyclists).



Aerial view of Huff Road

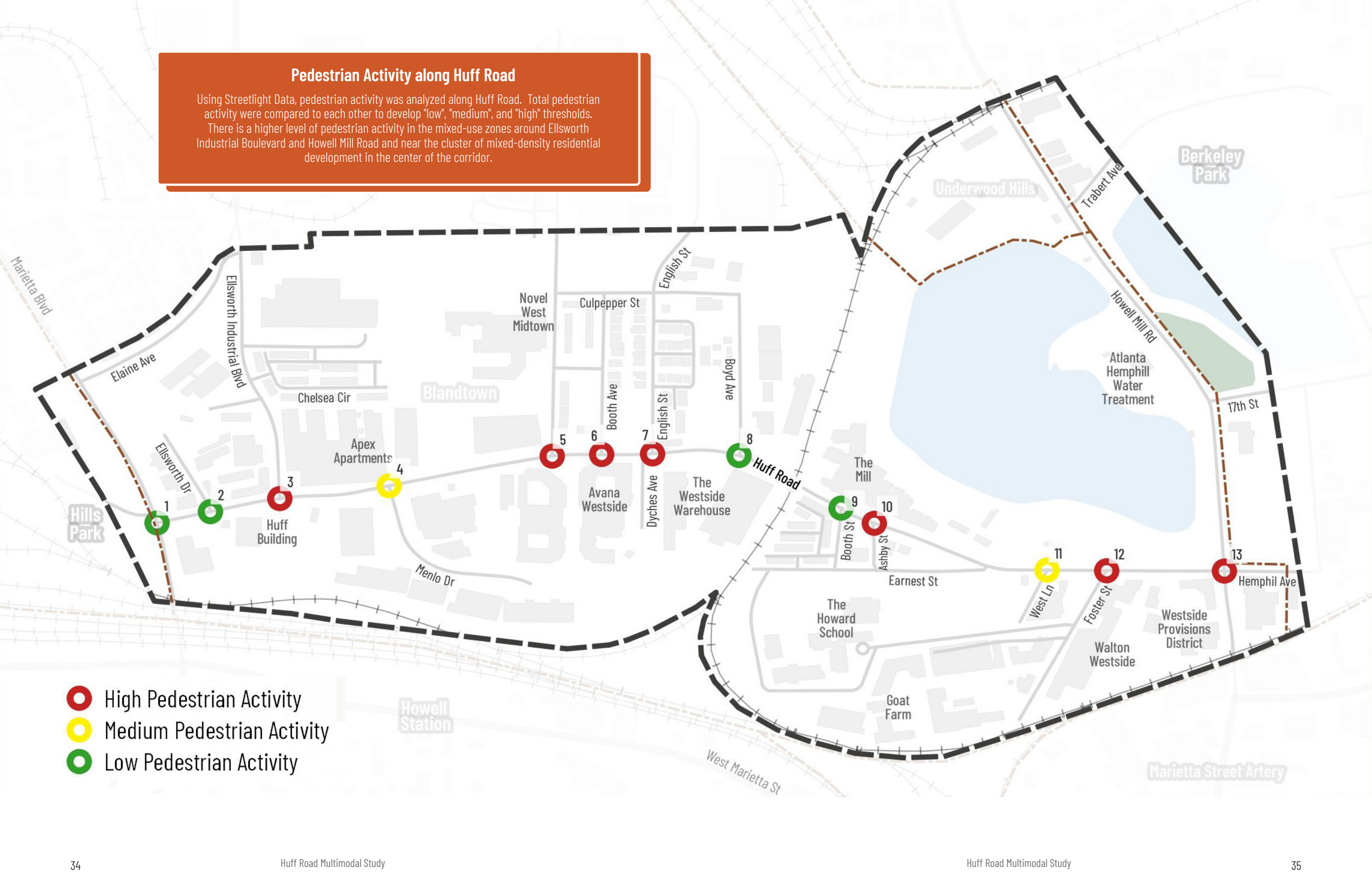
<sup>1</sup>Oregon Department of Transportation Policy, Data & Analysis Division Planning Section – Transportation Planning Analysis Unit Salem, Oregon (2023) “Analysis Procedures Manual Version 2, Oregon DOT, Salem, OR <sup>2</sup>Maaza C. Mekuria, PhD, PE, PTOE, Furth G. Peter, PhD, Nixon, Hilary PhD (2012) A Publication of Mineta Transportation Institute Low-Stress Bicycling and Network Connectivity Report 11-19



## Pedestrian Activity along Huff Road

Using Streetlight Data, pedestrian activity was analyzed along Huff Road. Total pedestrian activity were compared to each other to develop "low", "medium", and "high" thresholds. There is a higher level of pedestrian activity in the mixed-use zones around Ellsworth Industrial Boulevard and Howell Mill Road and near the cluster of mixed-density residential development in the center of the corridor.

- High Pedestrian Activity
- Medium Pedestrian Activity
- Low Pedestrian Activity

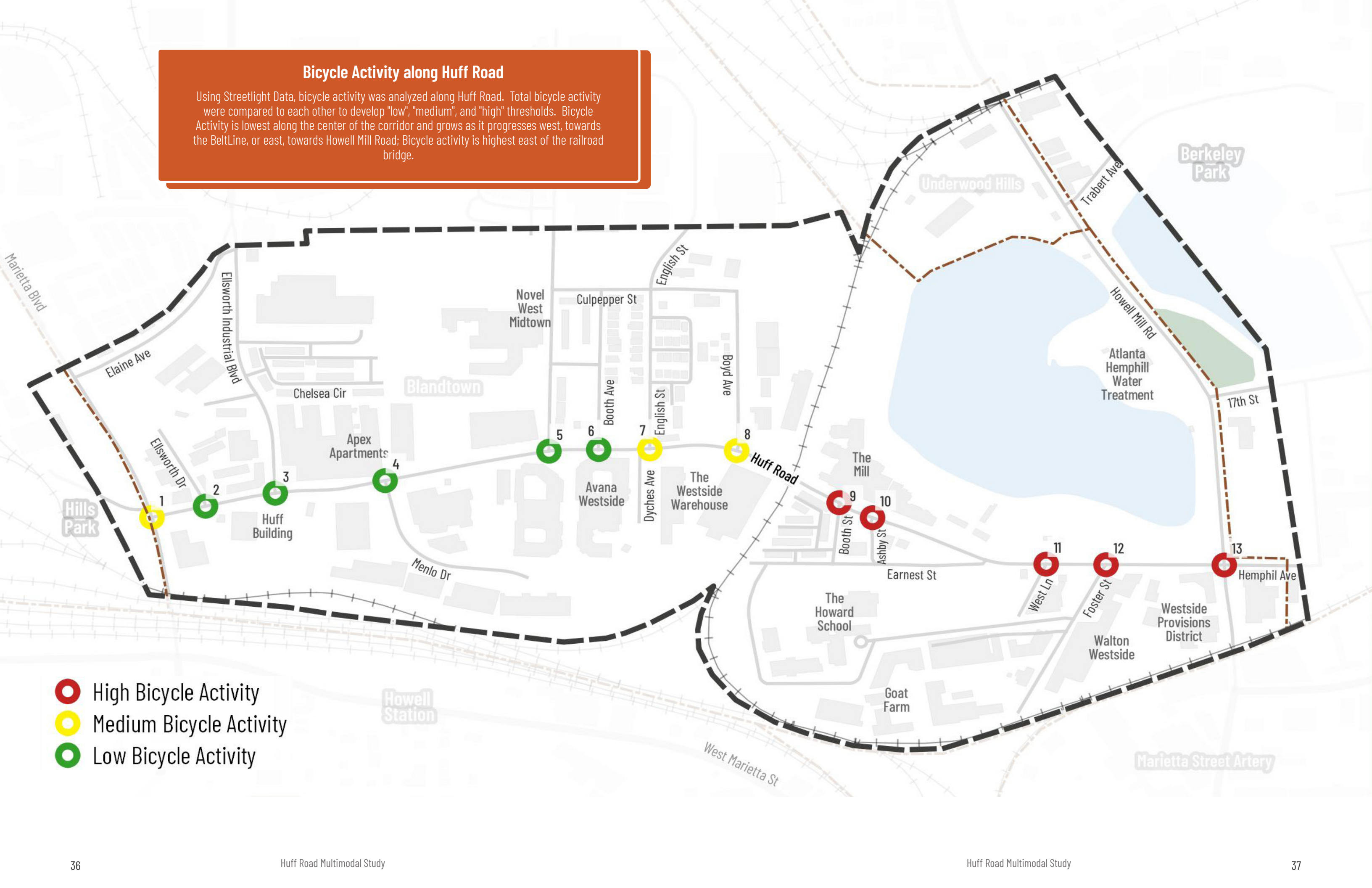




## Bicycle Activity along Huff Road

Using Streetlight Data, bicycle activity was analyzed along Huff Road. Total bicycle activity were compared to each other to develop "low", "medium", and "high" thresholds. Bicycle Activity is lowest along the center of the corridor and grows as it progresses west, towards the BeltLine, or east, towards Howell Mill Road; Bicycle activity is highest east of the railroad bridge.

- High Bicycle Activity
- Medium Bicycle Activity
- Low Bicycle Activity







# UPPER WESTSIDE

improvement district

EXISTING CONDITIONS ANALYSIS