



UPPER WESTSIDE IMPROVEMENT DISTRICT BUS STOP PLACEMAKING STUDY

Report | Fall 2022



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ACKNOWLEDGMENTS

Thank you to the following dedicated individuals for their time and leadership in the creation of the Upper Westside Bus Stop Placemaking Study. This plan also would not be made possible without the community's guidance, support, and enthusiasm in crafting a strong vision for the future of the Upper Westside.

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SECTION 1

INTRODUCTION

UPPER WESTSIDE BUS STOP PLACEMAKING STUDY

Welcome, We're Delighted You're Here

Before we dive in, let us answer a few questions you may be asking.

Q: What is the Upper Westside?

Upper Westside is a distinctive community identity spanning across several neighborhoods in the northwestern quadrant of Atlanta. The term first appeared in a 2004 plan adopted by the city and has been embraced by the many neighborhoods it encompasses to reference the larger Atlanta submarket.

Q: What's the Upper Westside Improvement District?

A: We're a Community Improvement District (CID) which is a special governmental entity formed by local commercial property owners and legislated by the City of Atlanta. The Upper Westside Improvement District works to enhance the transportation network, connectivity, safety, and experience for all in Atlanta's Upper Westside through investment and community partnerships. It was created in 2016 by a group of civic-minded commercial property owners who value smart growth.

Q: Explain "smart urban growth"?

A: We improve multi-modal connectivity so you can safely walk/bike/scooter/take transit/drive to neighborhood destinations. We expand access to greenspace. We work to improve public safety.

Q: What are the CID's boundaries?

A: Roughly Collier Rd. to the north, Northside Dr. to the east, Jefferson St. to the south, and Marietta Blvd. to the west. However, our boundaries grow almost every year.

Q: How is the CID Funded?

A: We have amazing commercial and industrial property owners who agreed to pay extra taxes each year to fund our improvements. In return, our staff work hard to leverage their dollars and find additional public and private funding to match each dollar they contribute.

Q: How long has the CID been around?

A: Our organization started in 2016. In just six years we have invested over a million dollars into public safety measures, improved traffic infrastructure, and created multiple greenspace and beautification projects.

Q: Can you name a couple projects the CID has completed?

A: Greenspace projects include the 4.5 acres Waterworks Greenspace and Playscape at Northside Drive & 17th Street, the public plaza in front of West Egg Cafe, and the pocket park at Brady Avenue and West Marietta Street to name a few. Transportation projects include restriping Howell Mill Road at 14th Street to include dedicated turn lanes and installing two crosswalks complete with flashing beacons to make crossing Howell Mill Road at Brady Avenue and Channing Drive safer. We've also invested in public art by hiring talented artists to paint utility boxes across the district and a mural on the wall at the MARTA facility on Brady Avenue. A few images of the projects above (and some others!) are featured on the opposite page.

This placemaking study will enhance bus stops in the district and amenitize them for broader community enjoyment.



Blandtown Sign Toppers



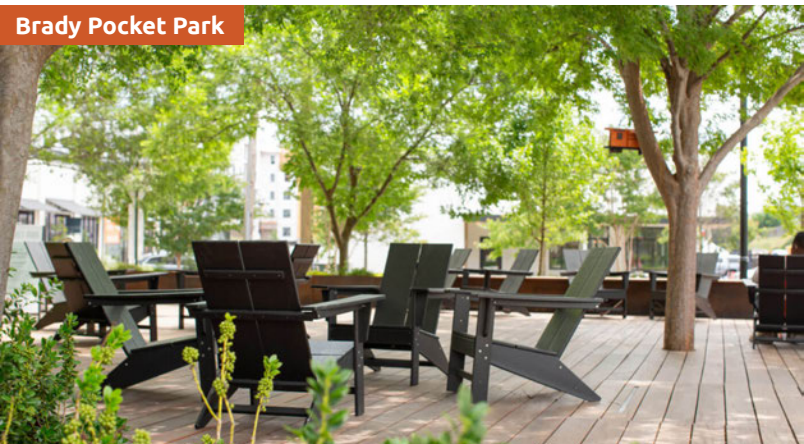
MARTA Bus Boxes



Crossing Beacon on Howell Mill Rd at Brady Ave



Brady Pocket Park



Signal Cabinet Box Painting



Wayfinding



Howell Junction Pocket Park



Brady Cycle Track



Brady Avenue Mural



PURPOSE & PROCESS

Let's Make Waiting For The Bus Dignified, Desirable, & Delightful

The Upper Westside Community Improvement District ("UWCID") was created with the goal of improving the public realm along critical corridors including Huff Road and Ellsworth Industrial Boulevard. Addressing transportation, greenspace, and safety challenges is critical as this historically industrial area experiences explosive growth bringing thousands of new residents, visitors, and employees.

This plan came on the heels of the UWCID's 2020-2021 masterplanning effort, during which the community repeatedly expressed the desire for crosswalks, greenspace, art, and pedestrian safety improvements across the district. As such, the purpose of the study was to transform the public realm and ridership experience along Route 14 in the neighborhood of Blandtown within the Upper Westside CID. Through the creation of a community-driven bus stop placemaking plan, we set forth strategies and concepts to address the shortage of public space, the loss of community history, the lack of pedestrian infrastructure, and the need for a safe and comfortable transit experience in the Upper Westside. While this study was done in the context of Route 14, its applicability/findings will extend to the entire District.

The placemaking plan process spanned 9 months, from January 2022 to September 2022 and included three major phases of work: Community Engagement, Plan Development, and Project Deliverables. Three guiding principles influenced the process:



Ellsworth Industrial Blvd at The Glassworks



Huff Road at Boyd Ave



Study Area



ELLSWORTH INDUSTRIAL BLVD

Chattahoochee Ave

BLANDTOWN

HUFF RD

W Marietta St

Howell Mill Rd

Marietta Blvd

COMMUNITY ENGAGEMENT

Shaping Place, Building Community

As the Upper Westside community looks forward to creating a more vibrant, innovative, and sustainable future, the focus on the public realm, and particularly transit and multi-modal transportation infrastructure, is paramount. This is especially important with the district experiencing unprecedented congestion as the number of residents, workers, and visitors of the Upper Westside exponentially grows.

To address these challenges and capture the opportunities that will set the trajectory for future investment and activity along the Huff Road and Ellsworth Industrial Boulevard corridors, the planning process embraced a sustained and inclusive approach to outreach. This process generated a powerful vision, grounded in a pragmatic yet innovative approach to design and construction.

To guide the conversation towards tangible design solutions the community engagement was centered around the following topics:

- *What are the aspirations of the Blandtown community for connectivity and character along the Huff Road and Ellsworth Industrial Boulevard corridors?*
- *What are the challenges and opportunities to actualizing this vision?*
- *How do we best capture a forward-looking spirit and approach to elevating the bus ridership experience in the Upper Westside?*

To bring these conversations into the community the planning team talked, listened, and collaborated with the Blandtown community in a number of ways. Below is a summary of the engagement performed during the planning process and how the team prioritized health, well-being, and inclusivity during the ongoing COVID-19 Pandemic. Detailed summaries of the community engagement results can be found in the Appendices.

Agency Partner Engagement

Throughout the planning process the team engaged key agency partners, principally the Metropolitan Atlanta Regional Transit Authority (MARTA) to ensure coordination, consistency, and compliance.

Stakeholder Focus Groups

The planning team met virtually with a select group of key stakeholders representing the Blandtown neighborhood, transit riders, and arts organizations at critical points during the plan development process to define goals & objectives, develop plan recommendations, and build momentum towards implementation.

Community Design Workshop

The planning team hosted an in-person workshop in the heart of Blandtown where participants were encouraged to build their dream bus stop through a series of interactive exercises. MARTA staff were present at the event and brought a new electric bus so attendees could familiarize themselves with the future of bus transit in Atlanta and get comfortable with how to navigate the ridership experience.

Online Interactive Exercises

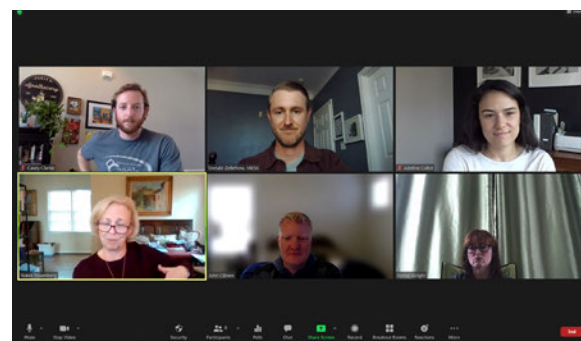
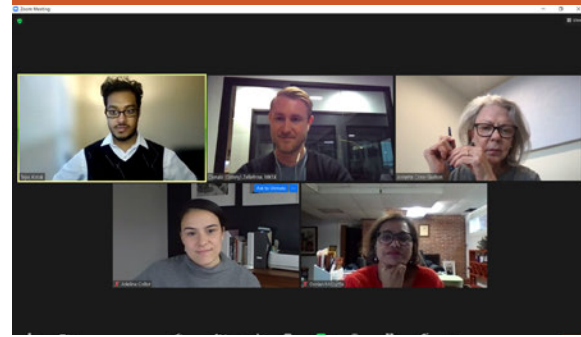
The project team hosted a variety of multilingual SMS and web-based surveys during the planning process to ensure the planning process was accessible to the larger Upper Westside community.



Intercept Survey Signage Across the District



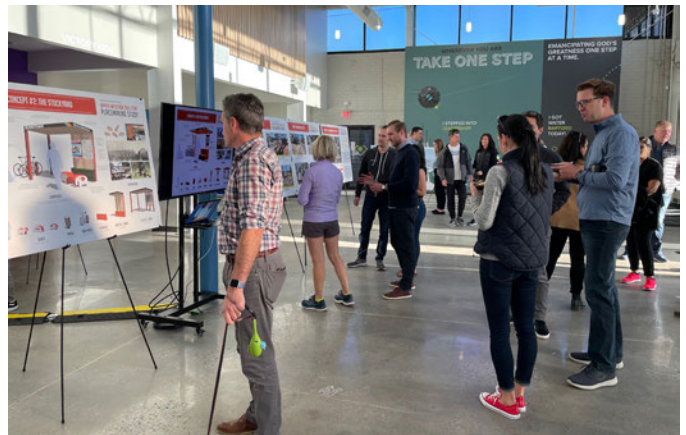
Screenshots of our Advisory Group Meetings



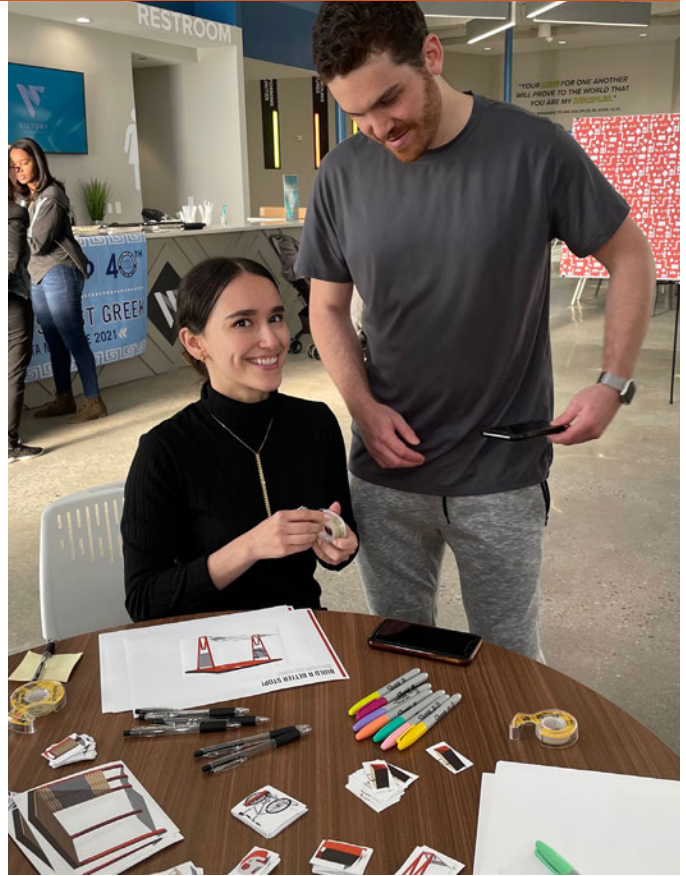
Concept Design Workshop At Victory Church



Concept Design Workshop At Victory Church



Concept Design Workshop At Victory Church



SECTION 2

EXISTING CONDITIONS

Our analysis operated at three scales and investigated the existing physical conditions of roadways and transit along Huff Road and Ellsworth Industrial Boulevard, as well as the unique and authentic qualities of Blandtown that shaped our planning and design decisions.

THE STORY

A Fascinating Neighborhood With An Ironic Name

Blandtown is one of six neighborhoods that make up the Upper Westside CID, centered around Huff Road between Howell Mill Road and Marietta Boulevard. Travel the streets of Blandtown today and you'll see its distinctive shops and restaurants, as well as its rapidly expanding options to live. However, look a bit deeper and you'll uncover much more about this fascinating neighborhood with an ironic name.

Unlike many places in Atlanta, Blandtown is named for an African American landowner, Felix Bland, who was an enslaved laborer freed by the U.S. Civil War. He inherited the four acres of land in this area from his parents, Viney Bland and her husband Samuel, who purchased it in 1872. Although Felix later sold the land, his surname continued to grace the area.

In the latter 19th century a residential neighborhood emerged—Blandtown—that became home to many African American families. Rail spurs came to the area in the 1890s, with a mill, factory, stockyard, and other businesses following soon after. These companies brought jobs and prosperity to the people of Blandtown, and the neighborhood eventually grew to over 200 homes. A section of Huff Road was even called Blandtown Road during the neighborhood's heyday.

The first Black-owned radio station in the country, WERD, was based in Atlanta and built a broadcasting tower in Blandtown. WERD played a crucial role in the Civil Rights Movement, providing media exposure for Rev. Dr. Martin Luther King, Jr. and the Southern Christian Leadership Conference.

In 1952 the City of Atlanta annexed Blandtown and rezoned the area for heavy industrial use shortly thereafter. This rezoning was racist in intent, with the goal of disrupting a cluster of African American residences to minimize the power of the Black vote in local elections. Heavy industry moved deeper into Blandtown and longtime residents moved out. Most of the residences in Blandtown were demolished or fell into disrepair; and the African American residents moved on to other parts of the city.

Artist Gregor Turk bought one of the last-standing cinderblock single family homes to preserve a physical piece of neighborhood history and house his studio. This structure, and the well-known "Welcome to Blandtown" sign Gregor installed in 2017 (pictured on page 19), serve as the physical manifestation of his mission to revive the name and heritage of the community.

Along with the rest of the Upper Westside, Blandtown is now experiencing a resurgence. In addition to the apartments and condos lining Huff Road, new single-family homes are returning to Blandtown. In a nod to the area's history, two streets have been named in memory of Ms. Azalee Stewart Hester Wharton, a longtime president of the Blandtown Neighborhood Association.

This study looks to Blandtown's legacy to ground its strategies and recommendations. It seeks to answer the question, how can the Upper Westside be more vibrant and inclusive?

Sources:

<https://upperwestsideatl.org/blandtown-a-fascinating-neighborhood-with-an-ironic-name/>

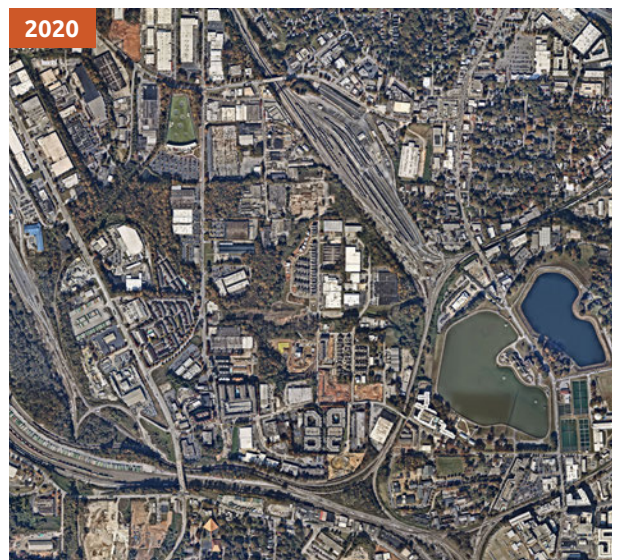
<https://www.rhanagittens.com/post/the-lost-black-history-of-midtown-atlanta-and-a-photoshoot>

<https://www.ajc.com/news/atlanta-news/welcome-to-blandtown-public-art-display-seeks-to-reclaim-history-of-changing-atlanta-neighborhood/RZIJ3CACWJATLL6BNKYE6EGFDY/>



HERITAGE

Blandtown is named for a formerly enslaved African American landowner, Felix Bland, who was freed after the U.S. Civil War.

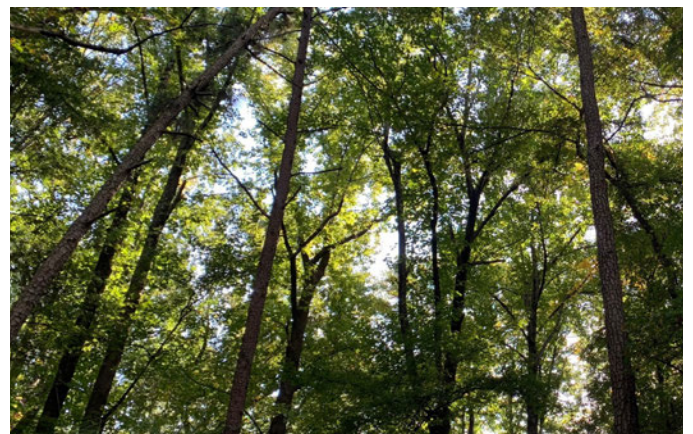


From Top Left to Bottom Right: Historic photo of WERD Radio station and contemporary photo of mural paying homage to the station, series of three aerials showing evolution of Blandtown, historic advertisement for E Van Winkle Gin & Machine Works, Artwork by Gregor Turk



RESURGENCE

Blandtown is now experiencing a resurgence. It is home to a growing community of residents and expanding food, beverage, and retail destinations.



From Top Left to Bottom Right: Steady Hand Beer Co, Twisted Soul Cookhouse & Pours, Bone Garden Cantina, Goat Farm Arts Center, West Town by Brock Built, Woodall Creek



RESPIRE

Blandtown is home to Woodall Creek, which weaves its way through the heart of the neighborhood.



From Top Left to Bottom Right: Gregor Turk's Studio, Woodall Creek, Apex Condos, Star Provisions Market & Cafe, MWest II

THE SYSTEM

Global View, Local Focus

The Upper Westside’s transportation network must change to accommodate the needs of an increasingly dense and diverse district. Without considerable investment to improve road, trail, and transit connections, the livability of the area will decrease as it densifies.

The pattern of streets that developed here in the late 19th and early 20th century was geared towards truck traffic that served the needs of businesses associated with the rail industry. However, over the past two decades the Upper Westside’s industrial lands have begun to transform to signature mixed-use urban destinations. The limited street network cannot accommodate the exponential rise in residents, employees, and visitors who demand expanded transportation choices.

Today, those who wish to get around the district are forced to just a handful of connected streets with heavy vehicle volumes and freight traffic that feel unsafe for pedestrians and cyclists. Off road trails are particularly appealing as a low-stress travel option in this area where every major road is a truck route. Providing accessible sidewalks and low-stress bicycle facilities connecting transit stops to one another and the communities they serve will only improve equitable outcomes and reduce congestion in the Upper Westside.

While the focus of our study is hyper local, it is important to understand how the larger trends shaping the Upper Westside influence, and are influenced by, the Blandtown neighborhood. The following pages explore this dynamic and provide a global view of the forces that informed our strategies and design solutions.

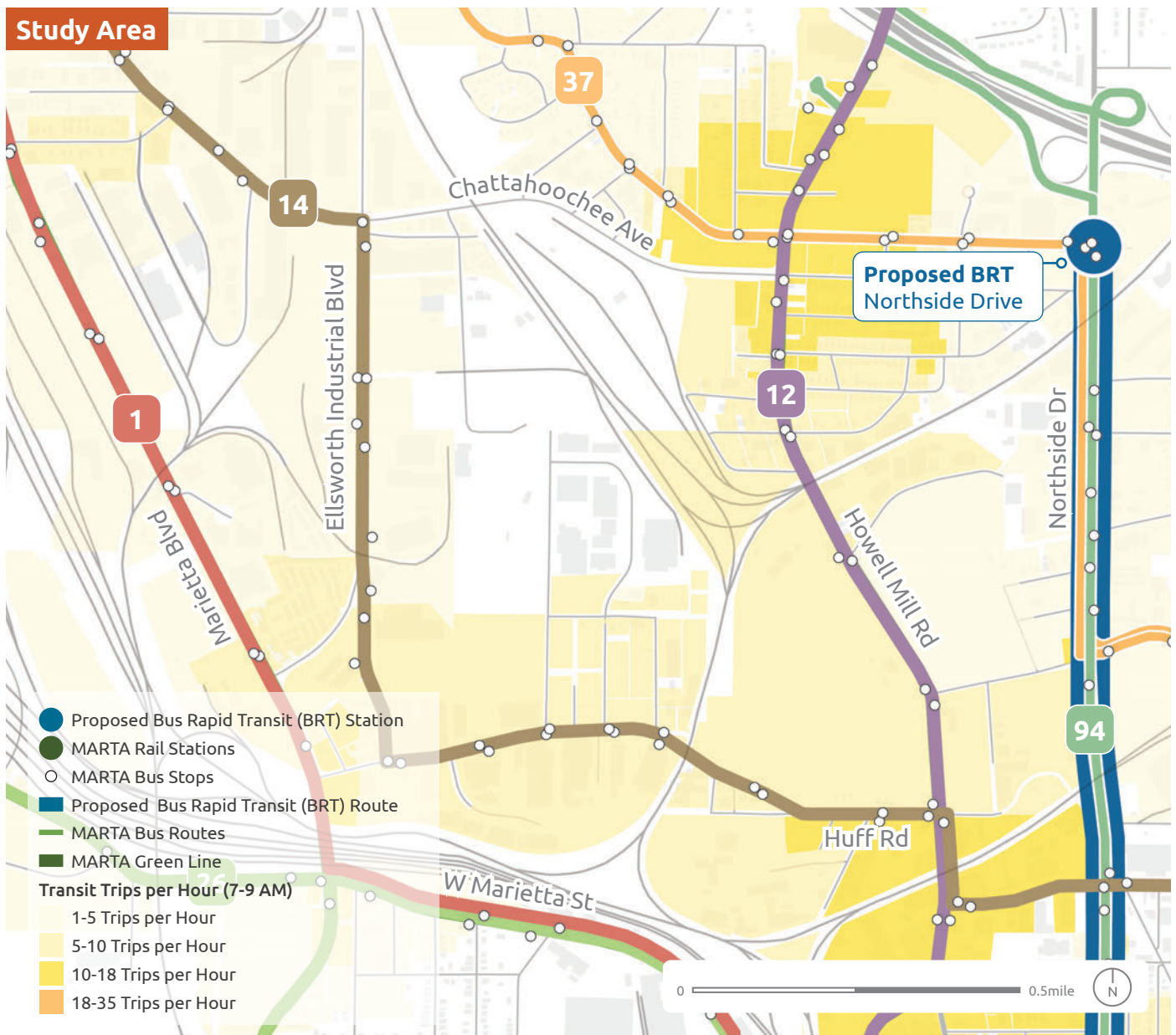
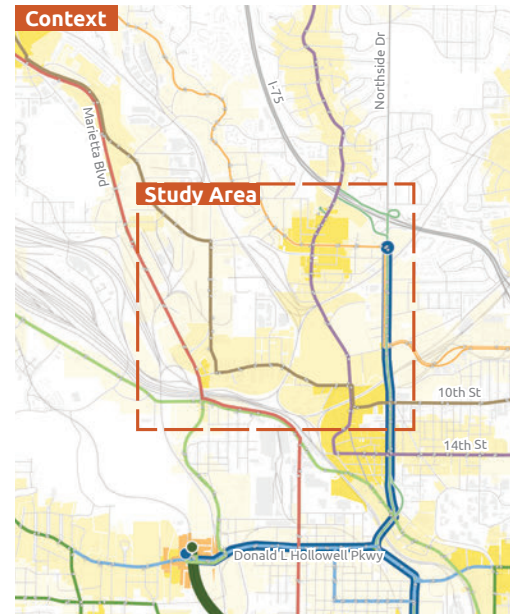
Birdseye View of Blandtown (looking southeast)



TRANSIT SERVICE

MARTA operates six bus routes within the Upper Westside CID. Routes 12, 14, 26, 37, 50, and 94 all pick up passengers at rail stations, travel in mixed traffic, and run about 30 minutes apart from 5am to 12am, generally 7 days each week.

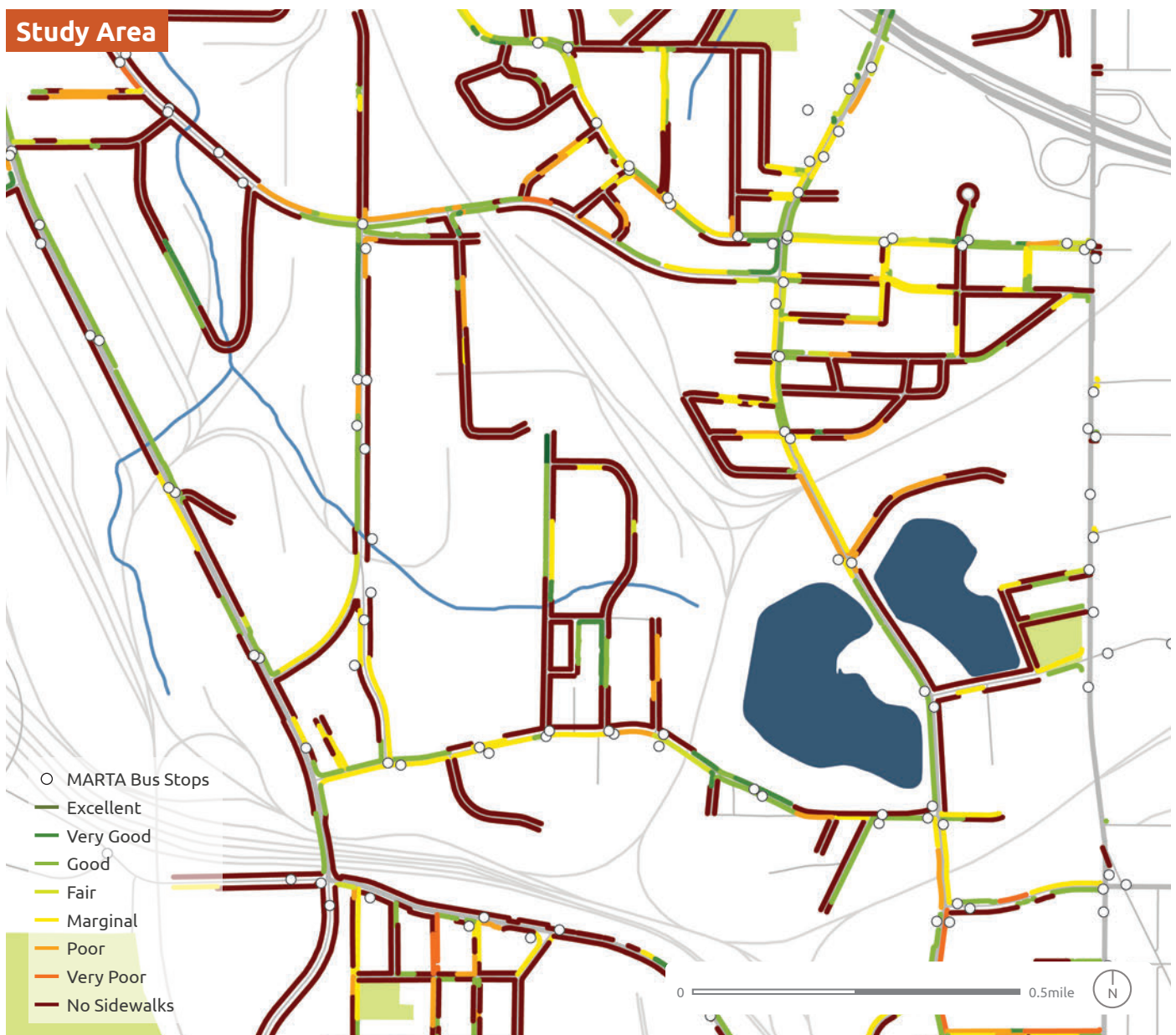
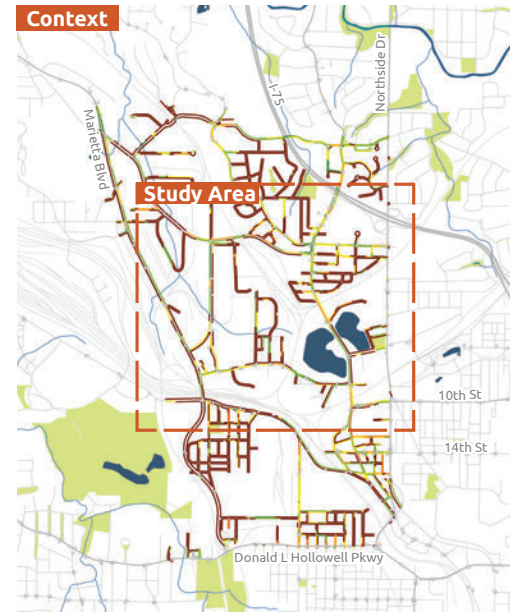
Route 14 is the only one servicing multiple Blandtown destinations and connects riders to the Moores Mill Shopping Center at the northwestern terminus of the line and the Midtown MARTA Station at the southeastern terminus via Georgia Tech. The Works, Top Golf, and the Westside Provisions District are a few of the major destinations along the route.



EXISTING SIDEWALKS

An inventory of sidewalk conditions across the City of Atlanta revealed a significant number of sidewalk gaps including along major roads where sidewalks are critical for pedestrian safety.

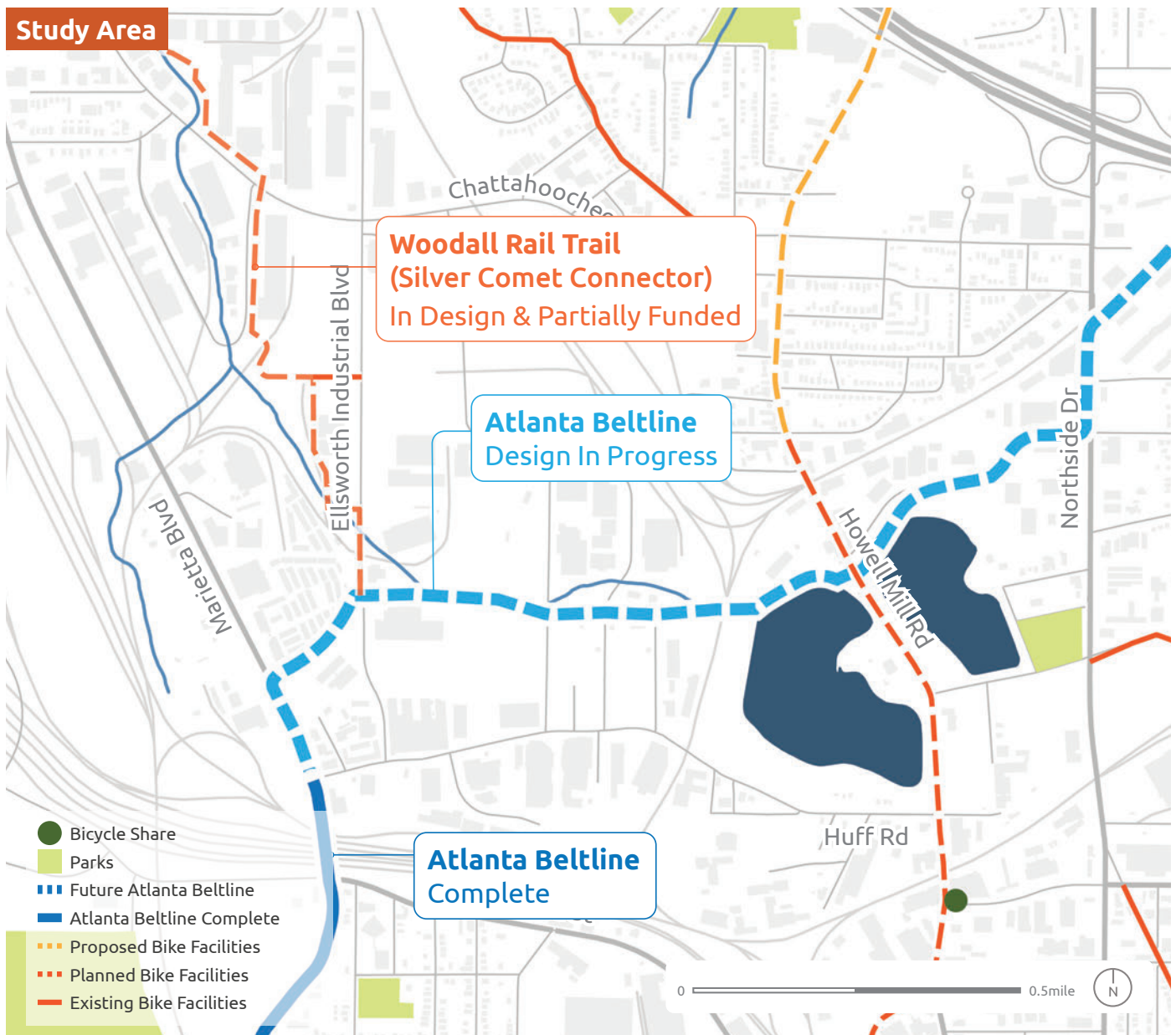
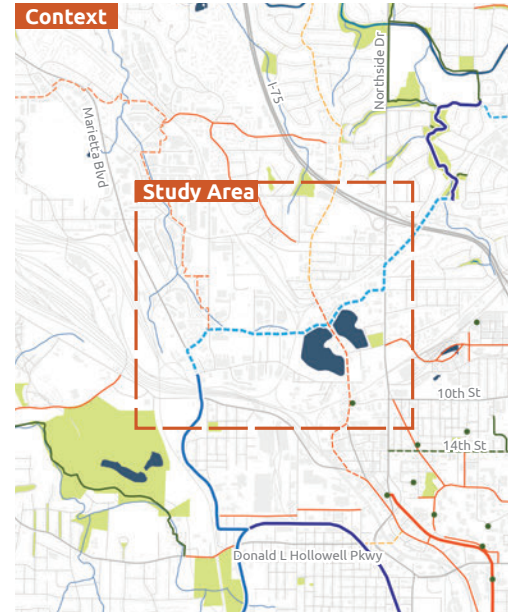
This lack of adequate sidewalks is particularly true in Blandtown as sidewalk development has occurred primarily through individual property redevelopment. Large sidewalk gaps are present along all major roads connecting the neighborhood to the larger district. The sidewalks that do exist are largely observed to be in marginal or poor condition. This lack of adequate and consistent sidewalks makes access to and from bus stops along Route 14 difficult if not impossible for many users.



BICYCLE FACILITIES & TRAIL NETWORK

There are a growing number of bicycle facilities within the Upper Westside, but only a few of them make the continuous connections between popular destinations needed to create a useful, cohesive network for cyclists.

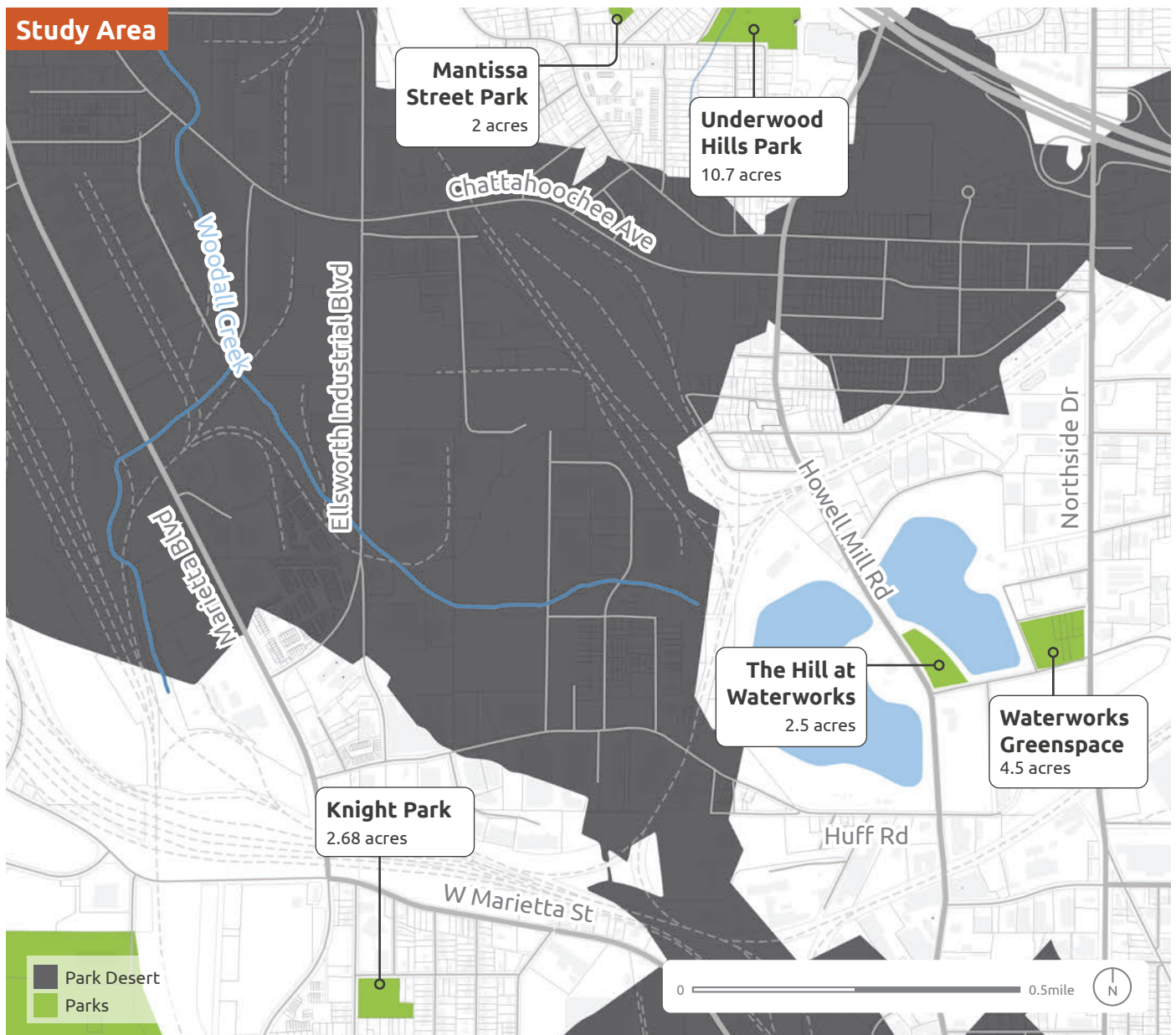
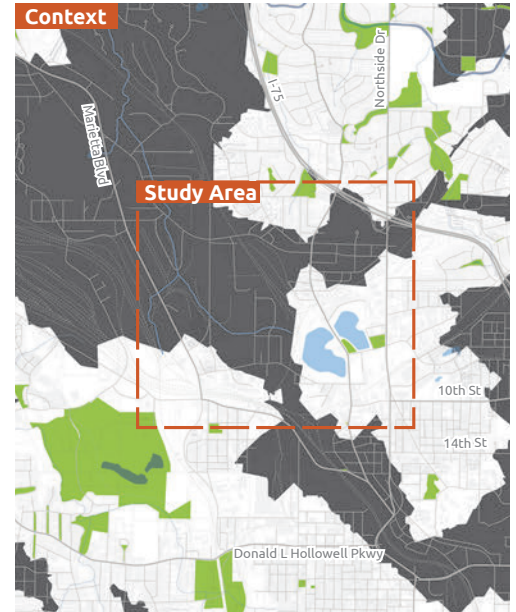
Two major regional planned multi-use paths, both of which connect to Blandtown, could transform cycling and walking within the District: the Beltline and the Silver Comet Trail. Further improving multimodal connectivity in the district is the planned Woodall Rail Trail. This trail leverages abandoned rail spurs and the stream corridor of the Woodall Creek to link the Beltline and the Silver Comet Trails. It will eventually connect Blandtown, Underwood Hills, Bolton, and Hills Park neighborhoods as well as retail destinations like The Works and Bolton Town Center.



ACCESS TO PARKS & OPEN SPACE

Easy access to parks and open spaces within a community is an important contributing factor to the physical and mental health of its residents, as well as their social and economic well-being. Urban areas without access to a park within a 10-minute walk are considered "park deserts." By this definition much of the Upper Westside is considered to be a park desert.

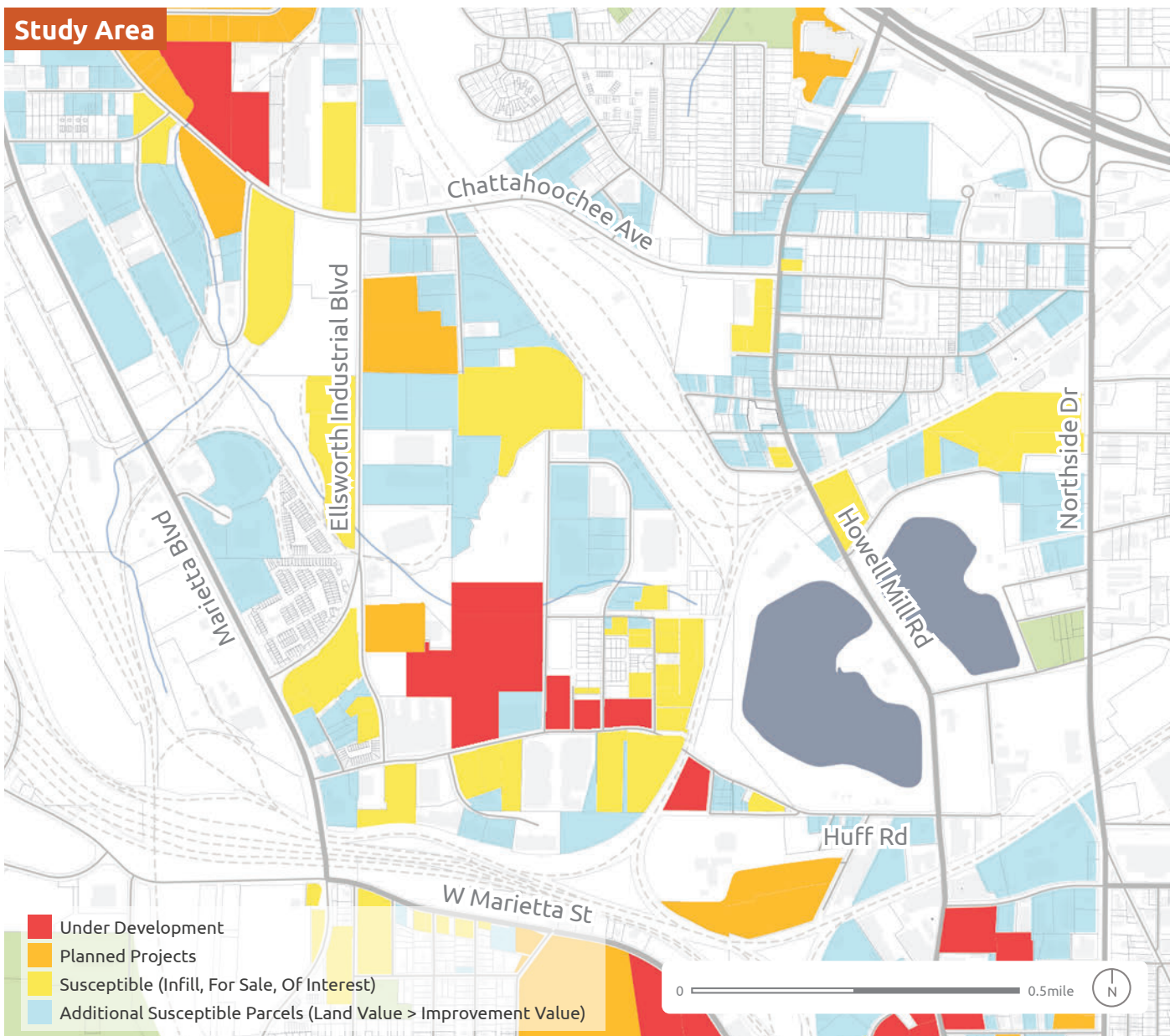
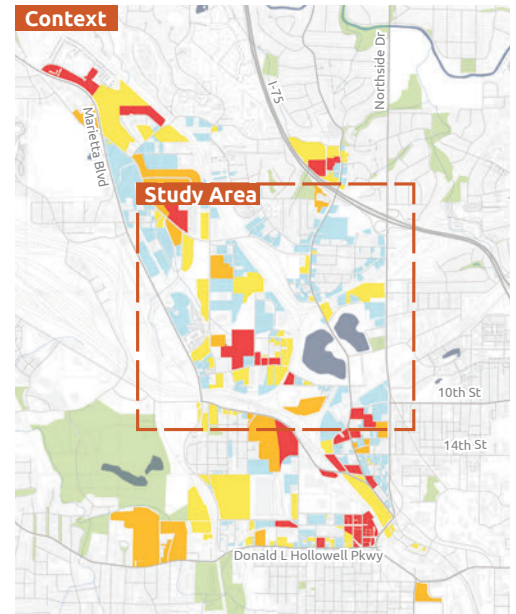
Blandtown in particular struggles with a lack of access to parks and open space. There are currently no public parks in the neighborhood, despite its growing population and the presence of natural resources such as the Woodall Creek.



DEVELOPMENT ACTIVITY

The Upper Westside has seen an influx of new and planned developments since 2017. Much of this investment is focused within the Marietta Street Artery along Howell Mill Road between 14th Street and 8th Street, as well as at the 80 acre site of The Works near the intersection of Chattahoochee Avenue and Ellsworth Industrial Boulevard.

Blandtown is well positioned between these two centers of gravity and is seeing a dramatic uptick in development activity along Huff Road and Ellsworth Industrial Boulevard. While the continued growth of the neighborhood is largely positive, it does strain the limited infrastructure that exists to support it.



SECTION 3

BUS STOP DESIGN CONCEPTS

The following pages explore the character and quality of bus stops in Blandtown and set forth design ideas to make waiting at the bus more safe, comfortable and friendly.

THE STOPS

First Impressions & Perceived Waiting Time

Bus stops are often the first touch point many people have with public transit systems and a key indicator of the value a community places on this critical infrastructure. It's important for these spaces to be legible, comfortable, friendly, safe, and engaging as they are important drivers of bus ridership and customer satisfaction.

Research supports that riders perceive waiting time for buses as being significantly greater than actual waiting times. These perceptions are highly subjective and vary according to many inter-related considerations including trip purpose, time of day, weather conditions, availability of information, activities engaged in while waiting, bus stop amenities, and bus stop environment*. Understanding how these conditions impact user's perceived wait time is essential for creating a more equitable and desirable transit system.

Building on this body of research, the following pages explore the physical attributes of bus stops within the heart of Blandtown. The stops identified in the exhibit below and elaborated on the following pages will serve as the focus of our design solutions.



*<https://transitcenter.org/publication/sorry-to-superb/>

Bus Ridership

The chart below explores bus ridership counts based on weekday averages for the period between August and December of each respective year. The bus stops at the intersection of Huff Road and Ellsworth Industrial Boulevard are among the most popular stops on Route 14.

Stop #	Direction	Location	Stop Type	Pre-Covid (2019)			Mid-Covid (2020)			Late-Covid (2021)		
				Ons	Offs	Ons_Offs	Ons	Offs	Ons_Offs	Ons	Offs	Ons_Offs
Ellsworth Industrial Boulevard NW & Elaine Ave NW												
#902230	Westbound	Near Side	Sign on Post	0	9	9	N/A	N/A	N/A	1	3	4
#901683	Eastbound	Far Side	Sign on Post	9	0	9	N/A	N/A	N/A	7	1	8
Huff Road NW & Ellsworth Industrial Boulevard NW												
#902127	Westbound	Near Side	Sign on Post	6	24	30	N/A	N/A	N/A	2	10	13
#901677	Eastbound	Far Side	Sign on Post	22	5	27	N/A	N/A	N/A	6	3	10
Huff Road NW & Fairmont Avenue NW												
#902125	Westbound	Near Side	Sign on Post	0	11	11	N/A	N/A	N/A	0	7	7
#901678	Eastbound	Near Side	Sign on Post	14	0	14	N/A	N/A	N/A	10	0	10
Huff Road NW & Boyd Avenue NW												
#902119	Westbound	Near Side	Sign on Post	0	2	2	N/A	N/A	N/A	0	0	0
#901632	Eastbound	Far Side	Sign on Post	0	0	0	N/A	N/A	N/A	0	0	0

Amenity Inventory

The table below compares amenities present at each bus stop located in the focus area. Most stops are missing the most basic amenities and accessibility features.

	Shade	Enclosure	Seating	Schedule/ Route Display	Trash & Recycling	Lighting	Bike & Scooter Parking	Sidewalk Adjacent	ADA Accessible
Ellsworth Industrial Boulevard NW & Elaine Ave NW									
Bus Stop #902230 (Westbound)	X ¹							X	
Bus Stop #901683 (Eastbound)									
Huff Road NW & Ellsworth Industrial Boulevard NW									
Bus Stop #902127 (Westbound)								X	
Bus Stop #901677 (Eastbound)	X ¹		X		X			X	
Huff Road NW & Fairmont Avenue NW									
Bus Stop #902125 (Westbound)								X ²	
Bus Stop #901678 (Eastbound)	X ¹		X					X	
Huff Road NW & Boyd Avenue NW									
Bus Stop #902119 (Westbound)									
Bus Stop #901632 (Eastbound)								X	

¹Shade provided by adjacent tree

²Sidewalk Under Construction

Ellsworth Industrial Boulevard NW & Elaine Ave NW

The bus stops highlighted below service the adjacent industrial & commercial users (including Glassworks), and residential developments (including MWest & Chelsea Westside) along Ellsworth Industrial Boulevard.

BUS STOP #901683 (EASTBOUND)

The bus stop highlighted below is only accessible via existing sidewalks to Glassworks, despite being the nearest stop to the residential developments at MWest and Chelsea Westside. The passive greenspace adjacent to the stop holds tremendous public space potential.



BUS STOP #902230 (WESTBOUND)

The bus stop highlighted below lacks the most basic amenities and is inaccessible to all nearby destinations.



Huff Road NW & Ellsworth Industrial Boulevard NW

The bus stops highlighted below are among the most popular along Route 14. They service the growing mixed-use core of Blandtown.

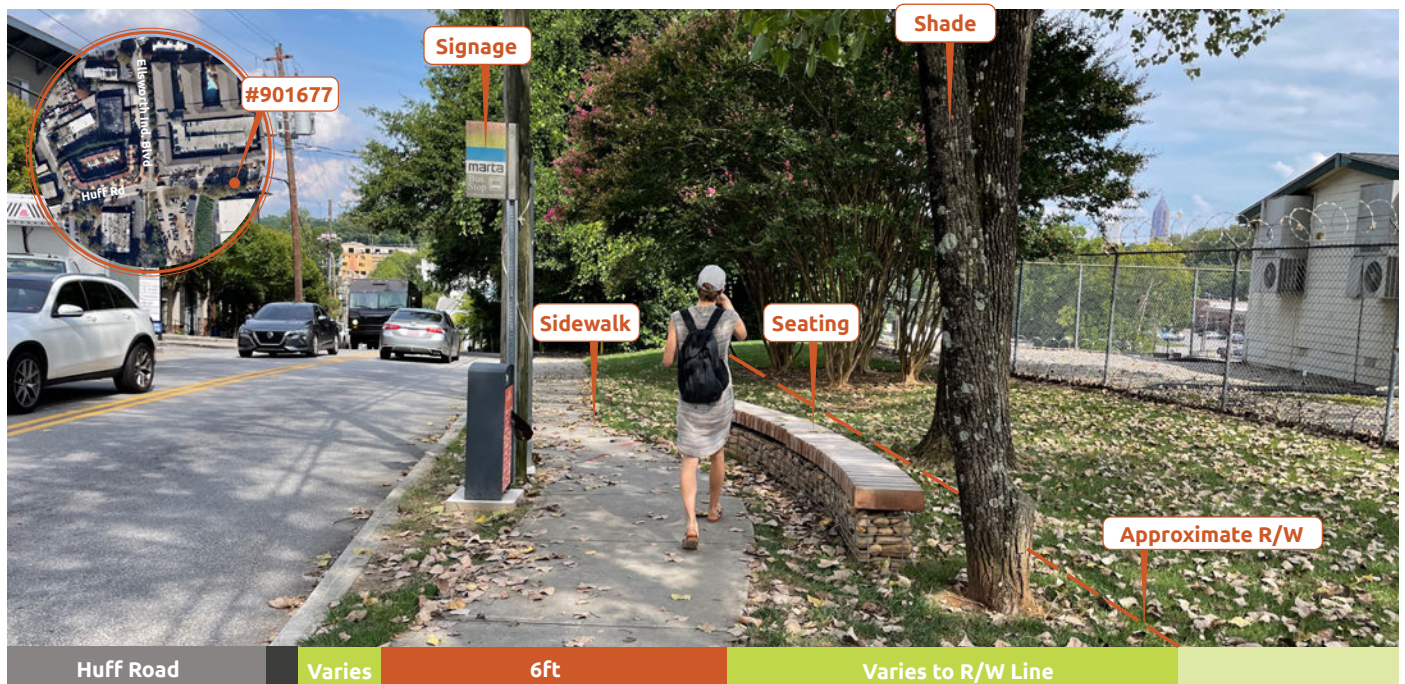
BUS STOP #902127 (WESTBOUND)

The bus stop highlighted below is among the most popular along Route 14 and services the adjacent commercial and residential development (including Apex West Midtown). It is currently located in a temporary position.



BUS STOP #901677 (EASTBOUND)

The bus stop highlighted below has enjoyed tactical improvements undertaken by the Upper Westside CID and NPU-D, and features seating and public art. Shade for the stop is provided by adjacent mature canopy trees.

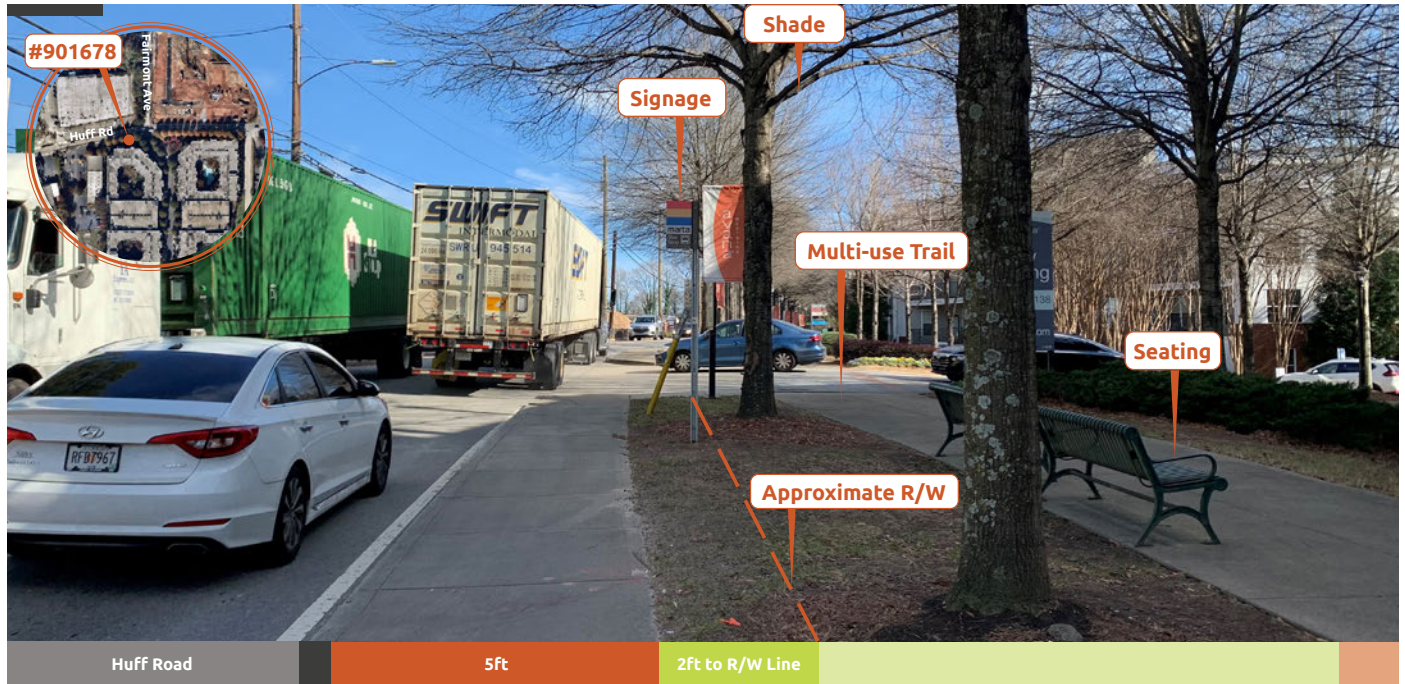


Huff Road NW & Fairmont Avenue NW

The bus stops highlighted below service established and emerging residential developments (including Avana Westside and West Town) along Huff Road.

BUS STOP #901678 (EASTBOUND)

The bus stop highlighted below services the Avana Westside apartment community. Street trees provide shade for those waiting. Benches nearby provide seating, although they face away from the street and make keeping an eye out for the bus difficult.



BUS STOP #902125 (WESTBOUND)

Residents of West Town will be connected to the bus stop highlighted below via sidewalks when construction of Empire Longreen is complete. The current plans call for construction of a landscape buffer and sidewalk along Huff Road and Fairmont Avenue.



Huff Road NW & Boyd Avenue NW

The bus stops highlighted below service emerging residential developments and existing industrial & commercial users along Huff Road.

BUS STOP #901632 (EASTBOUND)

The bus stop highlighted below lacks the most basic amenities. It is accessible via continuous sidewalks along the southern side of Huff Road.



BUS STOP #902119 (WESTBOUND)

The bus stop highlighted below lacks the most basic amenities and accessible connections.



THE CONCEPTS

Form Follows *Function*

Bus stops deserve to be more than the functional pieces of purpose-built infrastructure they often are. Regardless of size, a well-planned bus stop has the potential to serve its daily users while enlivening the public realm around it. This is especially important as research shows that waits at bus stops with no amenities are perceived as twice as long, or longer, than they actually are; that the more polluted and exposed to traffic, the more users tend to overestimate wait times; and that riders without access to real time information perceive they are waiting 15% longer than they are.*

The process of arriving at design ideas for bus stops in Blandtown involved synthesizing the large body of research, best practices, design guidelines, and our community conversations. This journey and the application of the ideas to a series of demonstration sites is explored on the following pages.

Bus Stop Design Inspiration

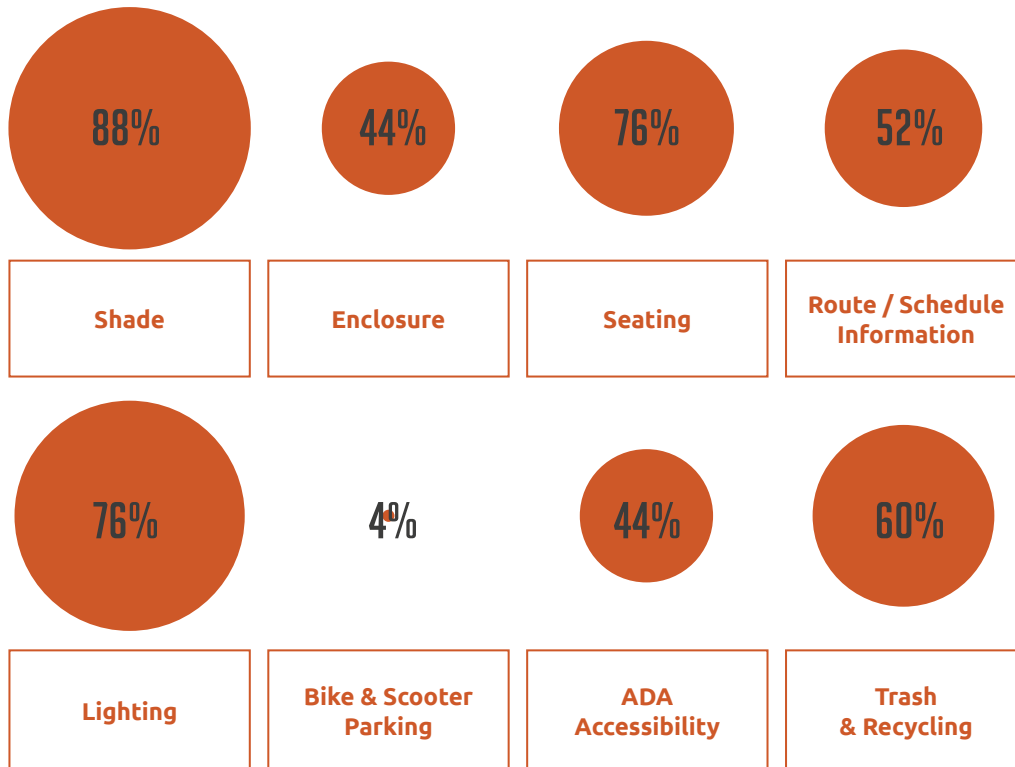


*<https://transitcenter.org/publication/sorry-to-superb/>



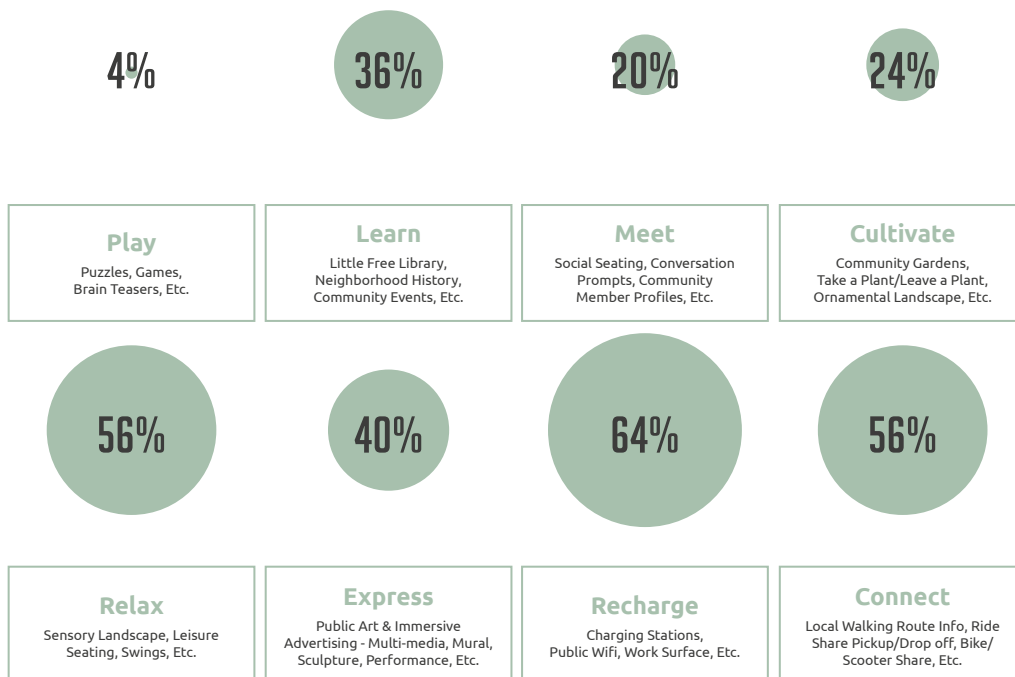
ESSENTIAL ELEMENTS

Shade, lighting, and seating topped the responses when we asked the community via our online survey what essential elements would make waiting for a bus more safe and comfortable.



EXPERIENCES

Spaces to recharge, connect, and relax were among the top responses when we asked the community via our online survey what experiences would make waiting for a bus more pleasant and delightful.



Conceptual Kit of Parts

Building on the technical analysis and engagement with the Upper Westside community, a conceptual kit of parts was developed. This kit of parts distilled down the essential elements of a bus stop, supplemented it with additional elements befitting a comfortable small urban space, and creatively adapted those pieces to reflect the rich history of the Blandtown neighborhood. Two design concepts were developed, each drawing inspiration from a different aspect of the neighborhoods heritage. These concepts will be further explored through a series of demonstration sites on the following pages.

THE SWITCHYARD

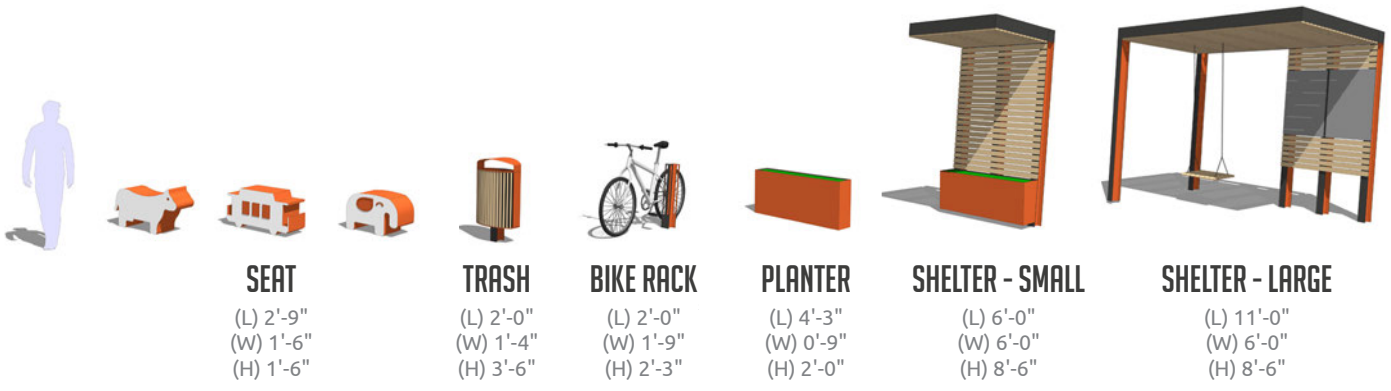
The Switchyard draws inspiration from the forms and patterns of the rail infrastructure present in the neighborhood.



	SEAT	BENCH	TRASH	BIKE RACK	PLANTER	SIGNAGE	SHELTER - SMALL	SHELTER - LARGE
	(L) 1'-6"	(L) 4'-6"	(L) 2'-0"	(L) 2'-0"	(L) 3'-0"	(L) 0'-2"	(L) 6'-0"	(L) 11'-0"
	(W) 1'-6"	(W) 1'-6"	(W) 1'-4"	(W) 1'-9"	(W) 1'-6"	(W) 1'-6"	(W) 6'-0"	(W) 6'-0"
	(H) 1'-6"	(H) 1'-6"	(H) 3'-6"	(H) 2'-3"	(H) 3'-6"	(H) 8'-6"	(H) 8'-6"	(H) 8'-6"

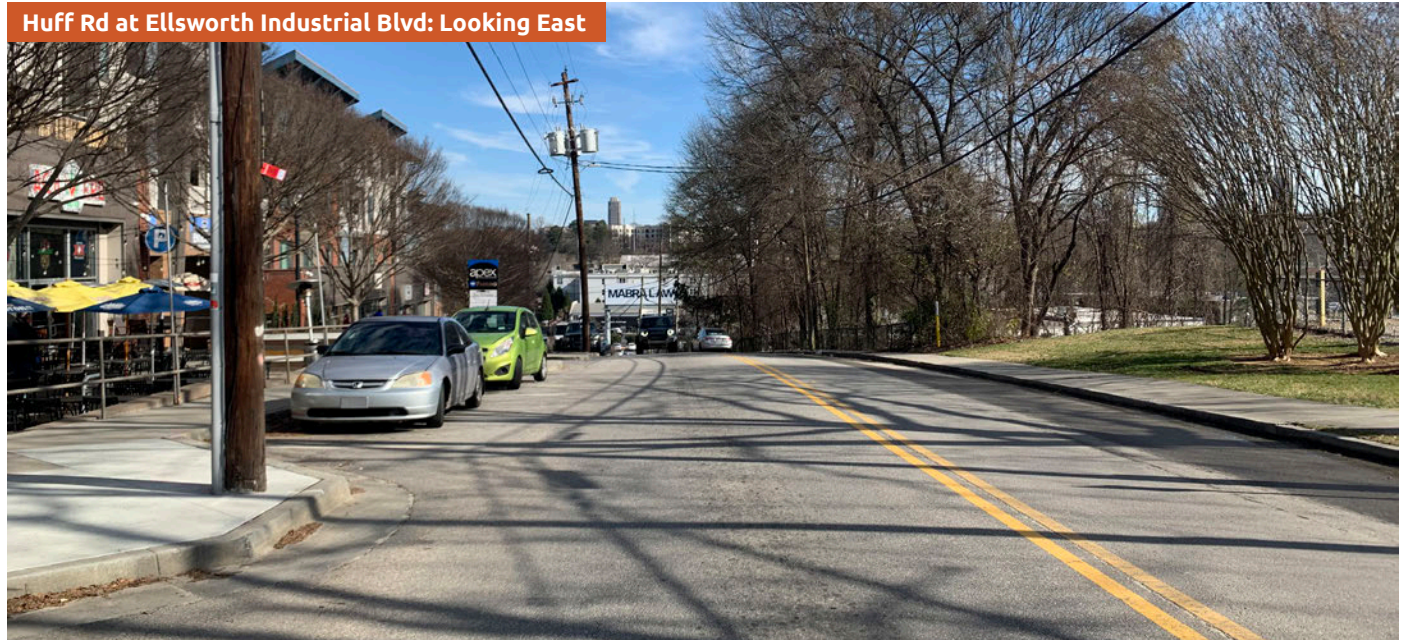
THE STOCKPILE

The Stockpile creatively reuses material salvaged from the Upper Westside, specifically a series of beams reclaimed from the removal of a guardrail on 17th St adjacent to the Hemphill Waterworks facility, and transforms it into comfortable, welcoming pieces of urban furniture.



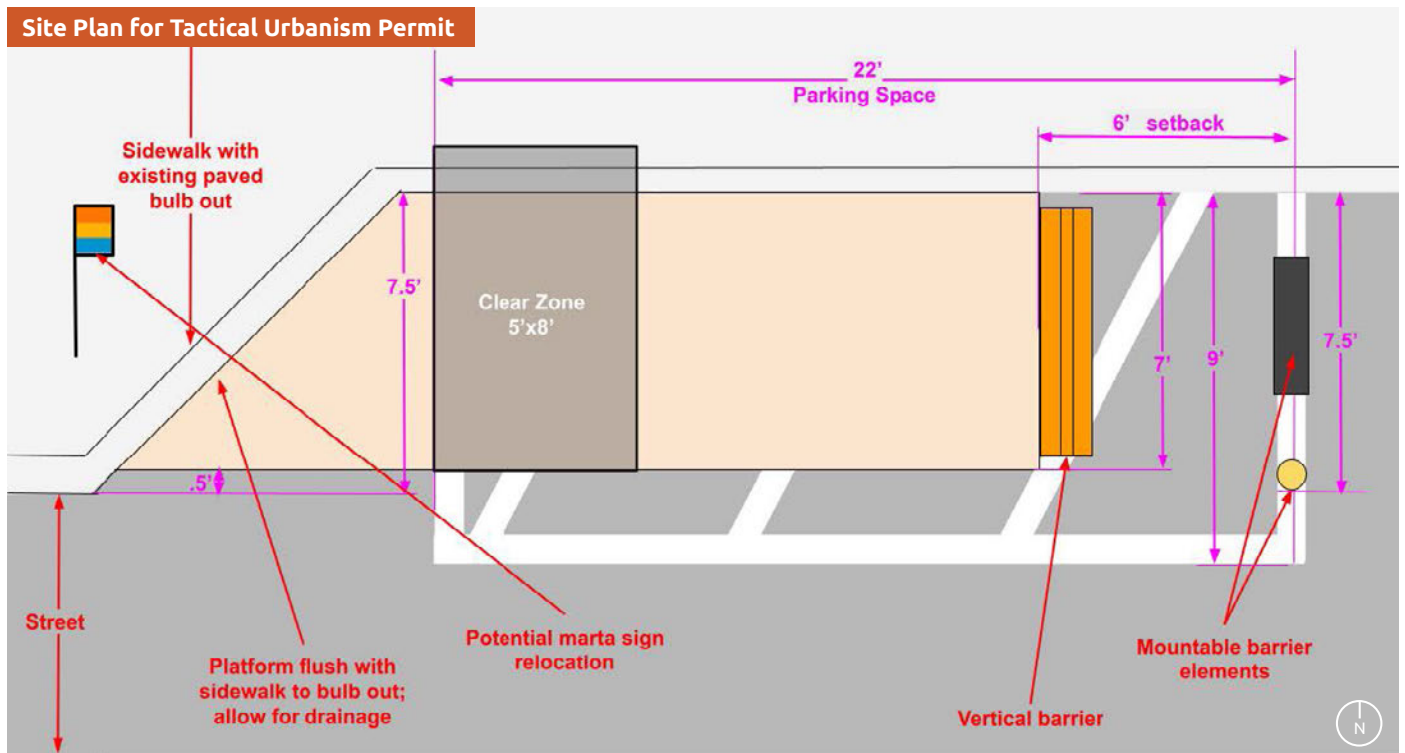
Demonstration Site #1: Huff House Parklet

Demonstration Site #1 lies near the intersection of Huff Road and Ellsworth Industrial Boulevard at the location of Bus Stop #902127 (Westbound). This stop is the highest ridership stop within the focus area and services the large concentration of retail and residences within the mixed-use core of Blandtown.



TACTICAL URBANISM PERMIT

The concept leverages the City of Atlanta’s Tactical Urbanism Permit to install a wooden deck on the former site of a no parking zone adjacent to the bus stop. The location and layout are depicted below.

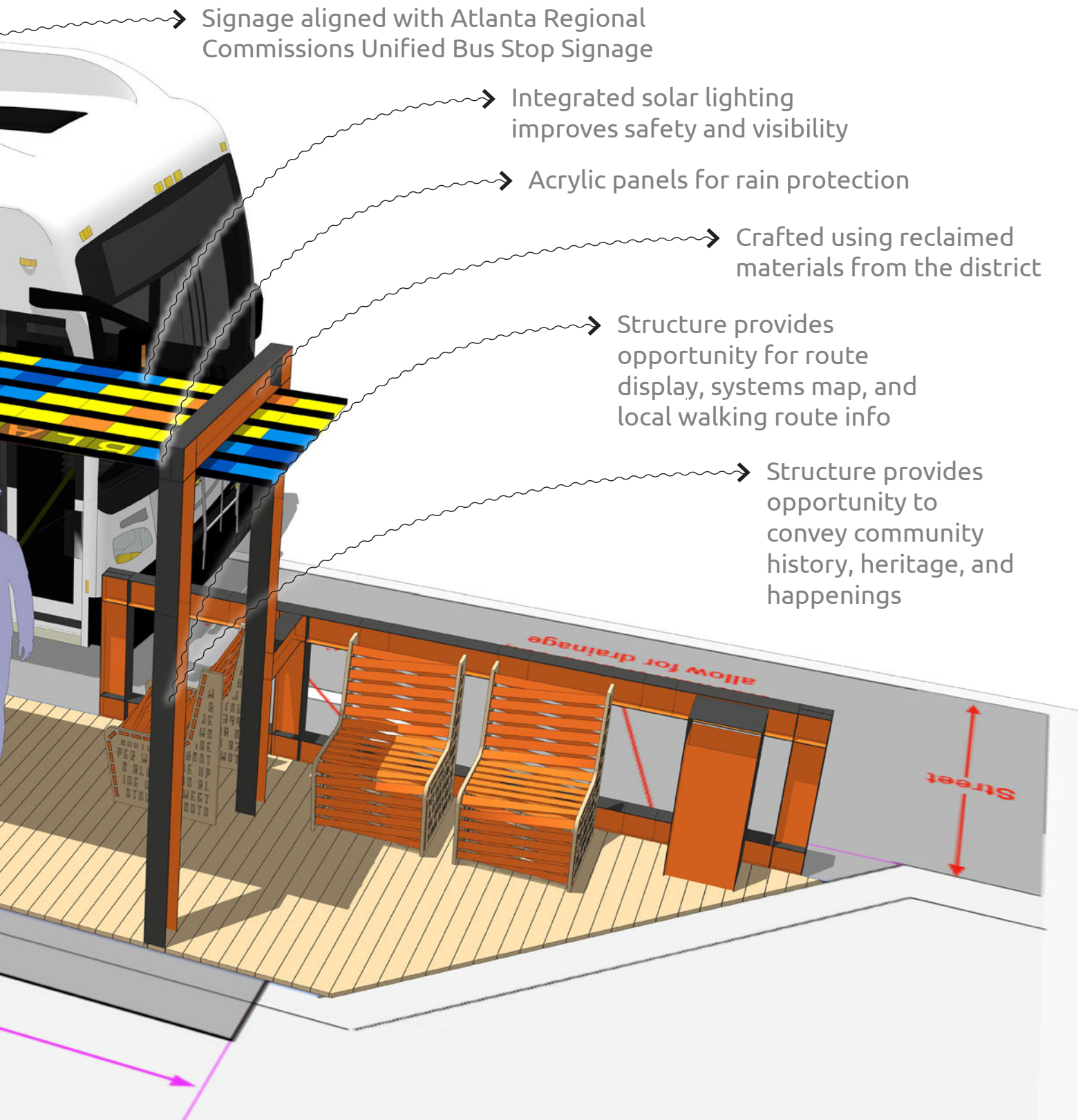


Custom fabricated furnishings featuring community branding



INSPIRATION





HUFF HOUSE CONCEPT DESIGN

The concept for Demonstration Site #1 applies elements from “The Stockpile” and crafts a welcoming and weather protected space for those waiting for the bus and walking the district alike.

HUFF HOUSE CONCEPT DESIGN

The concept for Demonstration Site #1 applies elements from "The Stockpile" and crafts a welcoming and weather protected space for those waiting for the bus and walking the district alike.

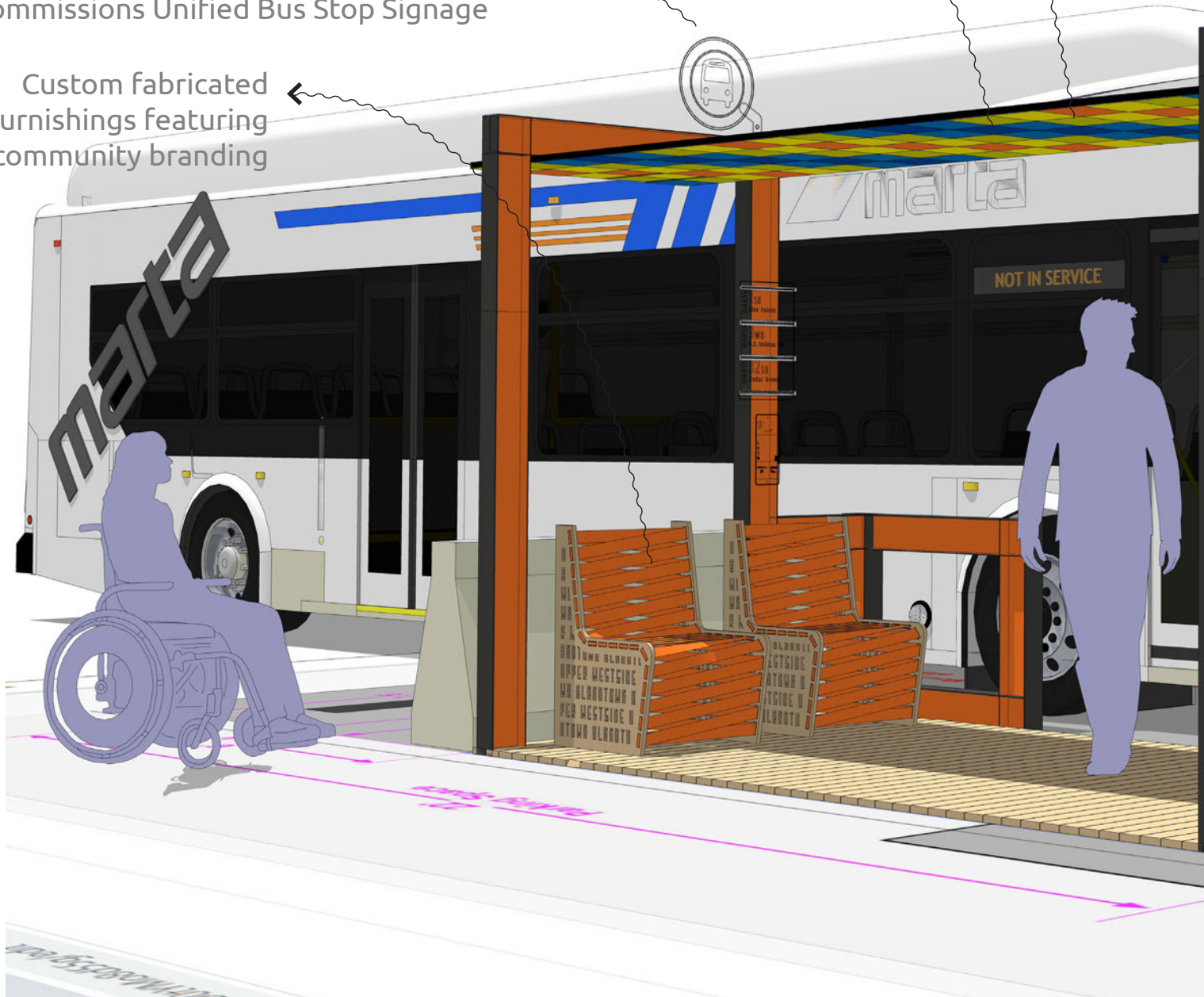
Demonstration Site #1: Approach

Acrylic panels for rain protection

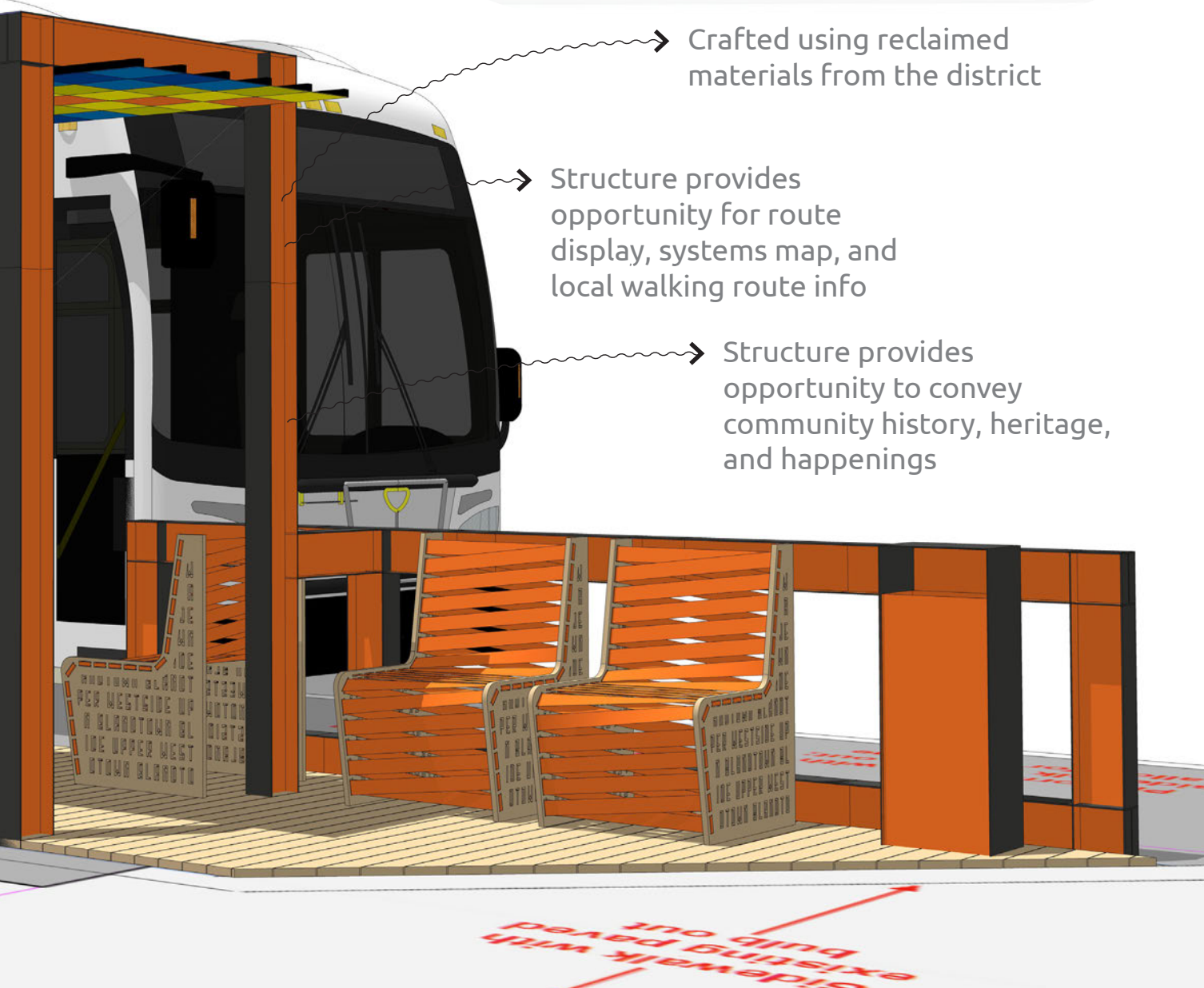
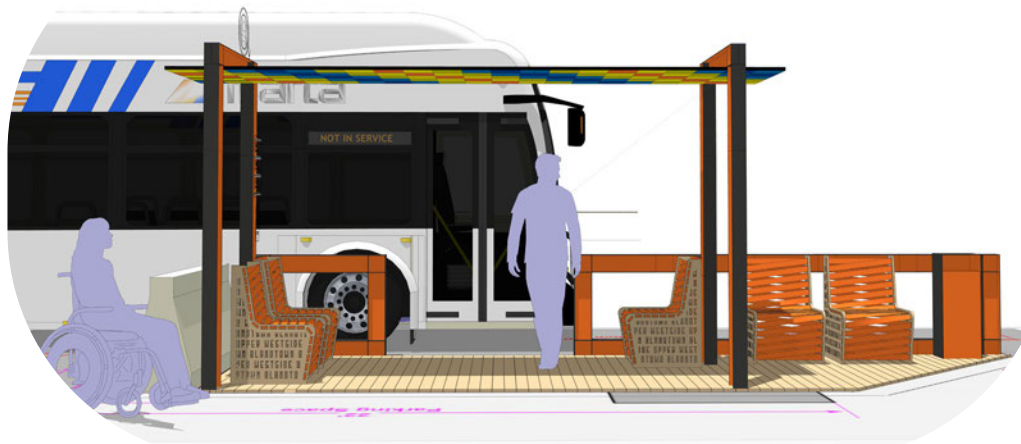
Integrated solar lighting improves safety and visibility

Signage aligned with Atlanta Regional Commissions Unified Bus Stop Signage

Custom fabricated furnishings featuring community branding



Demonstration Site #1: Elevation



→ Crafted using reclaimed materials from the district

→ Structure provides opportunity for route display, systems map, and local walking route info

→ Structure provides opportunity to convey community history, heritage, and happenings

Demonstration Site #2: Ellsworth Green

Demonstration Site #2 lies near the intersection of Ellsworth Industrial Boulevard and Elaine Avenue at the location of Bus Stop #901683 (Eastbound). This stop features ample adjacent greenspace and services the large concentration of residences at MWest and MWest II as well as the commercial uses at Glassworks. The Atlanta Beltline's Northwest Trail will also border Ellsworth Green along Elaine Ave.

Ellsworth Industrial Blvd near Elaine Ave: Looking South

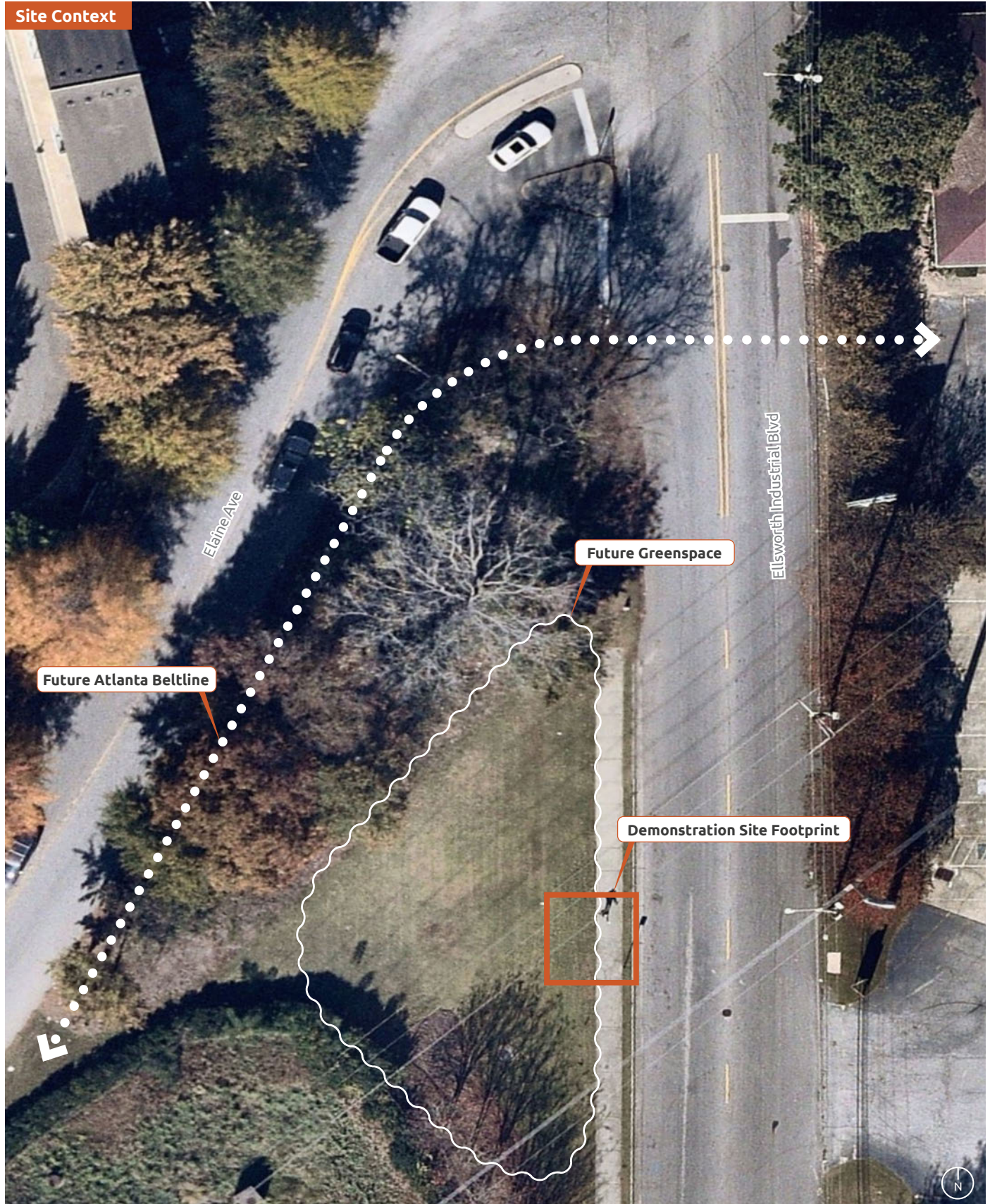


Ellsworth Industrial Blvd near Elaine Ave: Looking North



LICENSE AGREEMENT

The Upper Westside CID has negotiated a license agreement with the property owner that enables the creation of a friendly neighborhood greenspace, managed by the UWCID, that will bring amenities and energy to this underutilized lawn.



Demonstration Site #2: Birdseye

← Opportunity for route display, systems map, and local walking route info

← Opportunity to convey community history, heritage, and happenings

← Signage aligned with Atlanta Regional Commissions Unified Bus Stop Signage





→ Swing invites play and exploration

→ Acrylic panels for rain protection

→ Integrated solar lighting improves safety and visibility

→ Crafted using reclaimed materials from the district

→ Designed to accommodate ADA Accessible clear space

→ Seats oriented toward one another to allow free flow into the space

→ Custom fabricated furnishings featuring community branding

ELLSWORTH GREEN CONCEPT DESIGN

The concept for Demonstration Site #2 applies elements from both design concepts to craft a welcoming and weather protected space for those waiting for the bus and walking the district alike. As the adjacent green is activated this space will serve double duty as both a dedicated bus stop and park pavilion.

ELLSWORTH GREEN CONCEPT DESIGN

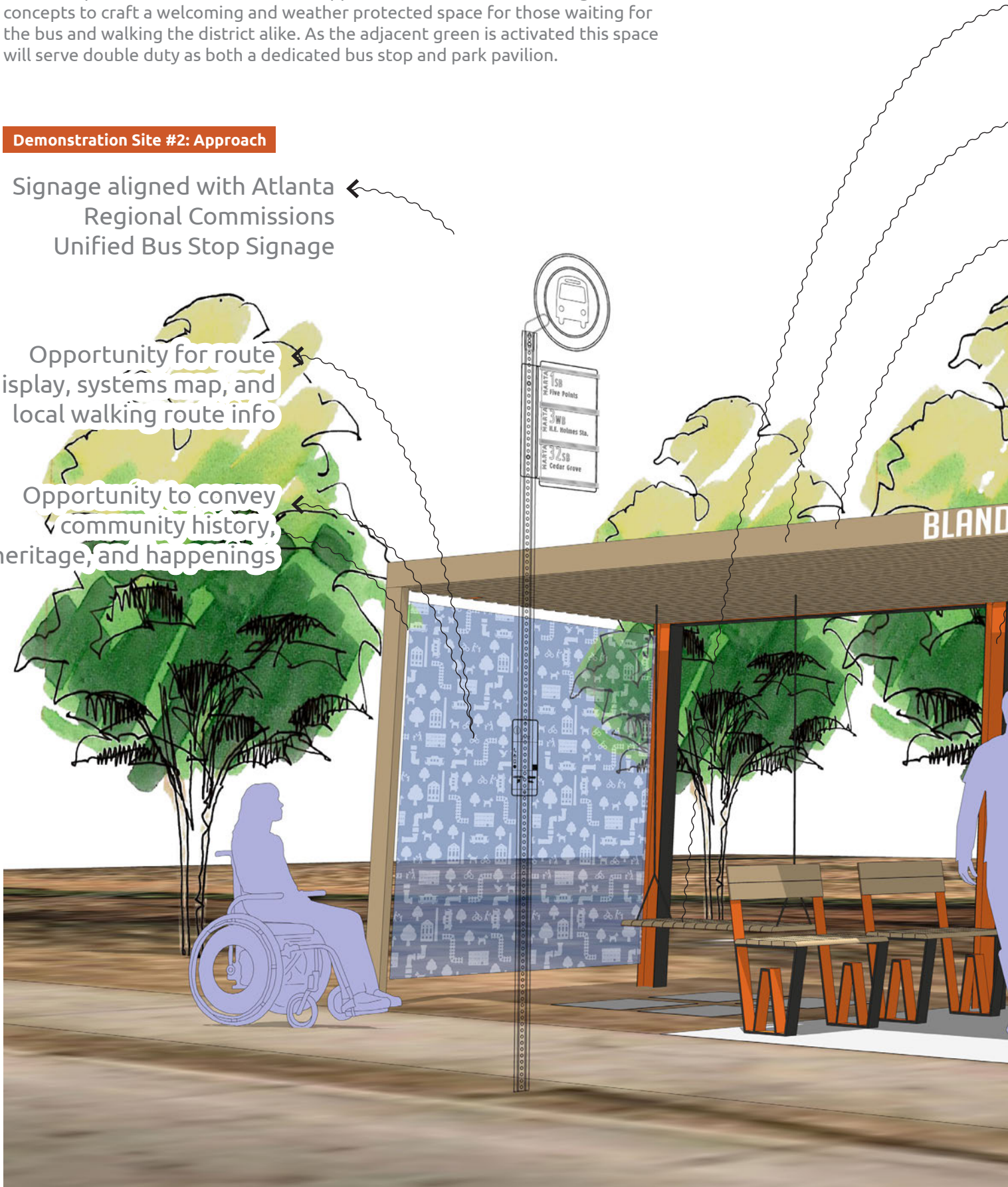
The concept for Demonstration Site #2 applies elements from both design concepts to craft a welcoming and weather protected space for those waiting for the bus and walking the district alike. As the adjacent green is activated this space will serve double duty as both a dedicated bus stop and park pavilion.

Demonstration Site #2: Approach

Signage aligned with Atlanta
Regional Commissions
Unified Bus Stop Signage

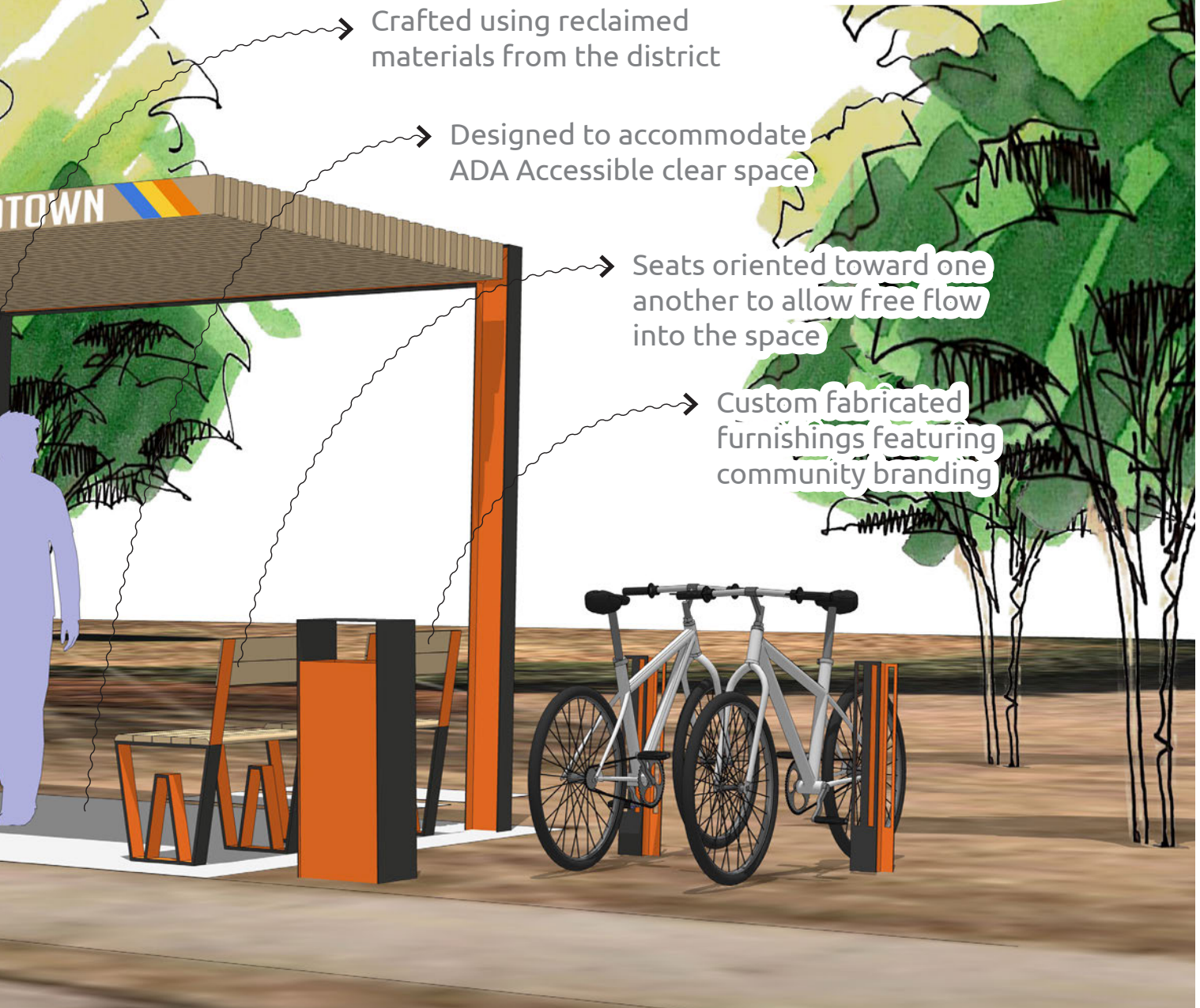
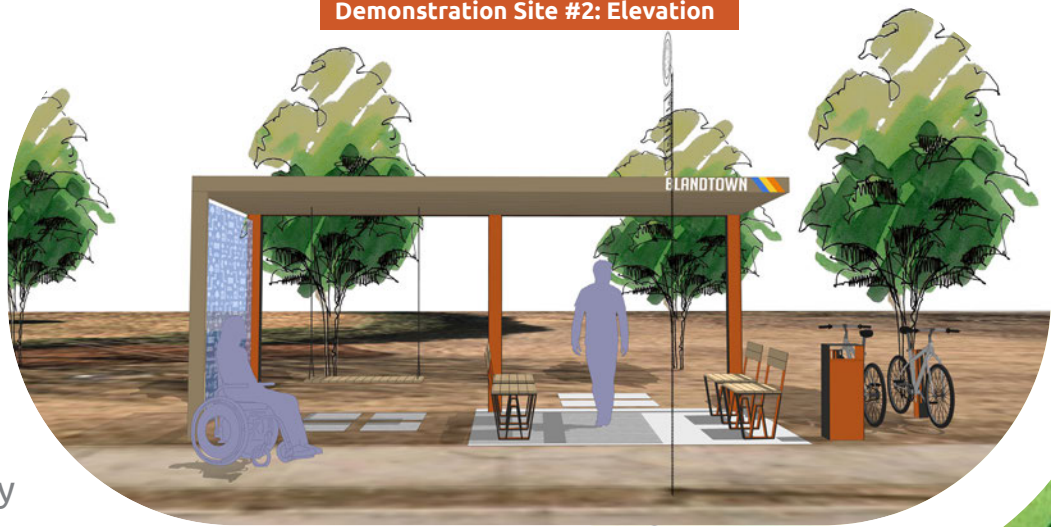
Opportunity for route
display, systems map, and
local walking route info

Opportunity to convey
community history,
heritage, and happenings



Demonstration Site #2: Elevation

- Swing invites play and exploration
- Acrylic panels for rain protection
- Integrated solar lighting improves safety and visibility



- Crafted using reclaimed materials from the district
- Designed to accommodate ADA Accessible clear space
- Seats oriented toward one another to allow free flow into the space
- Custom fabricated furnishings featuring community branding

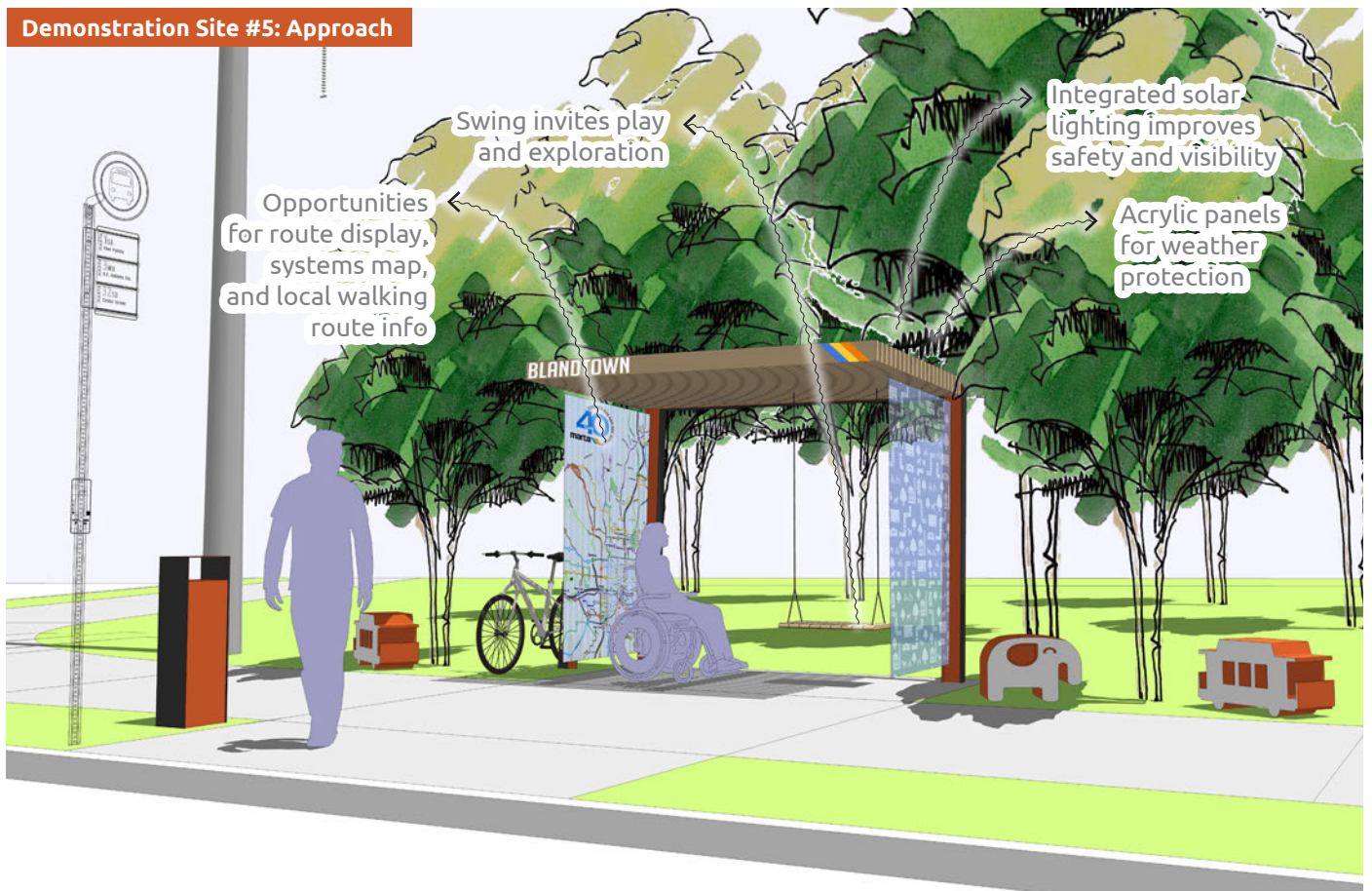
Demonstration Site #3: Boyd Green

Demonstration Site #2 lies near the intersection of Ellsworth Industrial Boulevard and Elaine Avenue at the location of Bus Stop #901683 (Eastbound). This stop features ample adjacent greenspace and services the large concentration of residences at MWest and MWest II as well as the commercial uses at Glassworks.



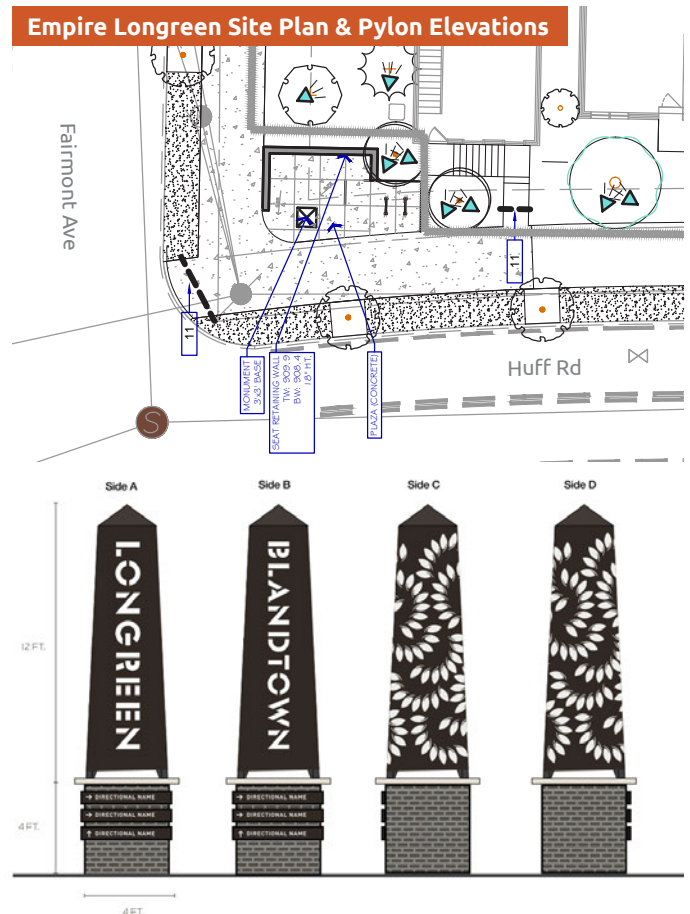
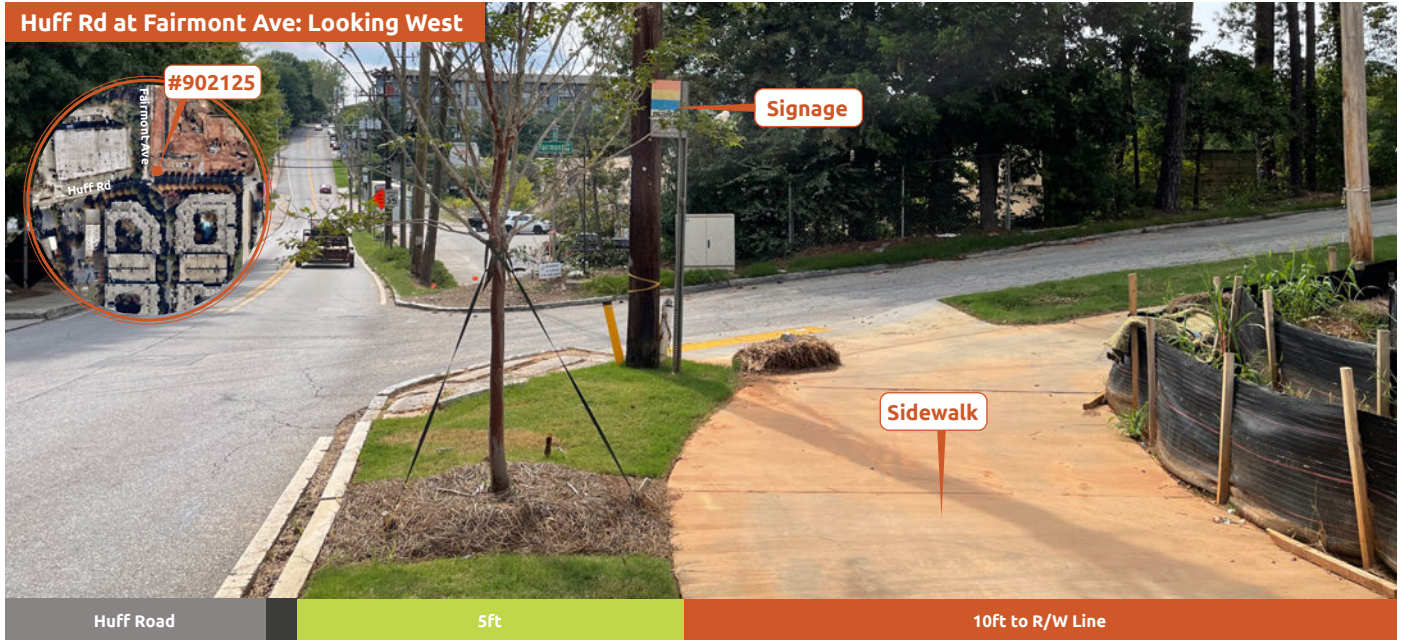
BOYD GREEN CONCEPT DESIGN

The concept for Demonstration Site #3 applies elements from both design concepts to craft a welcoming and shady space for those waiting for the bus and walking the district alike. If the utility easement were to be activated, this space could serve double duty as both a dedicated bus stop and park pavilion.



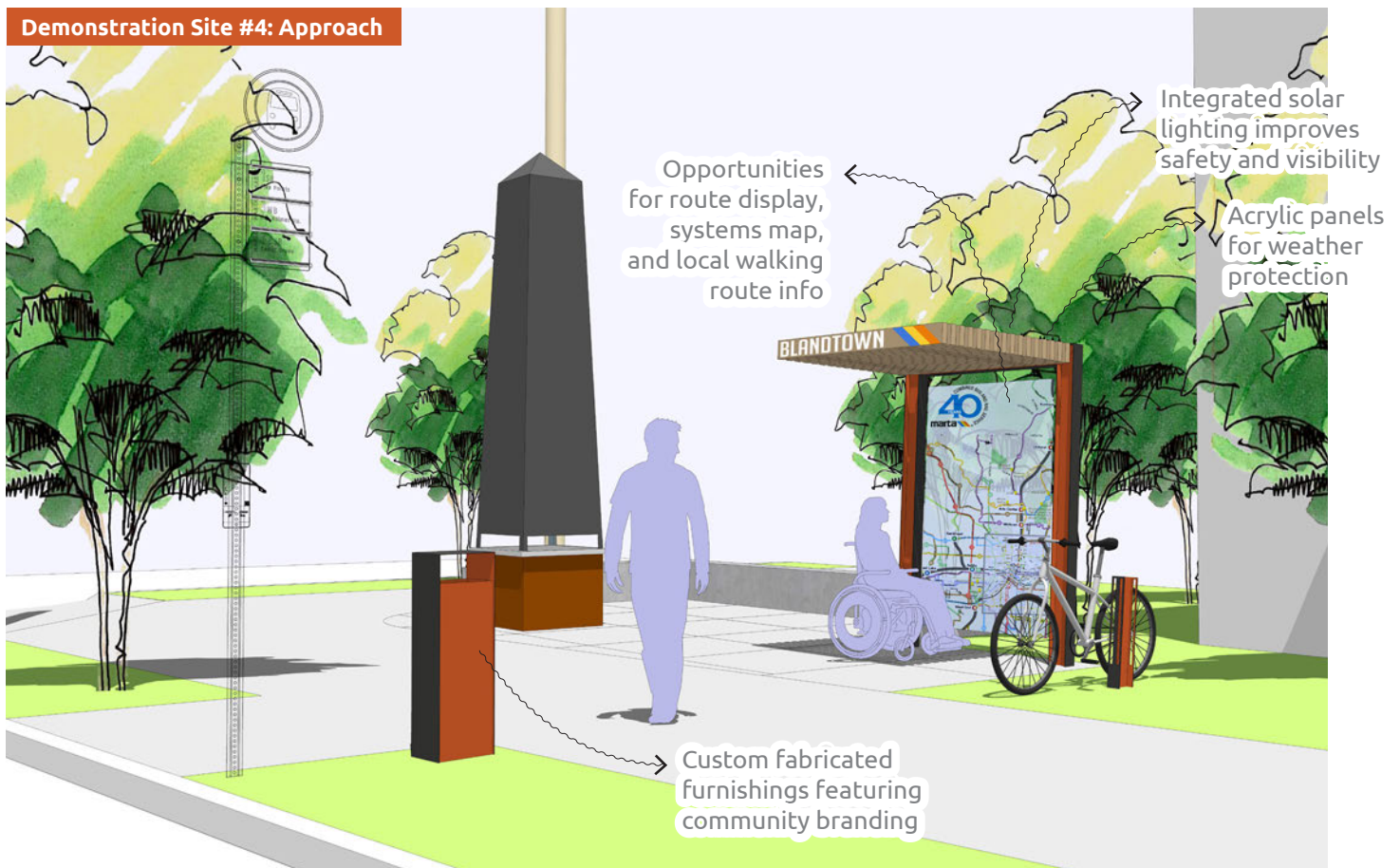
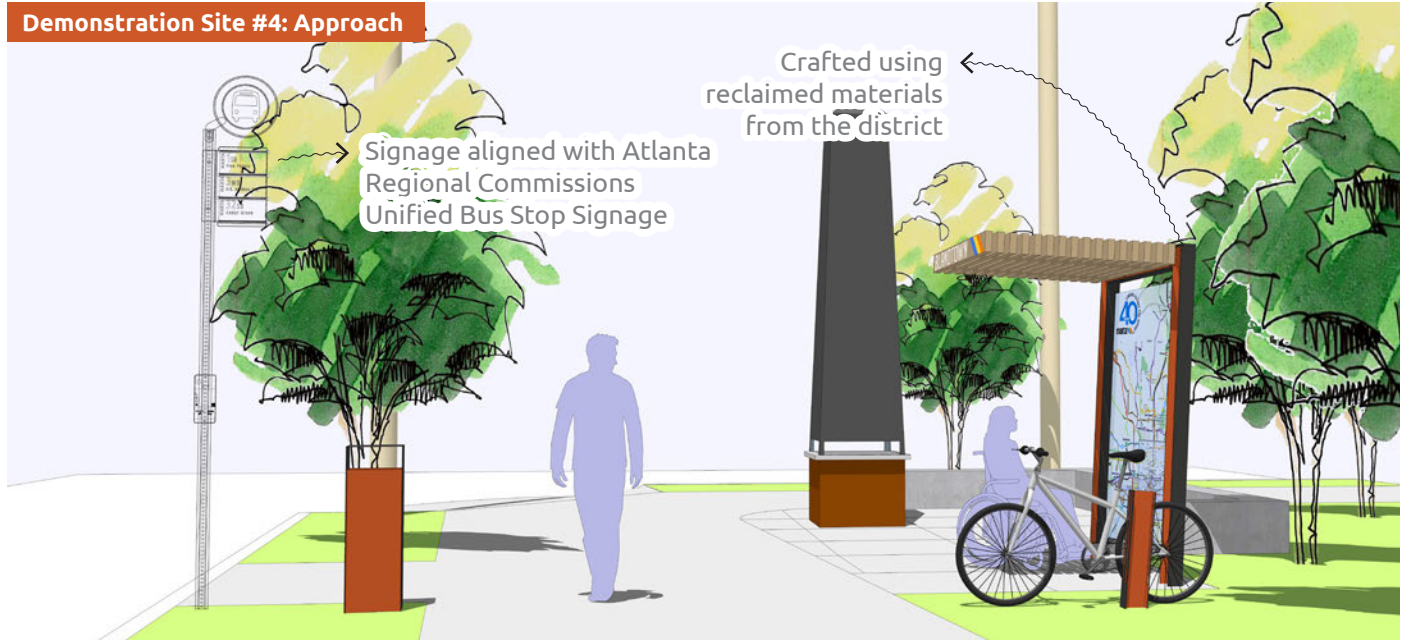
Demonstration Site #4: Empire Longreen

Demonstration Site #4 lies near the intersection of Huff Road and Fairmont Avenue at the location of Bus Stop #902125 (Westbound). This stop will feature a plaza complete with stone seatwalls, landscaping, bike racks, and a large obelisk/pylon (pictured below) when construction of Empire Longreen is complete.



EMPIRE LONGREEN CONCEPT DESIGN

The concept for Demonstration Site #4 applies elements from both design concepts to craft a welcoming and shady space for those waiting for the bus and walking the district alike. This concept leverages the adjacent plaza (currently under construction as part of the development of Empire Longreen), repurposing an area currently devoted to two bike racks.



Demonstration Site #5: Ellsworth & Elaine

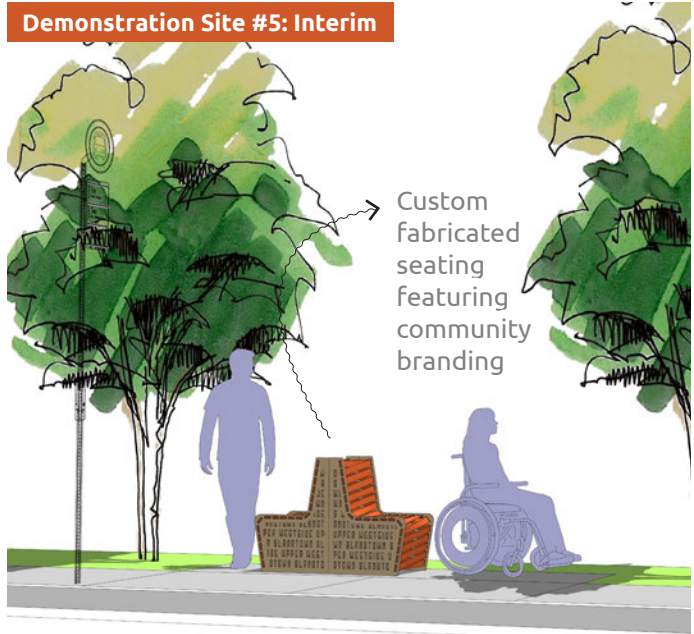
Demonstration Site #5 lies near the intersection of Ellsworth Industrial Boulevard and Elaine Avenue at the location of Bus Stop #902230 (Westbound). This stop, in its current form, lacks the most basic amenities and infrastructure. However, adjacency to nearby development parcels could bring sidewalks, landscape improvements, and ADA accessibility to this stretch of Blandtown



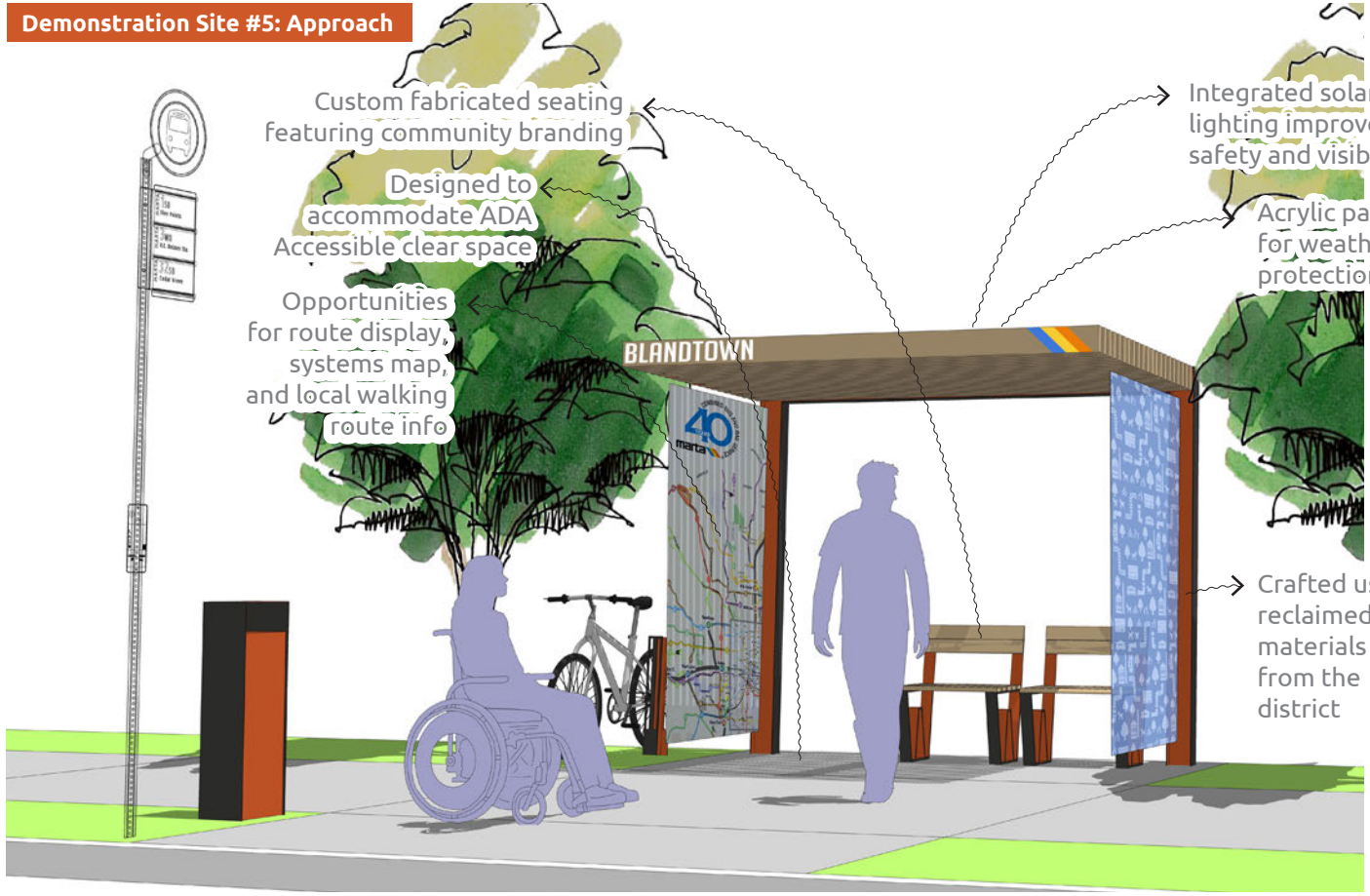
ELLSWORTH & ELAINE CONCEPT DESIGN

The concept for Demonstration Site #5 applies elements from both design concepts to craft a welcoming and weather protected space for those waiting for the bus and walking the district alike. The bus shelter sits outboard of an Upper Westside standard 10ft sidewalk and 5-7ft landscape/amenity zone. Before further streetscape improvements are made, temporary seating featuring community branding can be installed to elevate the experience of waiting for the bus in the interim.

Demonstration Site #5: Interim



Demonstration Site #5: Approach



SECTION 4

MULTI-MODAL STRATEGIES

The following pages explore the character and quality of traveling within Blandtown and sets forth strategies to make getting around more safe, comfortable, and friendly.

GETTING AROUND

Multi-modal Assessment & Strategies

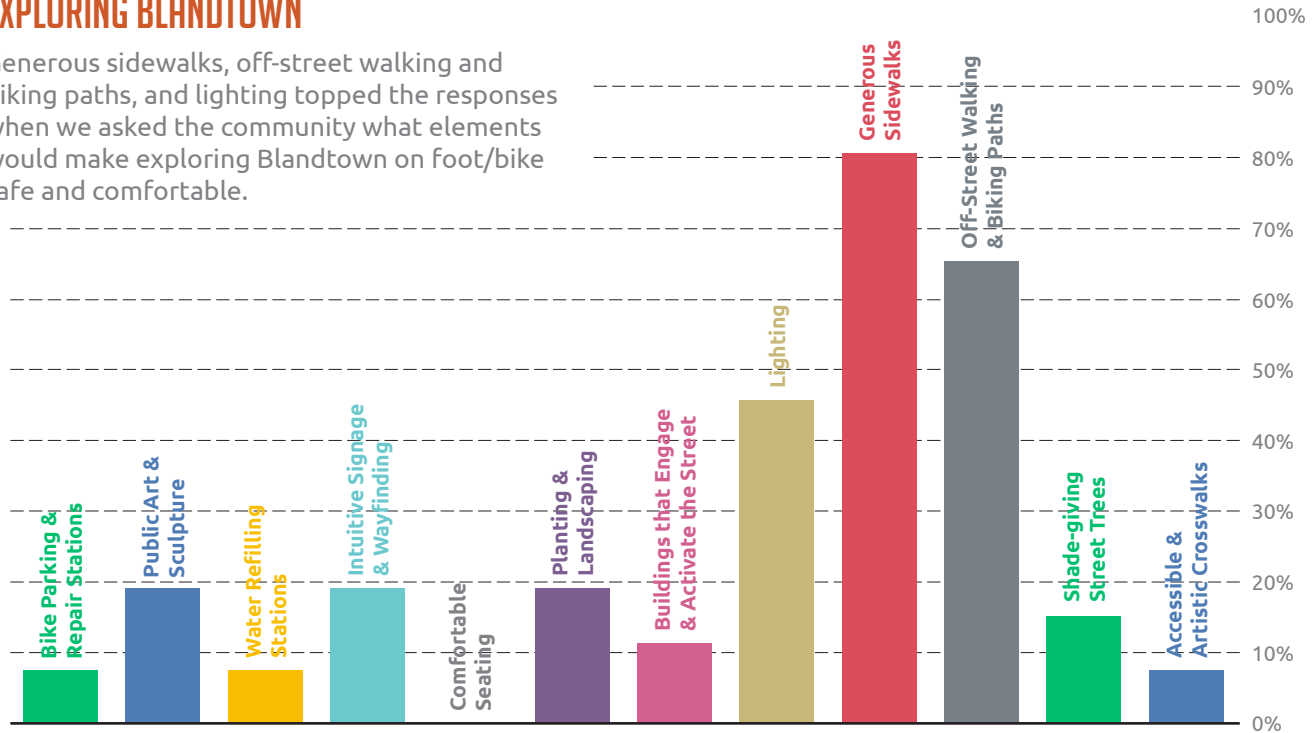
Most bus riders start and end their trips on foot or by bike, making a safe and comfortable journey to and from their stop an important part of a positive transit experience. By crafting an environment built first and foremost for people, the Upper Westside can improve equitable access to some of Atlanta's most popular destinations and make riding the bus a part of everyday life in Blandtown and beyond.

The following pages explore the character and quality of the Huff Road and Ellsworth Industrial Boulevard corridors within our Focus Area and set forth research and community-based strategies for elevating pedestrian and bicycle infrastructure in Blandtown.



EXPLORING BLANDTOWN

Generous sidewalks, off-street walking and biking paths, and lighting topped the responses when we asked the community what elements would make exploring Blandtown on foot/bike safe and comfortable.



WHERE SHOULD WE START

Below are a few responses from when we asked the community if there are any specific places where improvements are needed to make exploring Blandtown on foot/bike pleasant & delightful, safe & comfortable?

“ The sidewalks throughout the neighbourhood need to be continuous on both sides of the road. Huff Rd and Ellsworth have plenty of gaps on both sides.”

“ Sidewalks and bike lanes that connect The Works with the homes nearby in 30318 and 30327 areas.”

“ Ellsworth Industrial sidewalks do not extend the entire duration of the road from Huff to Chattahoochee.”

“ There should be a painted crosswalks at Huff & Ellsworth. Potentially it could be raised.”

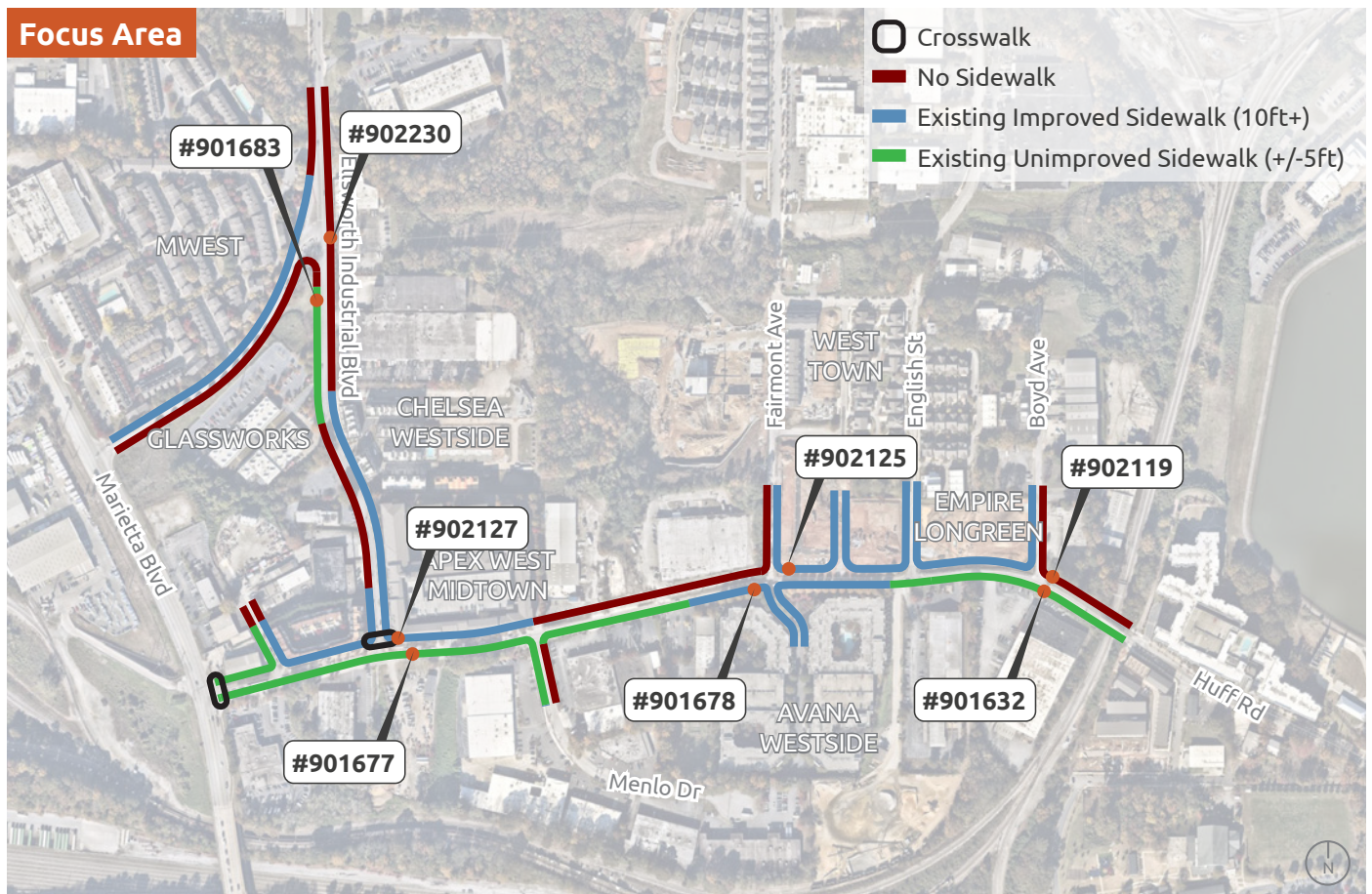
“ More bike racks, especially at Bone Garden. Painted Crosswalks on Huff.”

“ Clean up corner of Elaine and Ellsworth into a pocket park with benches and fountains.”

“ The Elaine Avenue and Ellsworth intersection seems to be a perfect place a beautification project. As does the Chattahoochee and Ellsworth intersection.”

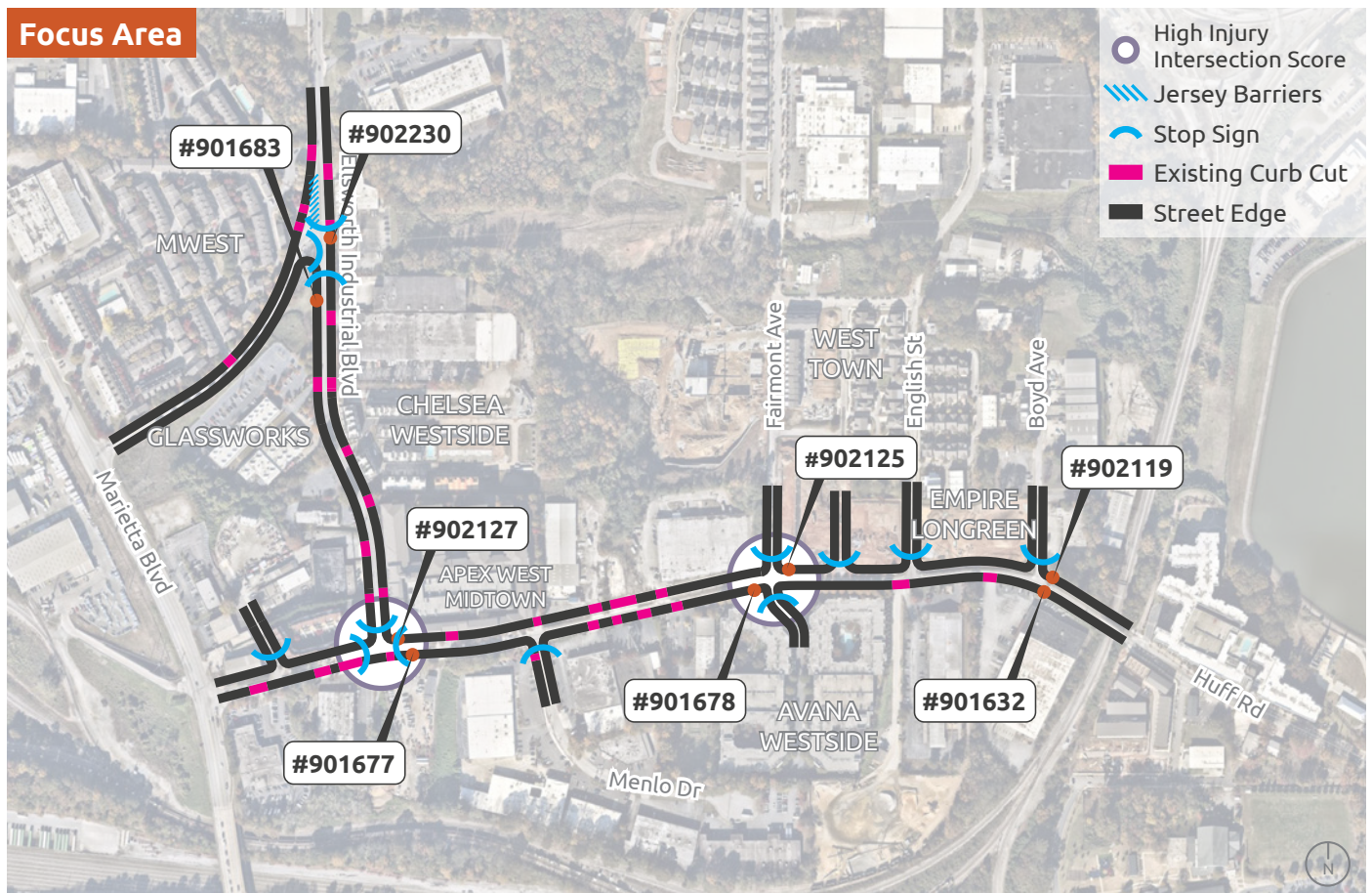
Existing Pedestrian & Bike Infrastructure

The presence and quality of sidewalks, crosswalks, and bike facilities for the Huff Road and Ellsworth Industrial Boulevard corridors is illustrated below. Sidewalks along Huff Road and Ellsworth Industrial Boulevard vary greatly in terms of quality and frequency. Large segments of sidewalk are missing along both corridors and there are few marked pedestrian crossings. The only north-south pedestrian crosswalks along Huff Road fall nearly 1 mile apart at Marietta Street to the west and Howell Mill Road to the east. There are no designated bike facilities in Blandtown. These conditions make accessing existing bus stops and neighborhood destinations unpleasant at best, and unsafe at worst.



Existing Traffic Control Devices

The location of curb cuts & driveways, and traffic control devices (stop lights, signs, etc) for the Huff Road and Ellsworth Industrial Boulevard corridors is illustrated below. The abundance of curb cuts coupled with relatively few traffic control devices along Huff Rd & Ellsworth Industrial Boulevard do not support walkability and bikeability and make accessing bus stops difficult. Furthermore, two intersections within the focus area are on the City of Atlanta's "High Injury Network" a list of dangerous streets and intersections based on the concentration of fatalities and injuries observed.



Retrofitting Roads For All Users

The Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations, produced by the Federal Highway Administration (FHWA) as part of the Safe Transportation for Every Pedestrian (STEP) program, helps communities select pedestrian crash countermeasures based on criteria in published literature, best practices, and national guidance.

IDENTIFICATION OF PEDESTRIAN SAFETY COUNTERMEASURES*

The table below provides guidance on which countermeasures should be considered initially for various roadway conditions. Each cell indicates possibilities that may be appropriate for designated pedestrian crossings. Huff Road and Ellsworth Industrial Boulevard have been identified based on their unique physical and functional attributes. Huff Road is 2 lanes, with a posted speed limit of 35 MPH and vehicle AADT below 9,000. Based on the Pedestrian Crash Countermeasure table below, the following improvements should be evaluated: high-visibility crosswalk markings, parking restrictions on crosswalk approach, adequate night time lighting levels, and crossing warning signs, curb extension, pedestrian refuge island, RRFB, PHB. Ellsworth Industrial Boulevard is also 2 lanes, with a posted limit of 35 MPH but with a vehicle AADT of 9,000-15,000. Based on the table below, the countermeasures recommended are the same as Huff Road.

Roadway Configuration	Posted Speed Limit and AADT								
	Vehicle AADT <9,000			Vehicle AADT 9,000–15,000			Vehicle AADT >15,000		
	≤30 mph	35 mph	≥40 mph	≤30 mph	35 mph	≥40 mph	≤30 mph	35 mph	≥40 mph
2 lanes (1 lane in each direction)	① 2 4 5 6	① 2 5 6 7 9	① 5 6 7 9	① 4 5 6 7 9	① 2 5 6 7 9	① 5 6 7 9	① 4 5 6 7 9	① 5 6 7 9	① 5 6 9
3 lanes with raised median (1 lane in each direction)	① 2 3 4 5	① 3 5 7 9	① 3 5 7 9	① 3 4 5 7 9	① 3 5 7 9	① 3 5 7 9	① 3 4 5 7 9	① 3 5 7 9	① 3 5 9
3 lanes w/o raised median (1 lane in each direction with a two-way left-turn lane)	① 2 3 4 5 6 7 9	① 3 5 6 7 9	① 3 5 6 7 9	① 3 4 5 6 7 9	① 3 5 6 7 9	① 3 5 6 7 9	① 3 4 5 6 7 9	① 3 5 6 7 9	① 3 5 6 9
4+ lanes with raised median (2 or more lanes in each direction)	① 3 5 7 8 9	① 3 5 7 8 9	① 3 5 8 9	① 3 5 7 8 9	① 3 5 7 8 9	① 3 5 8 9	① 3 5 7 8 9	① 3 5 8 9	① 3 5 8 9
4+ lanes w/o raised median (2 or more lanes in each direction)	① 3 5 6 7 8 9	① 3 5 6 7 8 9	① 3 5 6 8 9	① 3 5 6 7 8 9	① 3 5 6 7 8 9	① 3 5 6 8 9	① 3 5 6 7 8 9	① 3 5 6 8 9	① 3 5 6 8 9

Given the set of conditions in a cell,

- # Signifies that the countermeasure is a candidate treatment at a marked uncontrolled crossing location.
- Signifies that the countermeasure should always be considered, but not mandated or required, based upon engineering judgment at a marked uncontrolled crossing location.
- Signifies that crosswalk visibility enhancements should always occur in conjunction with other identified countermeasures.*














































The absence of a number signifies that the countermeasure is generally not an appropriate treatment, but exceptions may be considered following engineering judgment.

- 1 High-visibility crosswalk markings, parking restrictions on crosswalk approach, adequate nighttime lighting levels, and crossing warning signs
- 2 Raised crosswalk
- 3 Advance Yield Here To (Stop Here For) Pedestrians sign and yield (stop) line
- 4 In-Street Pedestrian Crossing sign
- 5 Curb extension
- 6 Pedestrian refuge island
- 7 Rectangular Rapid-Flashing Beacon (RRFB)**
- 8 Road Diet
- 9 Pedestrian Hybrid Beacon (PHB)**

*FHWA Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations, 2018

SAFETY ISSUES ADDRESSED PER COUNTERMEASURE*

The table below shows the specific safety issues that each identified countermeasure may address including: reducing crashes, improving the visibility of crossing locations, limiting excessive vehicle speed, addressing inadequate conspicuity/visibility, decreasing drivers not yielding to pedestrians in crosswalks, and improving insufficient separation from traffic. Specific countermeasures appropriate for Huff Road and Ellsworth Industrial Boulevard are highlighted in orange.

Pedestrian Crash Countermeasure for Uncontrolled Crossings	Safety Issue Addressed				
	Conflicts at crossing locations	Excessive vehicle speed	Inadequate conspicuity/visibility	Drivers not yielding to pedestrians in crosswalks	Insufficient separation from traffic
Crosswalk visibility enhancement					
High-visibility crosswalk markings*					
Parking restriction on crosswalk approach*					
Improved nighttime lighting*					
Advance Yield Here To (Stop Here For) Pedestrians sign and yield (stop) line*					
In-Street Pedestrian Crossing sign*					
Curb extension*					
Raised crosswalk					
Pedestrian refuge island					
Pedestrian Hybrid Beacon					
Road Diet					
Rectangular Rapid-Flashing Beacon					

*FHWA Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations, 2018

OVERVIEW OF POTENTIAL PEDESTRIAN SAFETY COUNTERMEASURES

The illustrations below provide an overview of the pedestrian crash countermeasures appropriate for Huff Road and Ellsworth Industrial Boulevard based on the FHWA's Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations.



Crosswalk visibility enhancements can reduce pedestrian crashes by 23-48%

This group of countermeasures includes improved lighting, advance or in-street warning signage, pavement markings, and geometric design elements. Such features may be used in combination to indicate optimal or preferred locations for people to cross and to help reinforce the driver requirement to yield the right-of-way to pedestrians at crossing locations.

For multi-lane roadway crossings where vehicle AADTs are in excess of 10,000, a marked crosswalk alone is typically not sufficient (Zegeer, 2005). Under such conditions, more substantial crossing improvements are also needed to prevent an increase in pedestrian crash potential. Examples of more substantial treatments include the refuge island, PHB, and RRFB.

Features:

- High visibility marking improves visibility of the crosswalk compared to the standard parallel lines.
- Parking restriction on the crosswalk approach improves the sightlines for motorists and pedestrians.
- Advance STOP or YIELD markings and signs reduce the risk of a multiple threat crash.
- Curb extension improves sight distance between drivers and pedestrians and narrows crossing distance.
- In street STOP or YIELD signs may improve driver yielding rates.

*FHWA STEP Countermeasure Tech Sheet - Crosswalk Visibility Enhancements



Pedestrian refuge islands can reduce pedestrian crashes by 32%

A pedestrian refuge island is a median with a refuge area that is intended to help protect pedestrians who are crossing a multilane road. The presence of a pedestrian refuge island at a midblock location or intersection allows pedestrians to focus on one direction of traffic at a time as they cross, and gives them a place to wait for an adequate gap in oncoming traffic before finishing the second phase of a crossing.

Refuge islands are highly desirable for midblock pedestrian crossings on roads with four or more travel lanes, especially where speed limits are 35 mph or greater and/or where annual average daily traffic (AADT) is 9,000 or higher. They are also a candidate treatment option for uncontrolled pedestrian crossings on 3-lane or 2-lane roads that have high vehicle speeds or volumes. When installed at a midblock crossing, the island should be supplemented with a marked high-visibility crosswalk.

Features:

- Median can enhance visibility of the crossing and reduce speed of approaching vehicles.
- Refuge area provides a place to rest and reduces the amount of time a pedestrian is in the roadway.

**FHWA STEP Countermeasure Tech Sheet - Pedestrian Refuge Island

Rapid Rectangular Flashing Beacon (RRFB)**



RRFBs can reduce pedestrian crashes by 47%

RRFBs are pedestrian-actuated conspicuity enhancements used in combination with a pedestrian, school, or trail crossing warning sign to improve safety at uncontrolled, marked crosswalks. The device includes two rectangular shaped yellow indications, each with an LED-array-based light source, that flash with high frequency when activated.

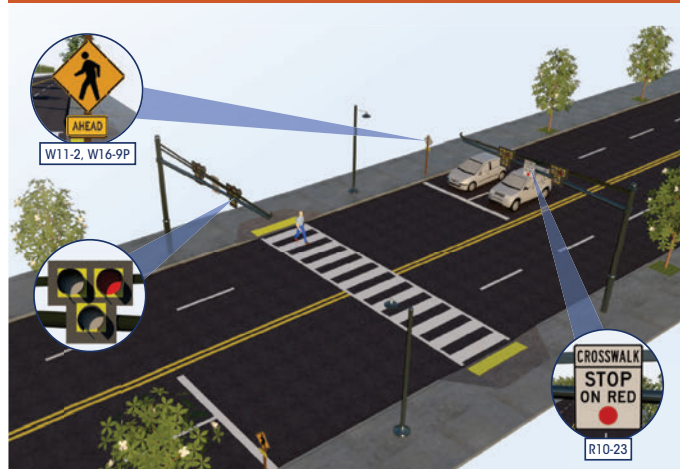
The RRFB is a treatment option at many types of established pedestrian crossings. Research indicates RRFBs can result in motorist yielding rates as high as 98 percent at marked crosswalks. However, yielding rates as low as 19 percent have also been noted. Compliance rates varied most per the city location, posted speed limit, crossing distance, and whether the road was one- or two-way. RRFBs are particularly effective at multilane crossings with speed limits less than 40 mph. Consider the Pedestrian Hybrid Beacon (PHB) instead for roadways with higher speeds. FHWA's Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations (HSA-17-072) provides specific conditions where practitioners should strongly consider the PHB instead of the RRFB.

Features:

- Enhanced warning improves motorist yielding.

***FHWA STEP Countermeasure Tech Sheet - Rectangular Rapid-Flashing Beacon

Pedestrian Hybrid Beacon (PHB)****



PHBs can reduce pedestrian crashes by 55%

A Pedestrian Hybrid Beacon head consists of two red lenses above a single yellow lens. Unlike a traffic signal, the PHB rests in dark until a pedestrian activates it via pushbutton or other form of detection. When activated, the beacon displays a sequence of flashing and solid lights that indicate the pedestrian walk interval and when it is safe for drivers to proceed.

The PHB is often considered for installation at locations where pedestrians need to cross and vehicle speeds or volumes are high, but traffic signal warrants are not met. These devices have been successfully used at school crossings, parks, senior centers, and other pedestrian crossings on multilane streets. PHBs are typically installed at the side of the road or on mast arms over midblock pedestrian crossings.

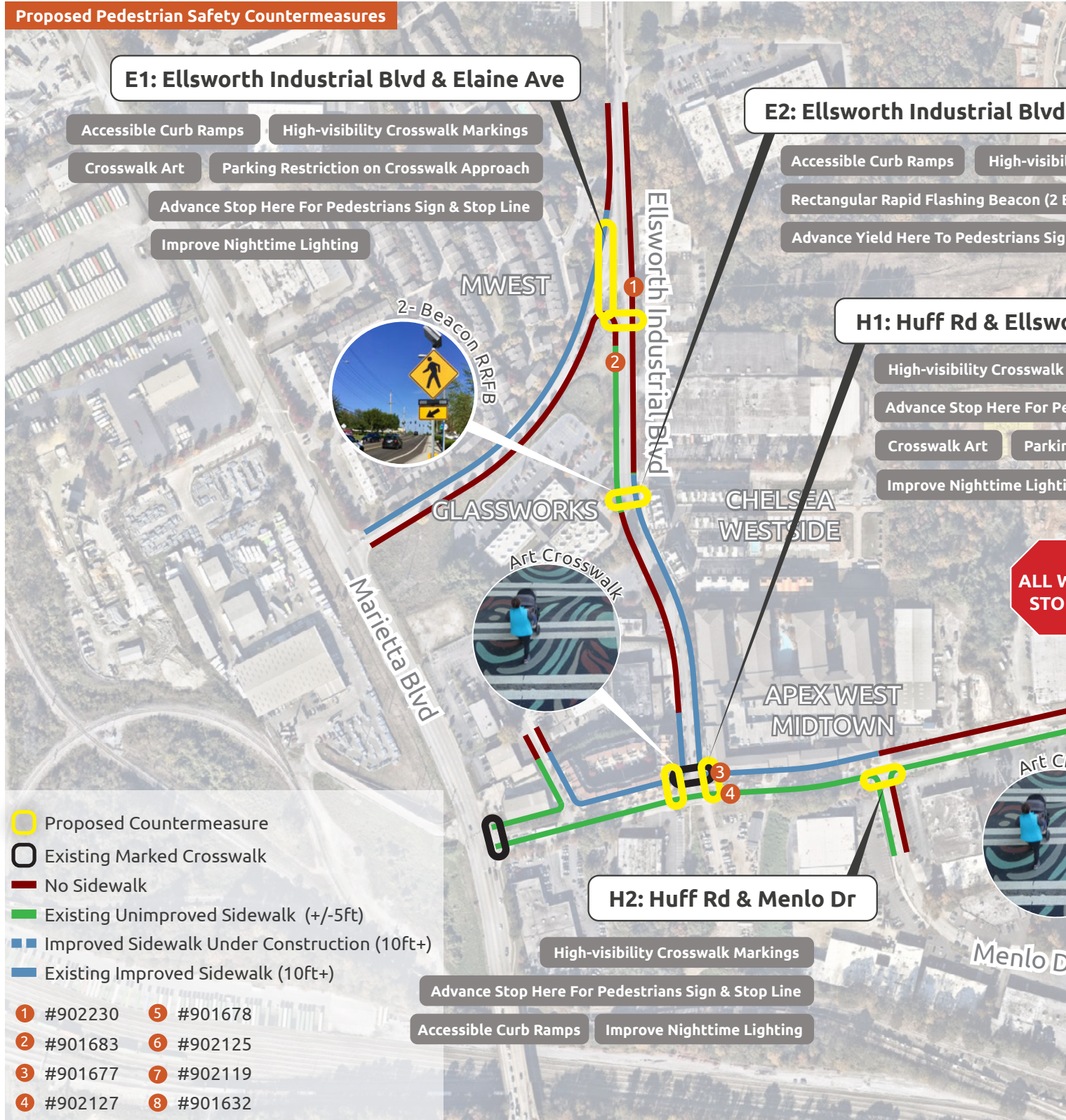
Features:

- Beacons stop all lanes of traffic, which can reduce pedestrian crashes.

****FHWA STEP Countermeasure Tech Sheet - Pedestrian Hybrid Beacon

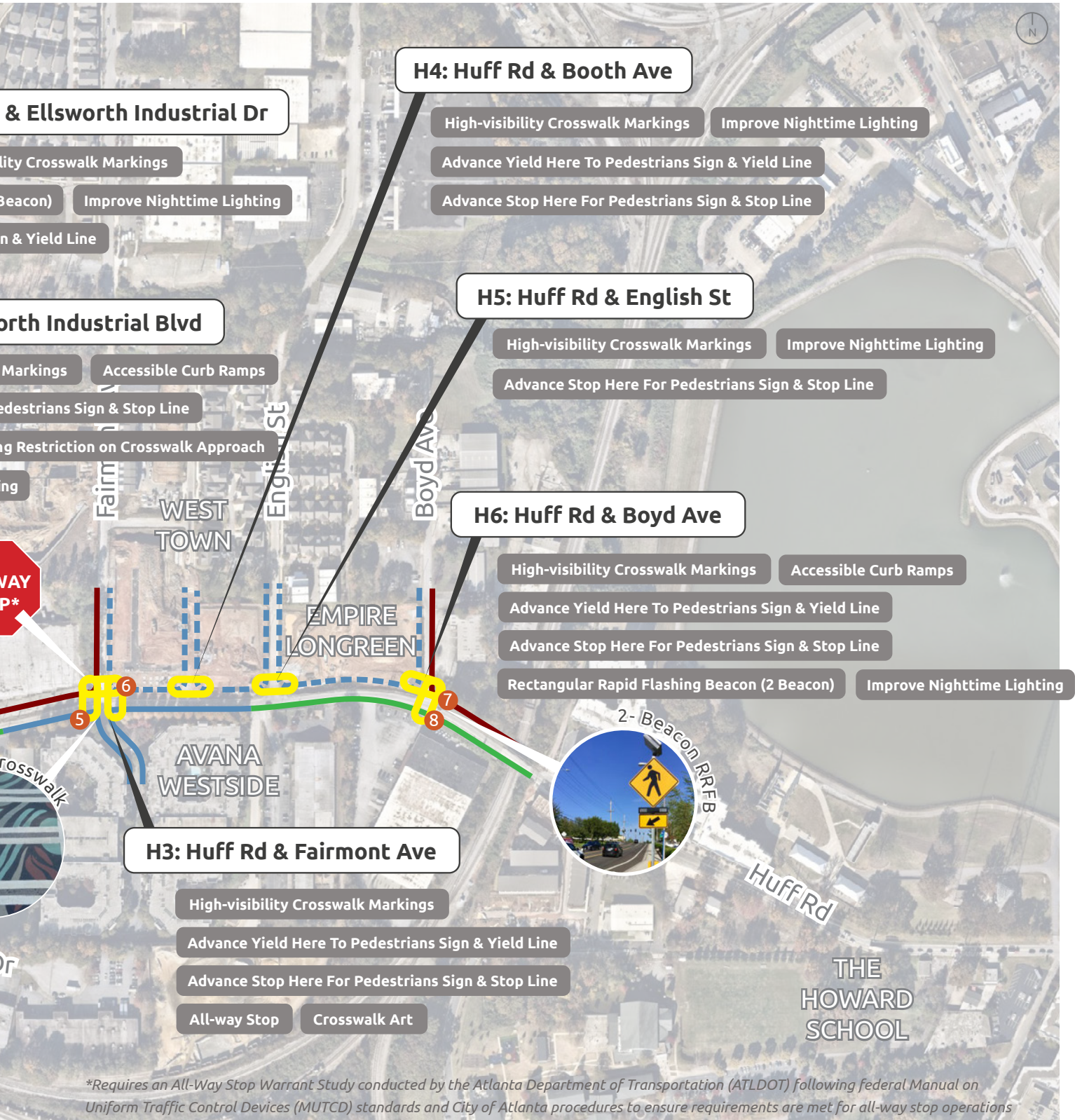
APPLICATION OF PROPOSED PEDESTRIAN & BIKE INFRASTRUCTURE

Originally designed for freight, Huff Road and Ellsworth Industrial Boulevard need to be upgraded with safe walking and biking features to make getting around Blandtown easier. Sidewalk gaps along Huff Road and Ellsworth Industrial need filled and existing unimproved sidewalks need upgraded to reflect current district design standards. ADA ramps, street trees, landscape enhancements, furniture, and lighting need added where they don't exist along both corridors. Excess roadwidth along Ellsworth Industrial Boulevard should be used to create a dedicated bicycle facilities.



APPLICATION OF PROPOSED PEDESTRIAN SAFETY COUNTERMEASURES

With sidewalks varying in frequency and quality along the corridors, new pedestrian safety countermeasures will dramatically improve the pedestrian experience and improve transit access. The countermeasures identified below were selected based on guidance from the FHWA Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations and supplemented with local guides, such as City of Atlanta’s Tactical Urbanism Guide and Traffic Calming Device Implementation Guidebook.



SECTION 4

IMPLEMENTATION & ACTION PLAN

The following pages lay out a roadmap
for how to achieve the collective vision.

IMPLEMENTATION GUIDE

Guide to Getting it Done

The summary matrix on the following pages is a catalog of all the proposed improvements introduced in the recommendations chapter of this plan. The matrix is divided into:

- Bus Stop Improvements
- Intersection Improvements
- Multi-modal Improvements

To the right of each recommendation is the expected timeframe and potential partners for each objective.

The timeframe is labeled as near-term if it is a recommendation that can be implemented in two years or less. These near-term recommendations may also be necessary to implement early on in order to enable other recommendations. The timeframe is labeled as medium-term if a recommendation will be implemented in 3-5 years. The timeframe is labeled long-term if an action will take longer than 6 years to implement but is a recommendation that has an ending point.

Initial, order of magnitude level cost estimates for the proposed improvements were developed to inform capital planning decisions. These estimates were developed based on values from the Atlanta Regional Commission (ARC) Planning Level Cost Estimation Tool, the Federal Highway Administrations Safe Transportation for Every Pedestrian (STEP) Resources, the project team's fabrication partner, and the estimator's judgement. All costs are in 2022 dollars and should be inflated as needed for use in future construction years. All costs include a 30 percent contingency and a 12 percent design/engineering cost. The estimates do not include costs for easement or right-of-way acquisition, utility relocation, electrical, drainage, or ongoing maintenance. More detailed cost estimates should be prepared as each project moves in the design and engineering phase.

A key of acronyms for the potential partners is included to the right.

Implementation Matrix Key

TIMELINE

- ■ ■ 0-2 years
- ■ ■ 3-5 years
- ■ ■ 6+ years

EST. COSTS

- \$ < \$9,999
- \$\$ \$10,000 - \$19,999
- \$\$\$ > \$20,000

ABBREVIATIONS

- ABI** Atlanta Beltline Incorporated
- ADA** Americans with Disabilities Act
- ARC** Atlanta Regional Commission
- CoA** City of Atlanta
- MARTA** Metropolitan Atlanta Rapid Transit Authority
- ROW** Right-of-way
- TIP** Transportation Improvement Program
- TSPLOST** Atlanta's Transportation Bond Program
- UWCID** Upper Westside Community Improvement District
- WCIA** Westside Community Improvement Association



RECOMMENDED CAPITAL IMPROVEMENT PROJECT	NEXT STEPS	TIMELINE	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY	
					LEAD	SUPPORT
BUS STOP IMPROVEMENTS						
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.	Detailed Design & Construction Documentation, Fabrication, Installation	■■■	\$\$	UWCID, MARTA, CoA	UWCID	MARTA, CoA, Property Owners
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.	Detailed Design & Construction Documentation, Fabrication, Installation	■■■	\$	UWCID, MARTA, CoA	UWCID	MARTA, CoA, Property Owners
B3 Huff Road & Ellsworth Industrial Boulevard						
Kit of Parts - Extra 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), Custom Seat (Qty: 5), Upper Westside Branded Trash Receptacle (Qty: 1), Wood Deck.	Detailed Design & Construction Documentation, Fabrication, Installation	■■■	\$\$\$	UWCID, MARTA, CoA	UWCID	MARTA, CoA, Property Owners
B4 Ellsworth Industrial Boulevard & Elaine Avenue (Southwest Corner)						
Kit of Parts - Extra 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: 2), Custom Seat (Qty: 4), Upper Westside Branded Trash Receptacle (Qty: 1), Bike Rack (Qty: 2), Concrete Pad.	Detailed Design & Construction Documentation, Fabrication, Installation	■■■	\$\$\$	UWCID, MARTA, CoA	UWCID	MARTA, CoA, Property Owners
B5 Ellsworth Industrial Boulevard & Elaine Avenue (Northwest 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), Custom Seat (Qty: 2), Upper Westside Branded Trash Receptacle (Qty: 1), Bike Rack (Qty: 1), Concrete Pad.	Detailed Design & Construction Documentation, Fabrication, Installation	■■■	\$\$	UWCID, MARTA, CoA	UWCID	MARTA, CoA, Property Owners

RECOMMENDED CAPITAL IMPROVEMENT PROJECT	NEXT STEPS	TIMELINE	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY		
					LEAD	SUPPORT	
INTERSECTION IMPROVEMENTS							
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.	Detailed Design & Construction Documentation, Construction		\$\$	UWCID, CoA, Impact Fees	UWCID	CoA, Property Owners	
H2 Huff Road & Menlo Drive							
Countermeasures - Accessible Curb Ramps, High-visibility Crosswalk Markings, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting.	Detailed Design & Construction Documentation, Construction		\$\$	UWCID, CoA, Impact Fees	UWCID	CoA, Property Owners	
H3 Huff Road & Fairmont Avenue							
Countermeasures - High-visibility Crosswalk Markings, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting, All-way Stop, Crosswalk Art.	All-way Stop Warrant Study, Detailed Design & Construction Documentation, Construction		\$\$	UWCID, CoA, Impact Fees	UWCID	CoA, Property Owners	
H4 Huff Road & Booth Avenue							
Countermeasures - High-visibility Crosswalk Markings, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting.	Detailed Design & Construction Documentation, Construction		\$\$\$	UWCID, CoA, Impact Fees	UWCID	CoA, Property Owners	
H5 Huff Road & English Street							
Countermeasures - High-visibility Crosswalk Markings, Advance Stop Here for Pedestrians Sign & Stop Line, Improve Nighttime Lighting.	Detailed Design & Construction Documentation, Construction		\$\$	UWCID, CoA, Impact Fees	UWCID	CoA, Property Owners	
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.	Detailed Design & Construction Documentation, Construction		\$\$	UWCID, CoA, Impact Fees	UWCID	CoA, Property Owners	
E1 Ellsworth Industrial Boulevard & Elaine Avenue							
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.	Detailed Design & Construction Documentation, Construction		\$\$	UWCID, CoA, Impact Fees	UWCID	CoA, ABI, Property Owners	

RECOMMENDED CAPITAL IMPROVEMENT PROJECT	NEXT STEPS	TIMELINE	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY	
					LEAD	SUPPORT
E2 Ellsworth Industrial Boulevard & Ellsworth Industrial Drive						
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.	Detailed Design & Construction Documentation, Construction	■ ■ ■	\$\$	UWCID, CoA, Impact Fees	UWCID	CoA, Property Owners
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.	Scoping Study, Design & Engineering, ROW Acquisition, Construction	■ ■ ■	\$\$\$	UWCID, LCI, BUILD Grant, WCAI, Grants, Impact Fees	CoA	UWCID, ARC, Property Owners, ABI, Railroad
M2 Ellsworth Industrial Boulevard						
Improvements - 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. Make permanent the realignment of Elaine Avenue to improve intersection safety, and repurpose remaining right-of-way into a pocket park with possible green infrastructure improvements.	Scoping Study, Design & Engineering, ROW Acquisition, Construction	■ ■ ■	\$\$\$	UWCID, Impact Fees, LCI, 319(h) Grant, TSPLOST, ABI	UWCID	CoA, ABI, ARC, Property Owners

100-DAY ACTION PLAN

Let's Get Started

The period immediately following the completion of the Upper Westside Bus Stop Placemaking Study will be critical to its long-term success. Implementation of this ambitious plan must start with small actionable steps that provide opportunities for the Upper Westside community to work together and generate positive momentum behind the plan.

The list of recommendations below should be considered a series of actionable steps that can be completed within 100 days of project completion to kick-start the implementation process.

Conduct a Plan Implementation Workshop

Conduct a plan implementation workshop with key project stakeholders including MARTA, ATLDOT, City of Atlanta, Blandtown residents, and key property owners.

Build a Blandtown History Database

Collaborate with the Blandtown Neighborhood Association, Museum of Contemporary Art Georgia, City of Atlanta Mayor's Office of Cultural Affairs, local artists (such as Gregor Turk), and historians (such as Rhana Gittens) to build a database of historic imagery of the community and source stories from its past and present.

Huff House Parklet Unveiling

Host a community celebration centered on the unveiling of the Huff House demonstration project.

Huff Road & Ellsworth Crosswalk Art

Design crosswalk art at Huff Road and Ellsworth Industrial Boulevard and apply for implementation funds through the City of Atlanta's Tactical Urbanism and Love our Places programs.



Demonstration Site #3: Boyd Green



Demonstration Site #4: Empire Longreen



Demonstration Site #1: Huff House Parklet



Demonstration Site #2: Ellsworth Green





UPPER WESTSIDE
