

HUFF ROAD MULTIMODAL STUDY

ADOPTED SEPTEMBER 2025





The Upper Westside Community Improvement District received funding for this project through the Atlanta Regional Commission's Livable Centers Initiative (LCI), which awards federal grants to foster the development of vibrant, walkable places that offer increased mobility options, encourage healthy lifestyles, and provide improved access to jobs and services. This report was prepared in cooperation with the Department of Transportation, State of Georgia, and the Federal Highway Administration. The opinions, findings, and conclusions in this publication are those of the author(s) and do not necessarily reflect the official views or policies of those of the Department of Transportation, State of Georgia, or the Federal Highway Administration. This publication does not constitute a standard, specification, or regulation.

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CHAPTER 1.

Study Purpose and Recommendations

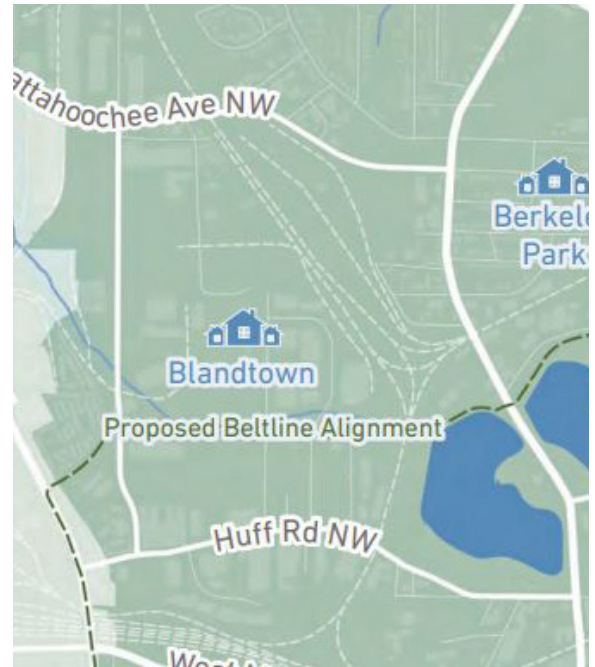


Purpose

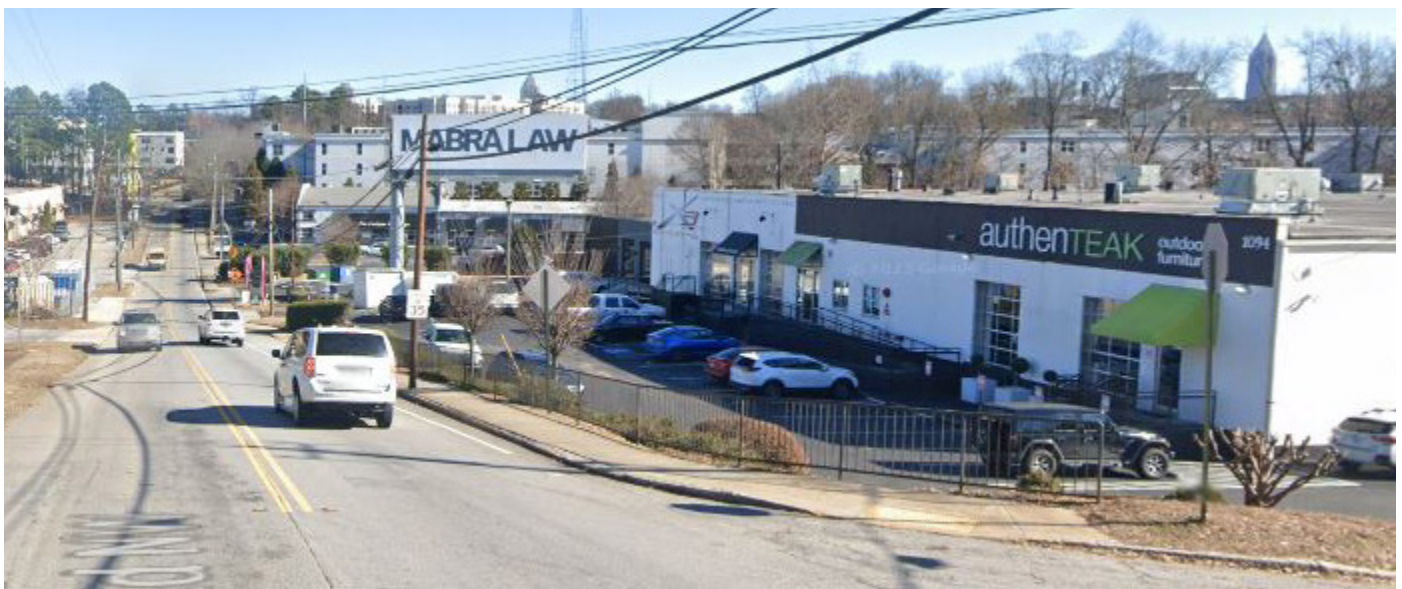
Planning and Designing for a Multimodal Huff Road

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 East.

Recommendations

A Design Focused on Implementability

The community's goals for this Huff Road Multimodal Study were to come up with a design that focused on several key factors:



Improving the Vibrancy of the Public Realm



Enhancing Multimodal Connectivity



Designing Cost Effective Solutions



Addressing Traffic at Both Ends of Huff Rd



Optimizing Existing ROW

In order for the design to be implementable from a cost standpoint, the community understood that the project should be predominantly constrained to the existing right-of-way and City-owned land and that utility impacts should be kept to a minimum. Therefore, the concept presented in the later chapters of this report does not contemplate widening Huff Road in places where there isn't enough right-of-way and it does not impact the large transmission poles at the eastern-end of the corridor.

CHAPTER 2.

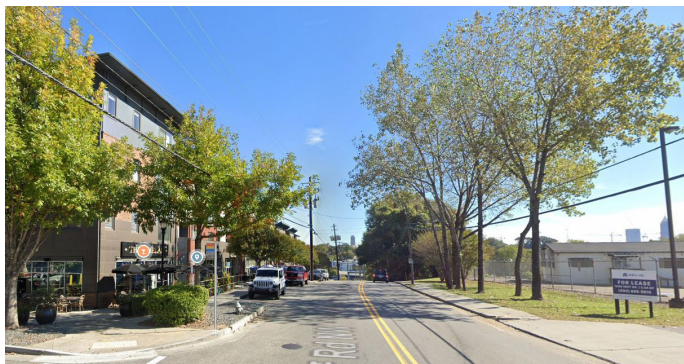
Existing Conditions Analysis



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.

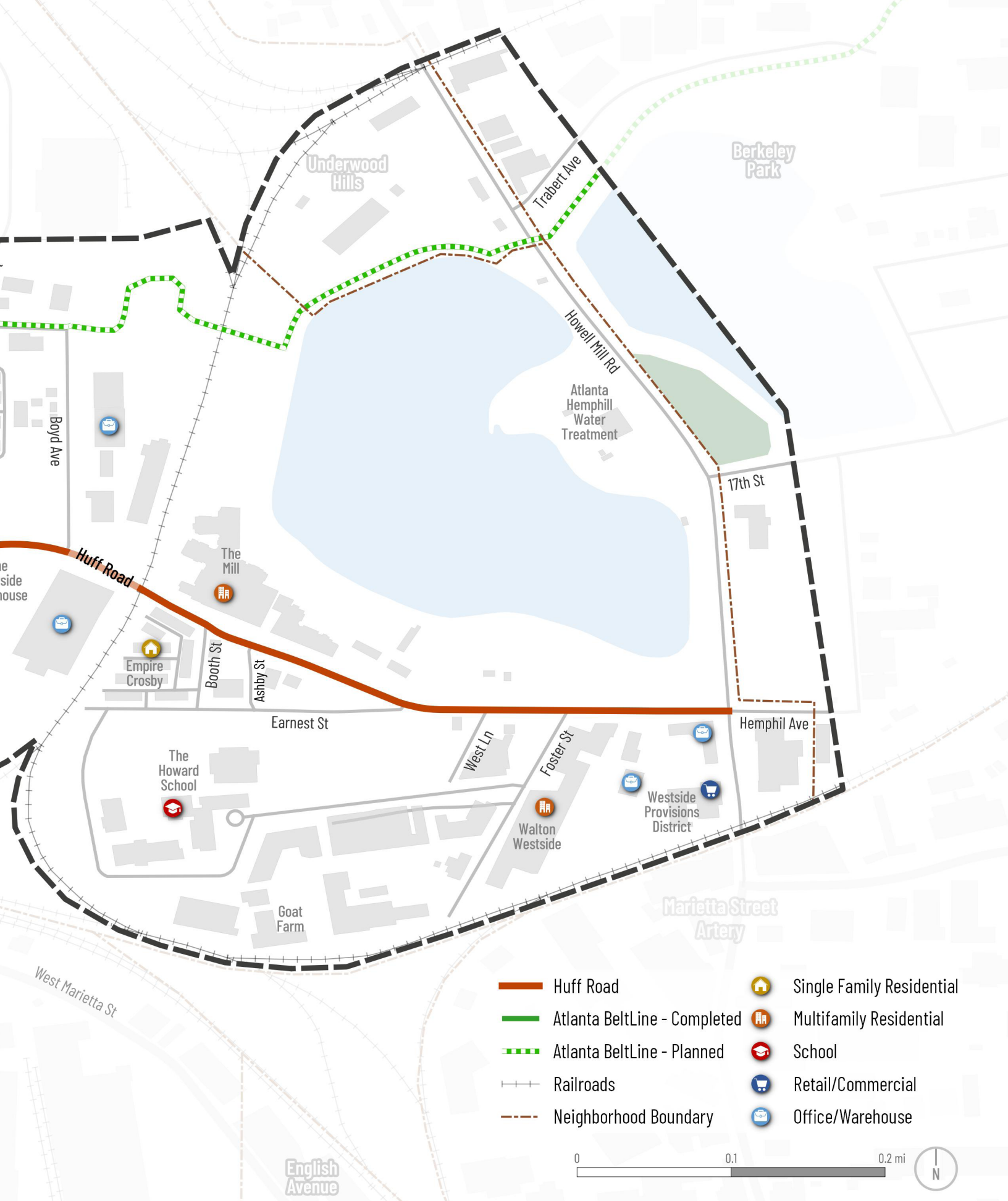


Huff Road has some unique challenges for a multimodal transformation including new developments built to edge of the the narrow right-of-way, commercial shops using former industrial sites with parking to the right of way, incomplete sidewalks, and a bridge over the railroad.



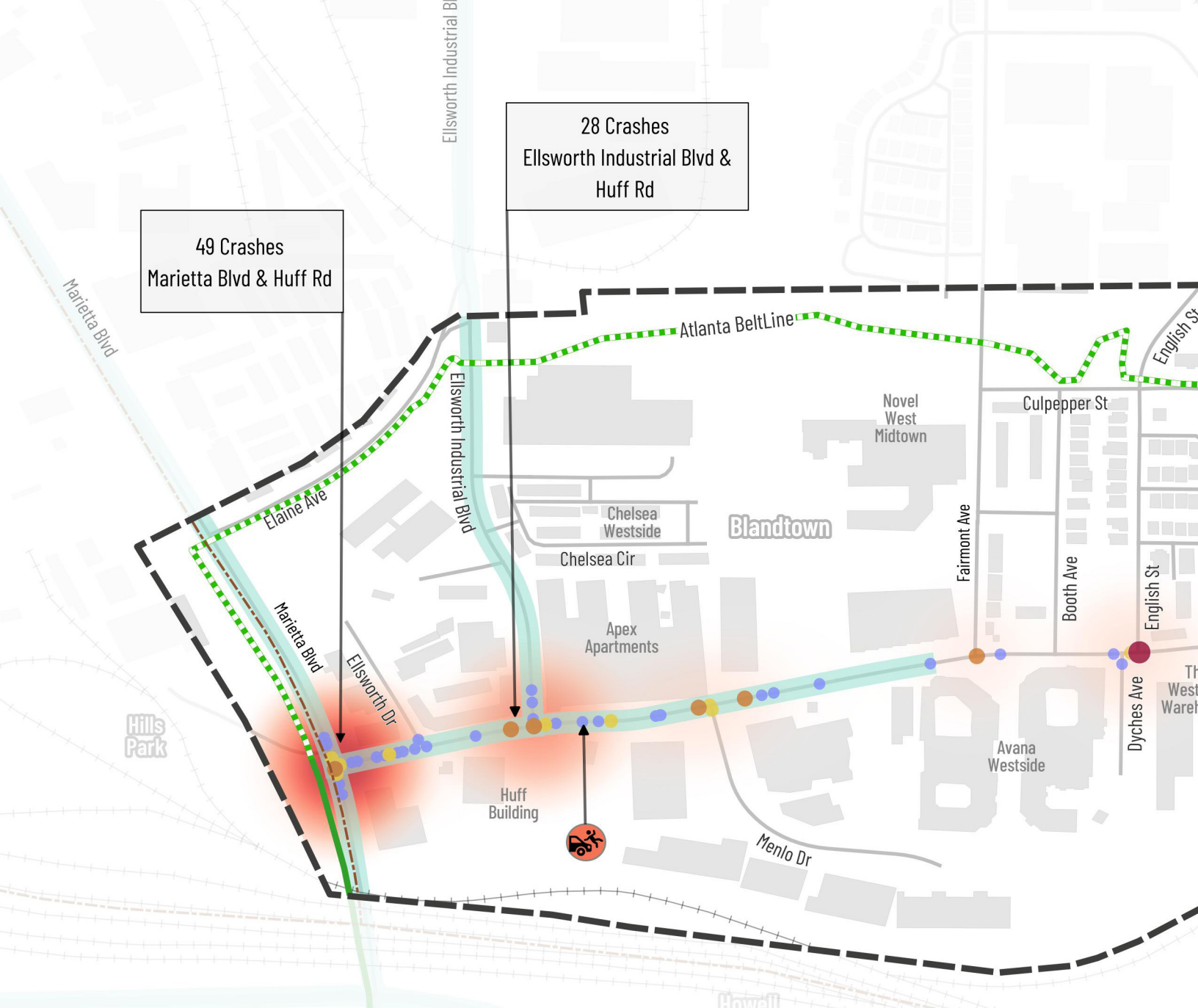
Huff Road Base Map

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.



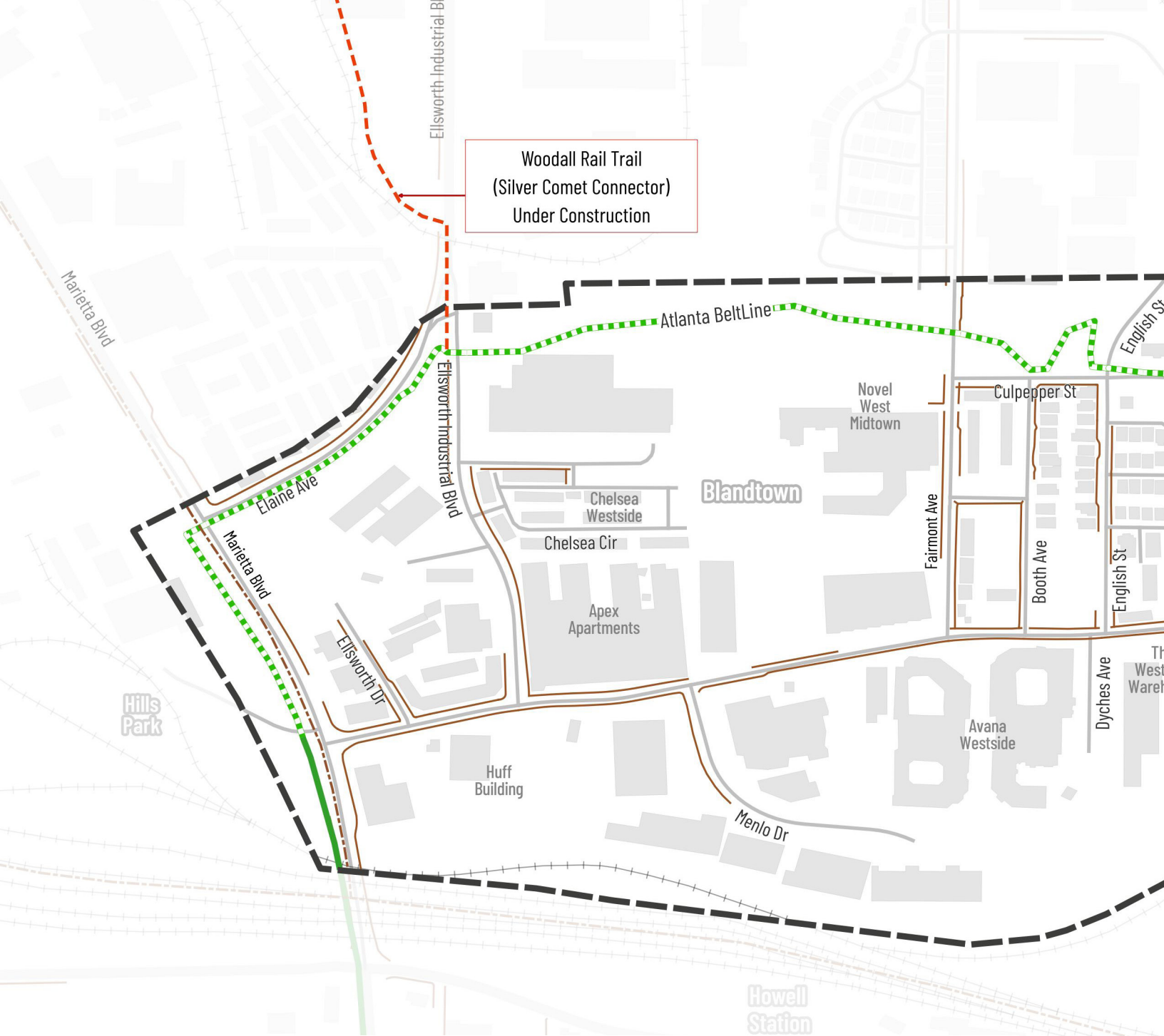
-  Huff Road
-  Atlanta BeltLine - Completed
-  Atlanta BeltLine - Planned
-  Railroads
-  Neighborhood Boundary
-  Single Family Residential
-  Multifamily Residential
-  School
-  Retail/Commercial
-  Office/Warehouse





Crash Map (2018 - 2022)

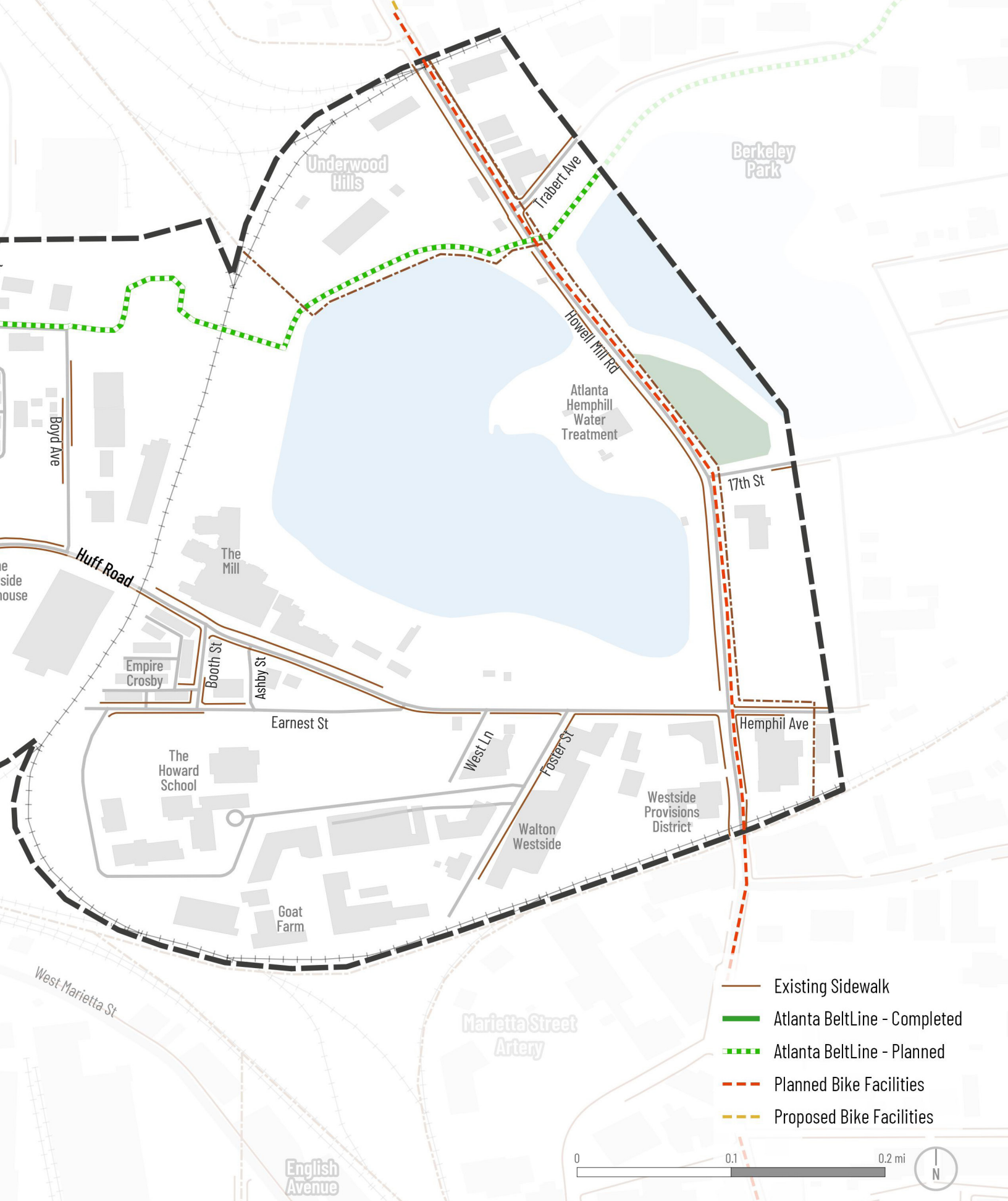
The crash analysis revealed a total of 244 crashes within the study area over the five year period. There were no fatal crashes during this timeframe. The primary hotspots for incidents along Huff Road were at the Howell Mill Road and Marietta Boulevard. Ellsworth Industrial Boulevard and Foster Street 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.



Woodall Rail Trail
(Silver Comet Connector)
Under Construction

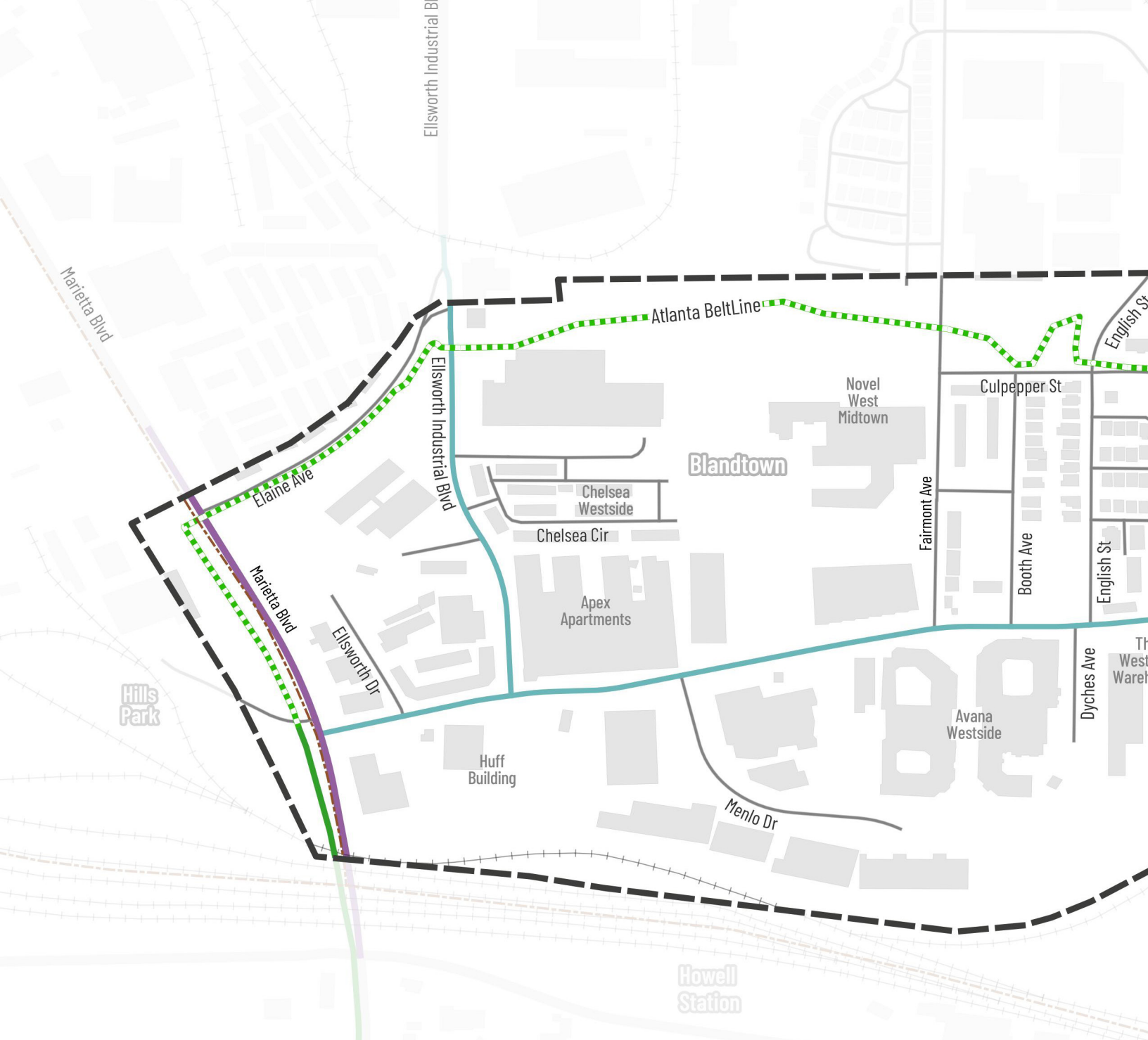
Active Transportation Network

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, was completed in 2025 and it ties the Beltline at Ellsworth Industrial Boulevard and Elaine Avenue currently under construction up to Chattahoochee Avenue at Southland Circle.



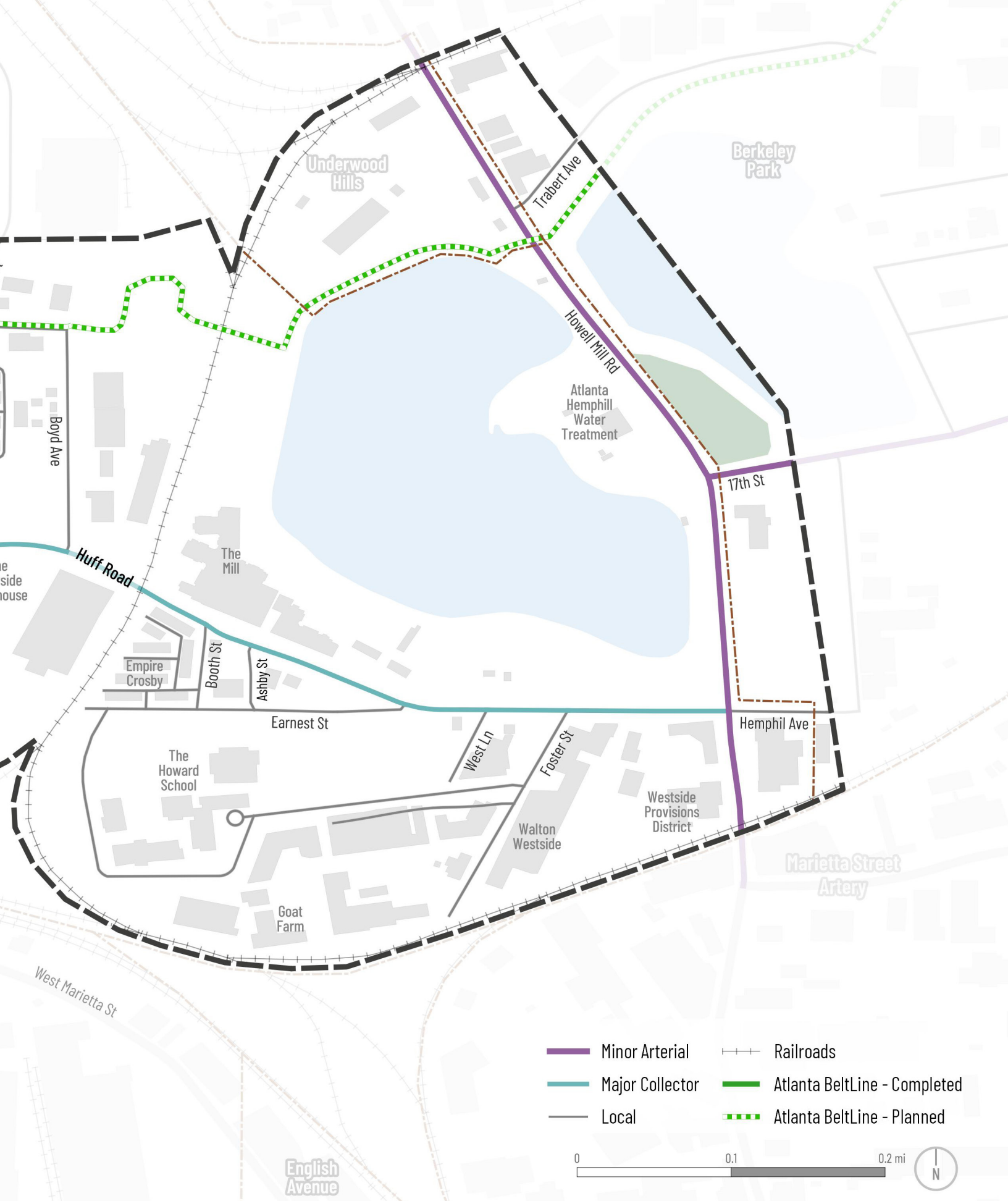
- Existing Sidewalk
- Atlanta BeltLine - Completed
- Atlanta BeltLine - Planned
- Planned Bike Facilities
- Proposed Bike Facilities

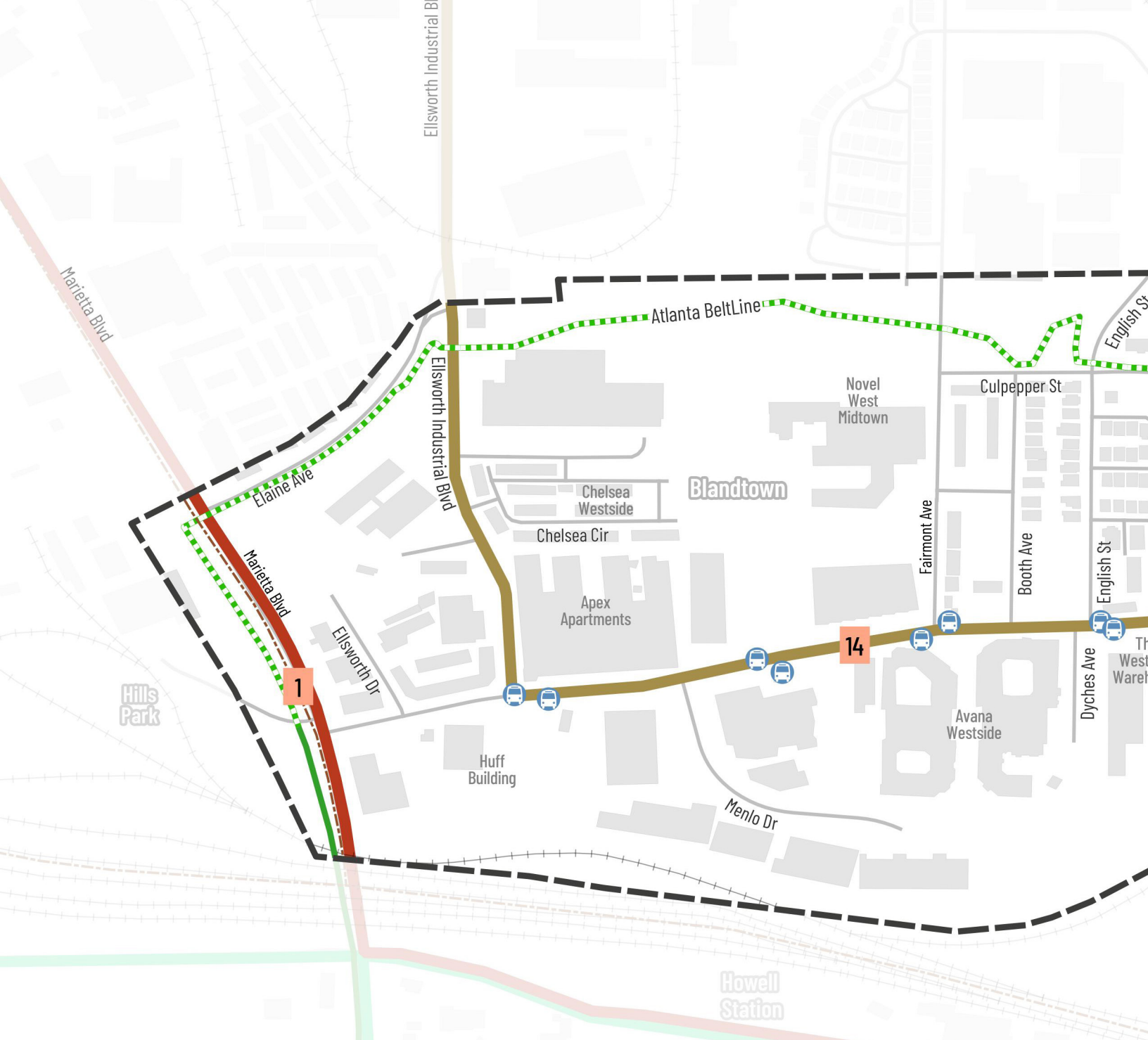




Functional Classification

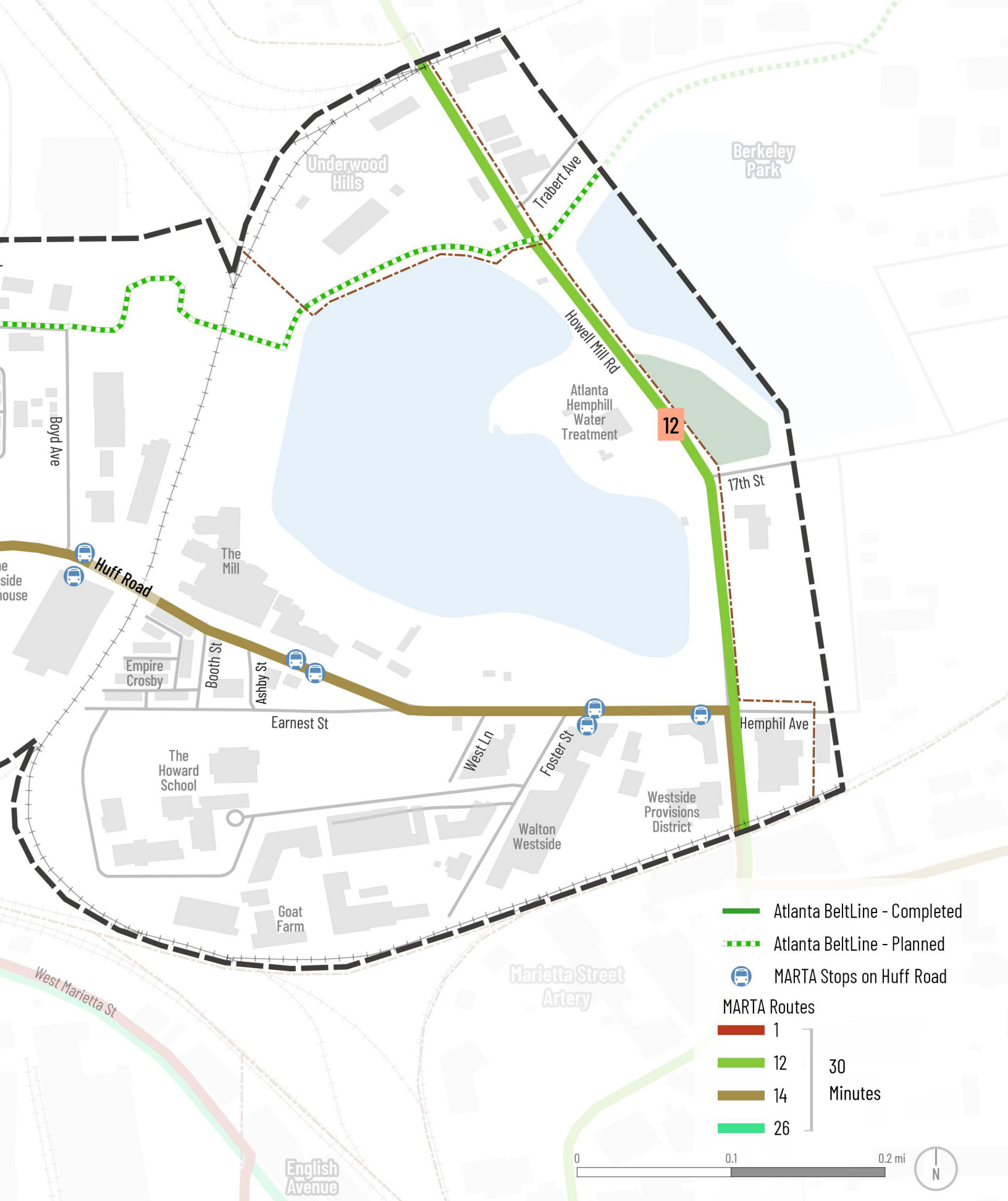
Huff Road is classified as a Major Collector, which means it connects local roads and streets with arterials. It currently serves as the primary east west connection between Howell Mill Road and Marietta Boulevard, which are both Minor Arterials. Huff Road's posted speed is 35 mph. Howell Mill Road and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

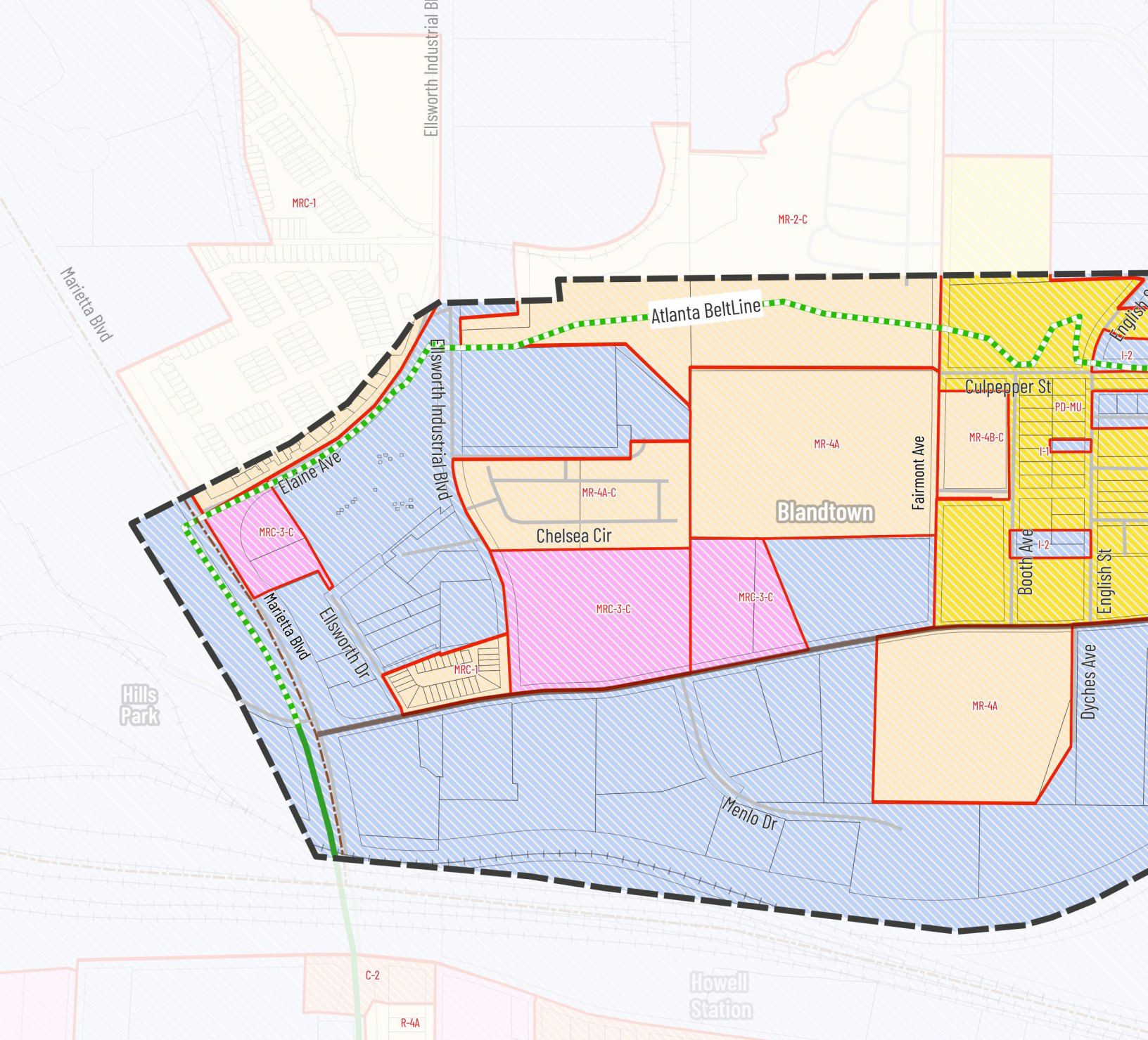




Transit

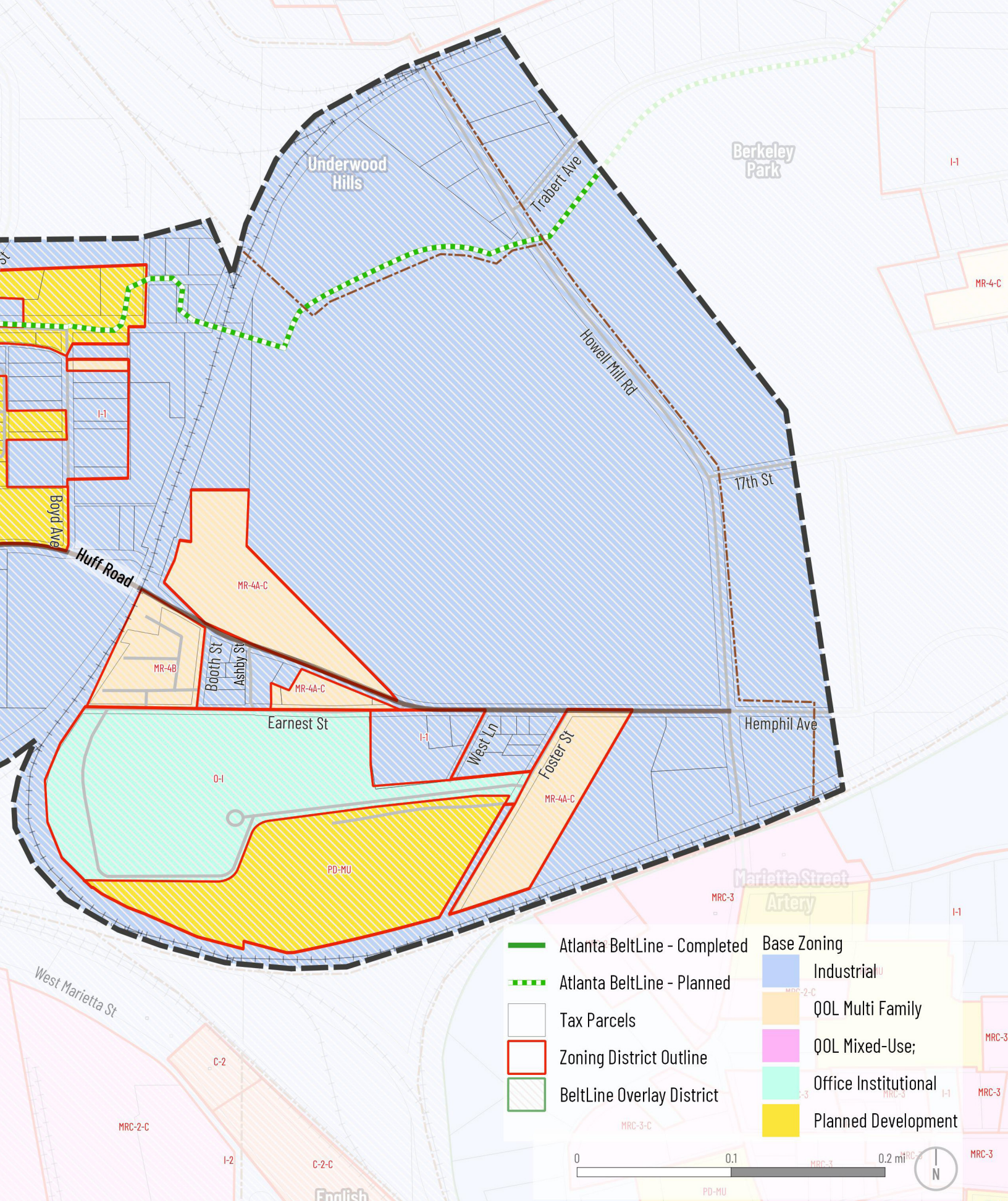
Huff Road is served by MARTA's Bus Route 14. There are 15 bus stops along Huff Road. Howell Mill Road is served by Route 12 and Marietta Boulevard is served by Route 1. Bus headways are every 30 minutes for all routes. Bus stops vary in their amenities, some stops have seating with no shade structure 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.



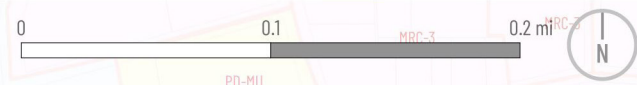


Zoning

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



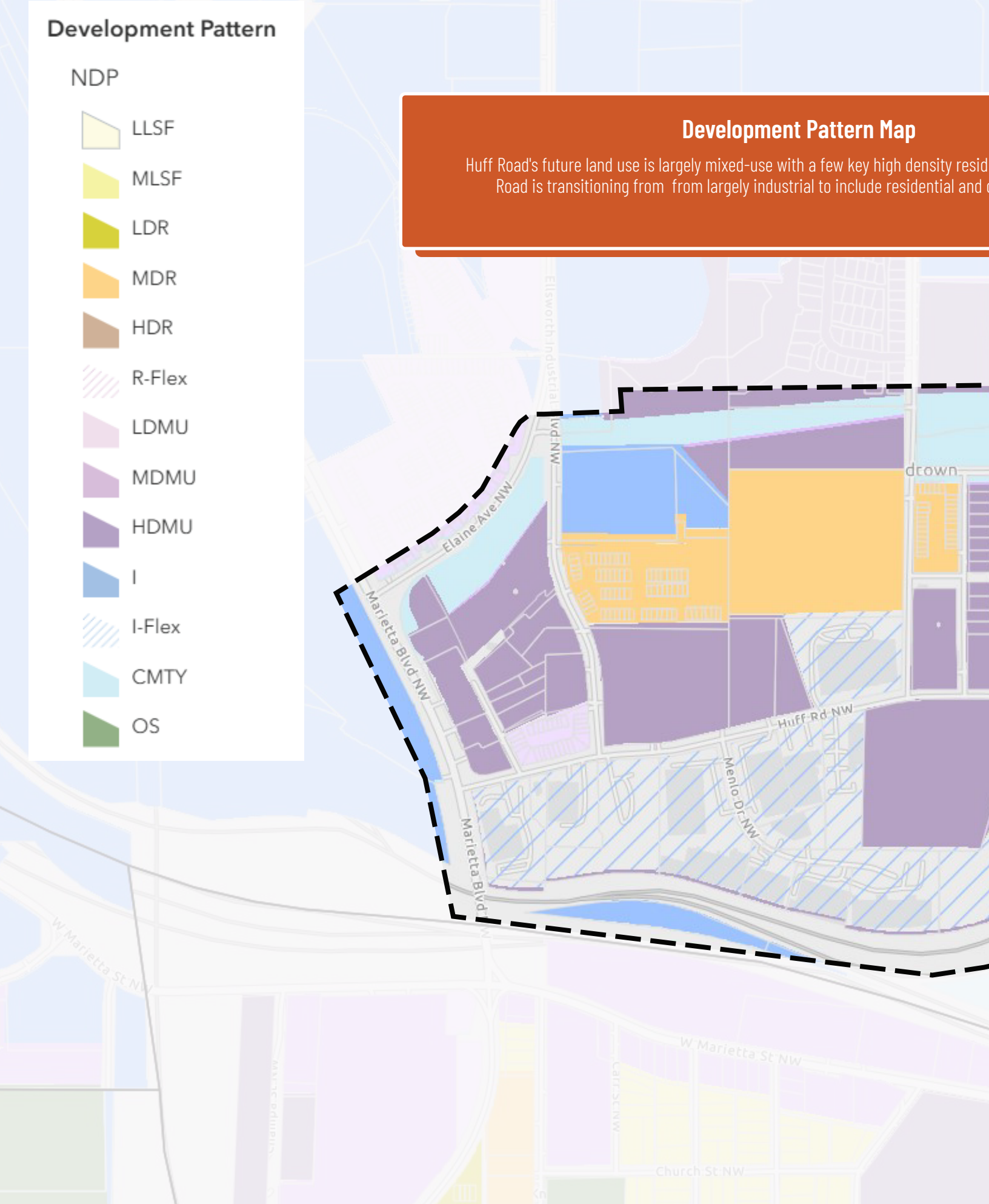
Development Pattern

NDP

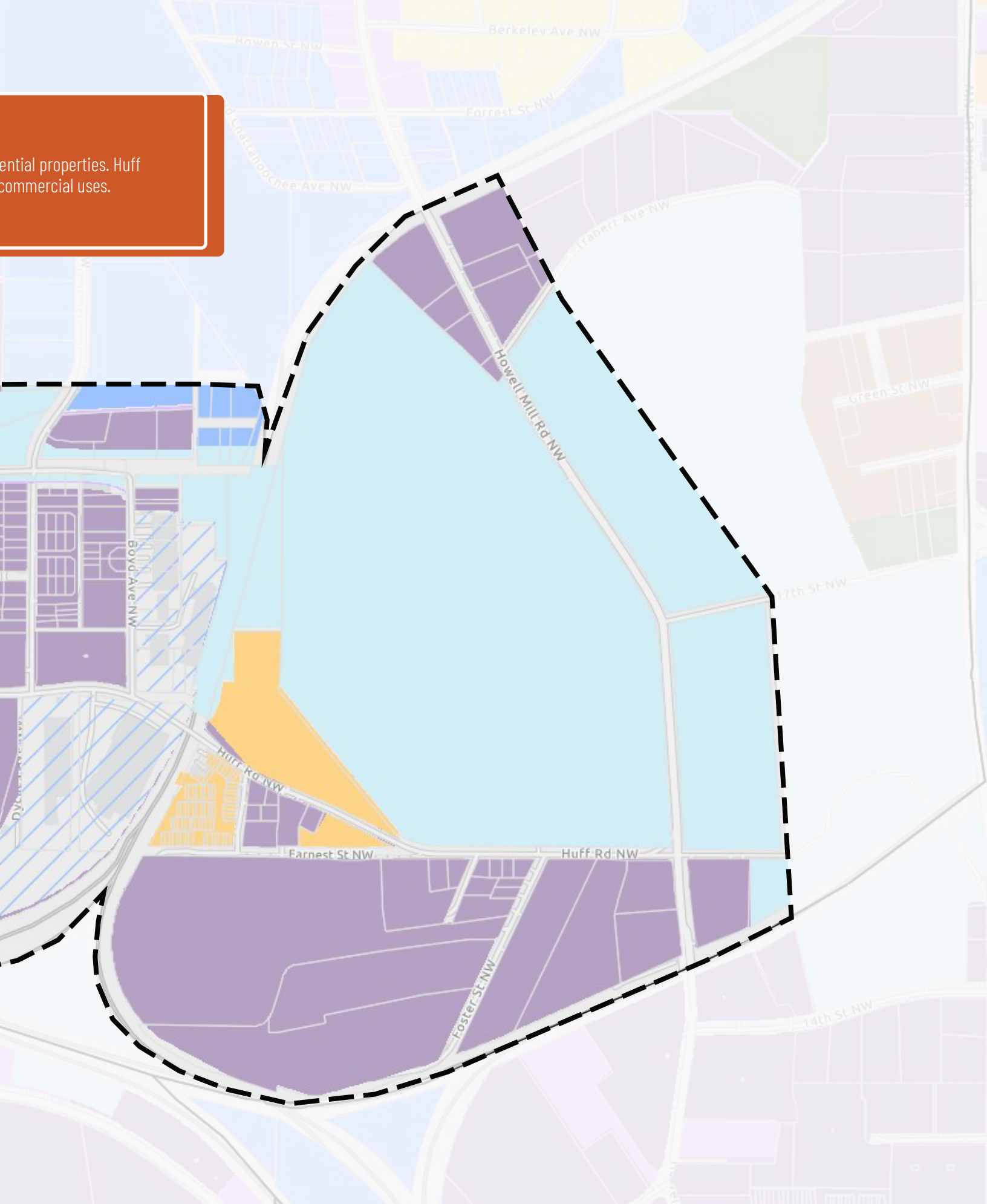
-  LLSF
-  MLSF
-  LDR
-  MDR
-  HDR
-  R-Flex
-  LDMU
-  MDMU
-  HDMU
-  I
-  I-Flex
-  CMTY
-  OS

Development Pattern Map

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



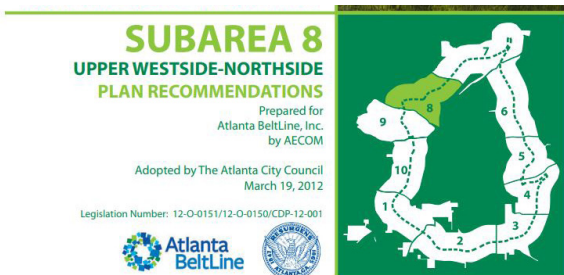
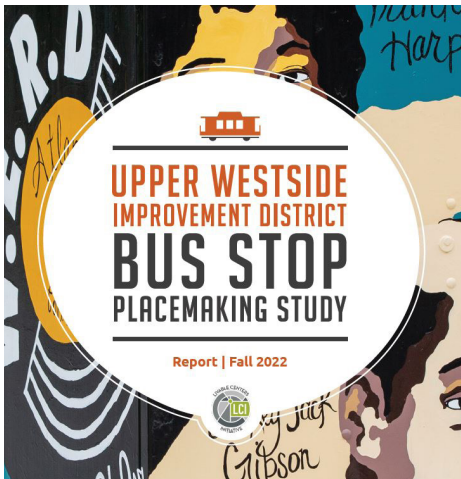
potential properties. Huff
commercial uses.



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 mentions Huff Road 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. The Subarea 8 Master Plan update is underway at the time of this study's adoption.

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.

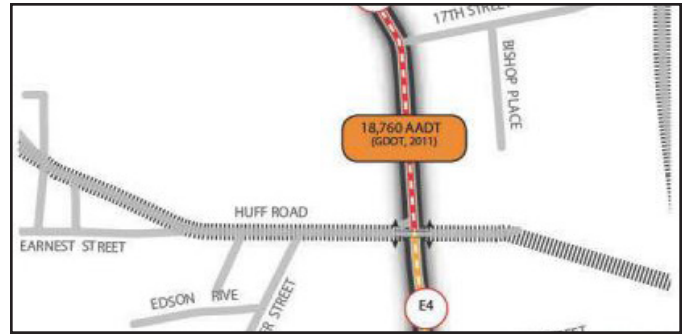


Elaine Station Concept from the Subarea 8 Master Plan.

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.

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.

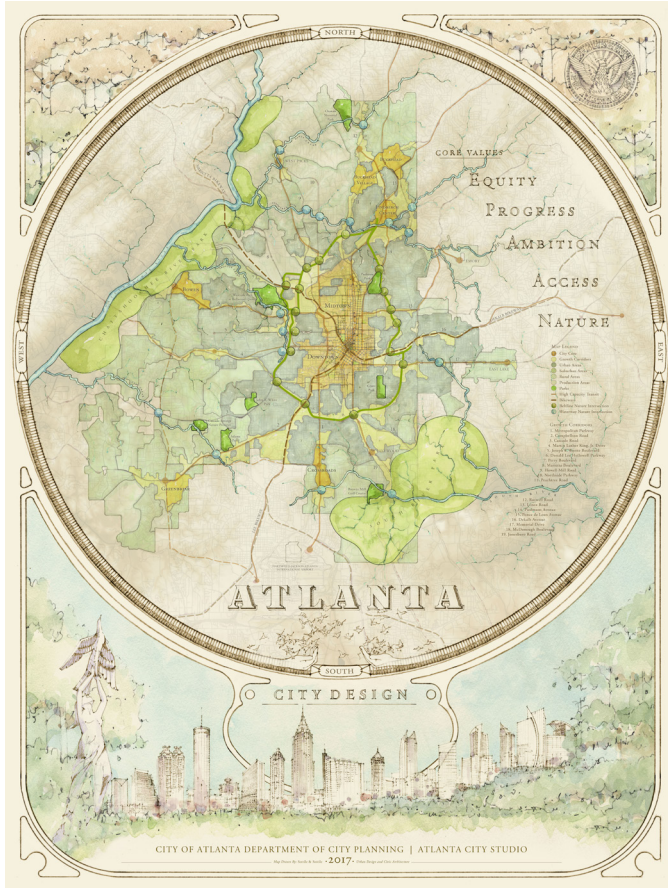


Image of Atlanta City Planning design poster. (2019)



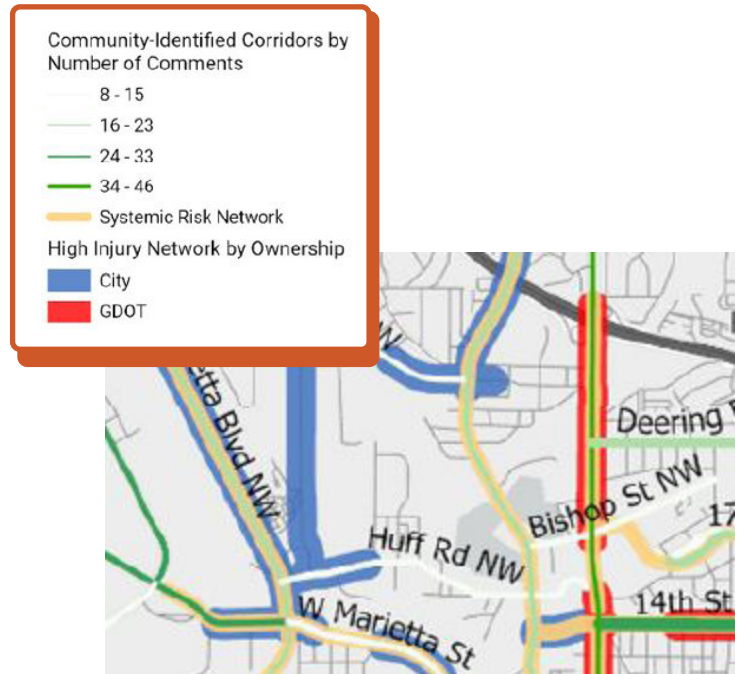
Cover page from Atlanta's Transportation Plan.

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, NPUs, 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 (2025)

City of Atlanta's Comprehensive Development Plan designates most of the land around Huff Road as High Density Mixed Use and Industrial Flex. These Development Pattern designations support the corridor's existing light industrial activities along with the development of residential, retail, art galleries, small offices, and public spaces. The following are key Citywide, Mixed Use, and Industrial Development Pattern principles recommended by Plan A for the area around Huff Road that could impact either street design or the multimodal use of Huff Road.

Principles	Description
CW-1	Reinforce the city's physical form, which encourages density in the urban core and on major corridors where investments in infrastructure, public spaces, transit, and pedestrian connections and walkability support growth. Outside these areas, support more modest growth compatible with each neighborhood's typical built and natural features or small area plans.
CW-17	Improve transit and pedestrian connectivity and walkability to minimize needing a car to access new development, especially in multifamily residential and mixed use areas.
MU-1	Ensure new developments have direct sidewalk connectivity.
MU-2	Promote pedestrian-oriented storefronts and attractive street-oriented development.
MU-6	Ensure the ground floor of buildings is accessible from the sidewalks and active to promote a safe, enjoyable public realm.
MU-11	Encourage people to walk, bike, roll, or use transit instead of taking a car.
I-1	Maintain and protect non-residential areas and buildings for newer, modern industries compatible with urban locations.
I-2	Maintain and protect non-residential areas and buildings for small-scale industrial and creative industry businesses and jobs.



Illustrative examples of High Density Mixed Use and Industrial Flex in Plan A

Plan A also has specific Transportation Planning and Urban Design goals, policies, and actions that guide future improvements on Huff Road. Additionally, the current Plan A Community Work Program identifies Huff Road Corridor improvements and references this Study.

Goals

- 1. Safety.** Enhance safety and accessibility for everyone on our streets while prioritizing the prevention of fatal and serious injuries. The City of Atlanta has committed to achieving the goals of Vision Zero by 2040.
- 2. Equity and Affordability.** Provide various transportation options that meet the needs of Atlanta's most vulnerable populations and communities.
- 3. Sustainability and Mode Shift.** Support and prioritize sustainable transportation options like walking, biking, rolling, and other active ways of moving around the city.
- 4. An Active Public Realm.** Create and foster opportunities for people-oriented places and spaces in the public right-of-way.
- 5. Curb Management.** Efficiently manage the use and functionality of curbs to accommodate varying needs and priorities on city streets.
- 6. Regional and National Connectivity.** Maintain Atlanta's standing as the city with the world's busiest airport while planning for improved regional connections for intercity rail and bus.
- 7. State of Good Repair.** Ensure that Atlanta's transportation system is well maintained, allowing Atlanta residents and visitors to experience safe and orderly transportation trips.
- 8. Innovation in Transportation Technology.** Leverage new and innovative transportation technology that safely expands mobility options and improves operations and performance in Atlanta's transportation network.
- 9. Project Delivery.** Implement transportation investments approved by voters via Renew Atlanta and Moving Atlanta Forward Transportation Special Purpose Local Option Sales Tax (T-SPLIST) programs, along with other capital funding programs.
- 10. Transportation Funding.** Leverage City investments to maximize state and federal grant opportunities in the communities with the greatest need.



Top: Plan A Report Cover

Left: Transportation Planning Goals in Plan A

Goals

- 1. Engagement and Equity.** Expand how Atlanta's community is involved in the decisions about policies, programs, and services that impact them and the public realm; ensure a fair and equal public engagement process for greater public contributions to the city's design and physical form.
- 2. Private Development.** Guide private development to contribute to the public realm; collaborate with developers; and encourage the inclusion of art, cultural elements, and historic preservation in the design of buildings, the spaces contributing to Atlanta's cultural landscape, and other new projects.
- 3. Public Spaces.** Create functional public spaces—accessible and shared by the entire community—designed for people, infused with cultural expression, that support healthy ecosystems that enhance Atlanta's built environment.
- 4. Streetscapes.** Transform the appearance and function of Atlanta's streets to serve pedestrians and cyclists better, expand the city's urban tree canopy cover, and manage stormwater runoff sustainably with green infrastructure.
- 5. Trails and Waterways.** Leverage and preserve our waterways and trails to connect Atlantans to nature, culture, and history; improve water quality and the health of the city's riparian forests; and collaborate with the nonprofit community and foster those relationships to achieve this goal.

Top: Urban Design Goals in Plan A

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.

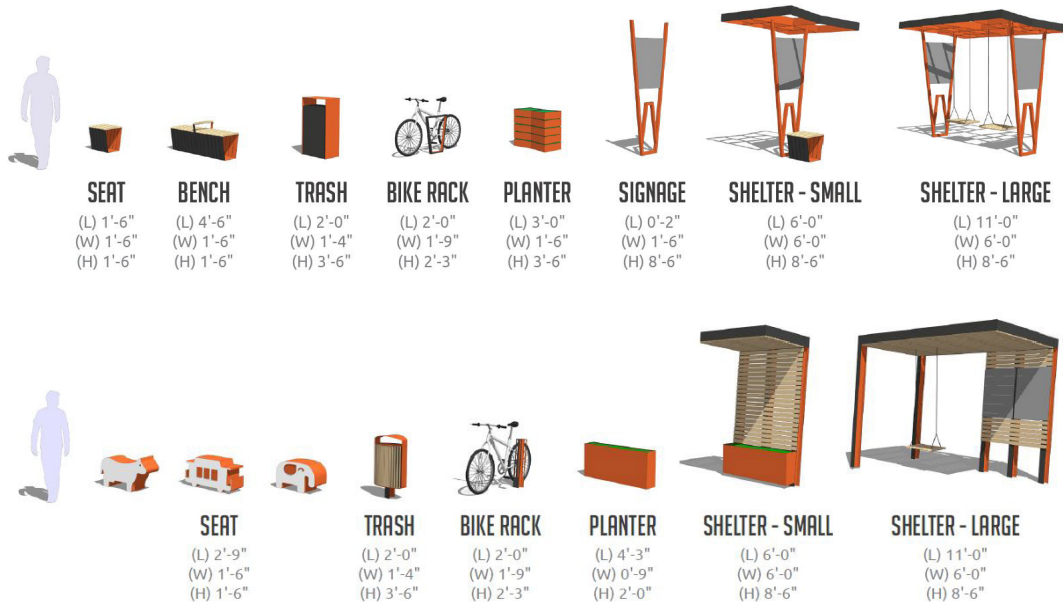


Guiding principles from the Placemaking Study



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

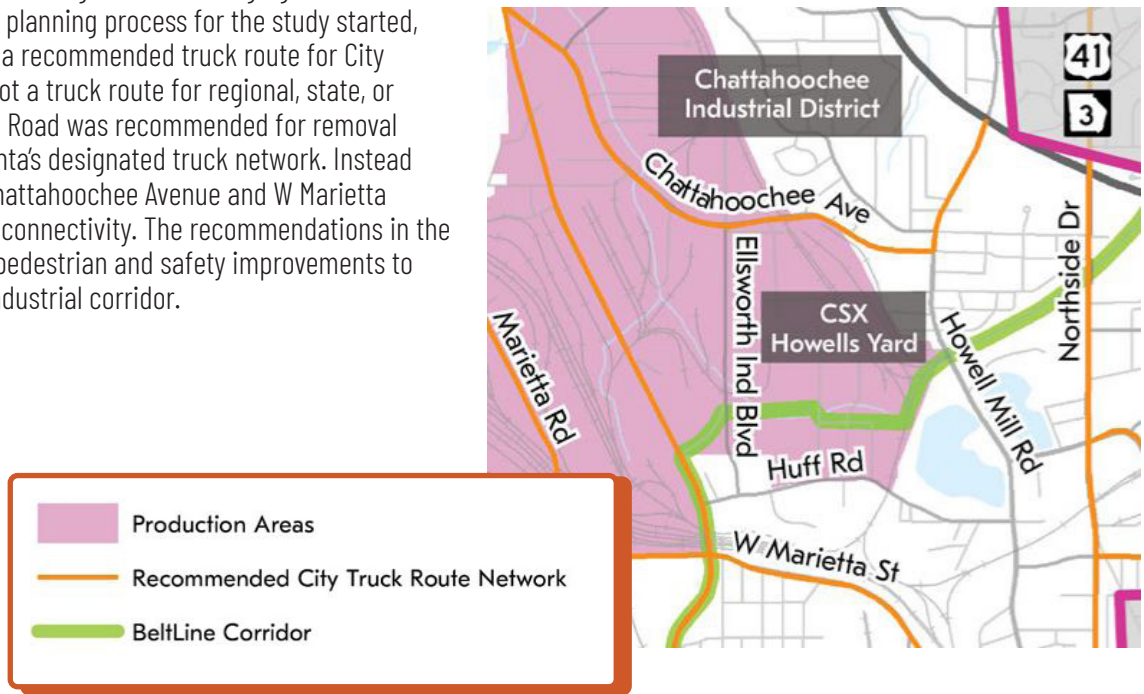
Improvement Type	CIP	Location	Description
Bus Stop Improvement	B1	Huff Road & Boyd Avenue (Northeast Corner)	Kit of Parts - Large Bus Shelter (Qty: 1), Atlanta Regional Commission Unified Bus Stop Signage (Qty: 1), "Blandtown" Branded Art Screen (Qty:1), Route Display & Local Walking Route Information 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)

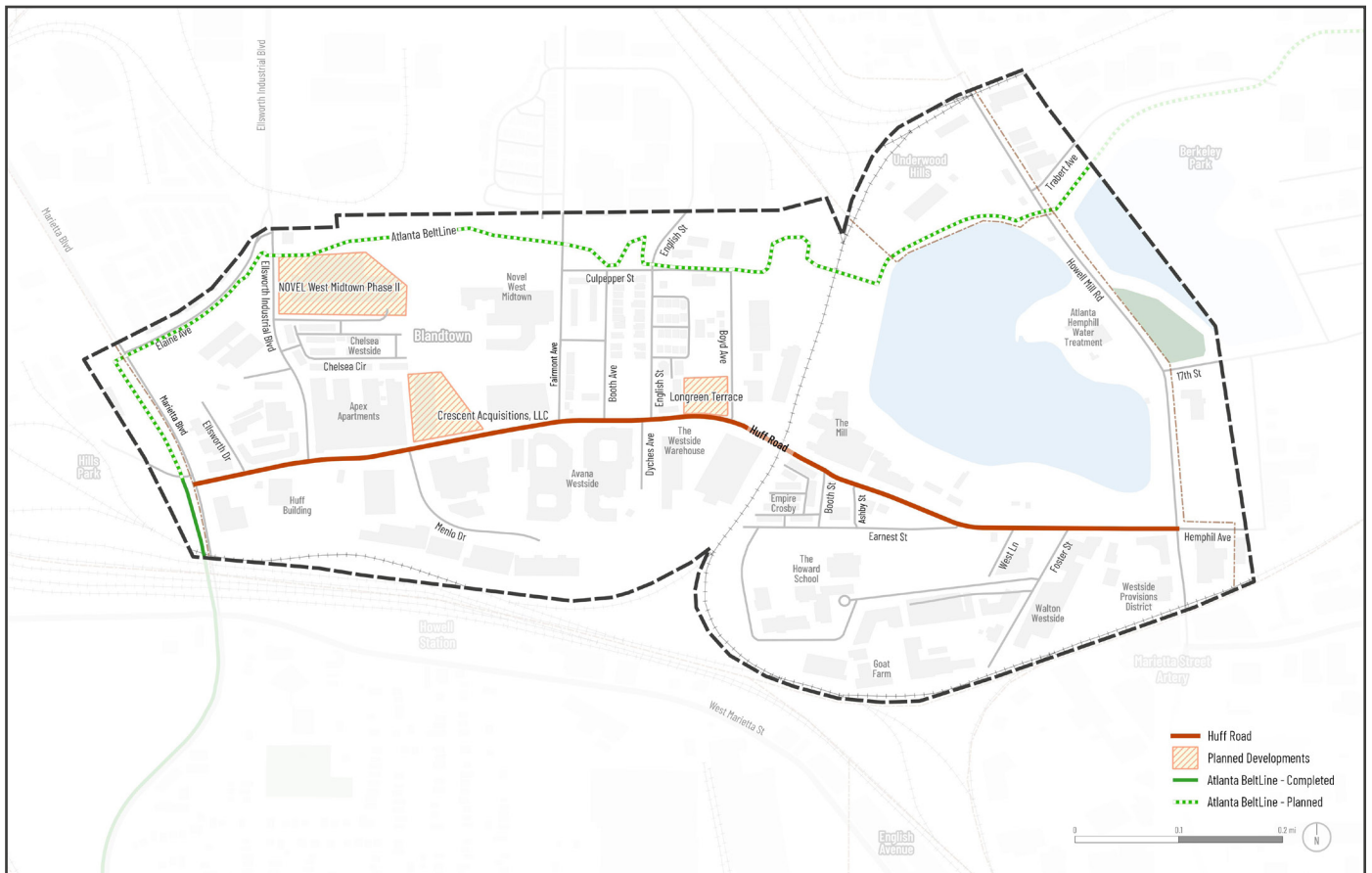
The Howell Mill Complete Street includes resurfacing, restriping, adding new fiber communication between intersections, signal upgrades, partial corridor raised bicycle lanes, sidewalk repairs, additional midblock crossings, three (3) new signalized intersections, partial road diet, and ADA upgrades 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 in progress, or positioned to proceed. The map below shows these recent developments.



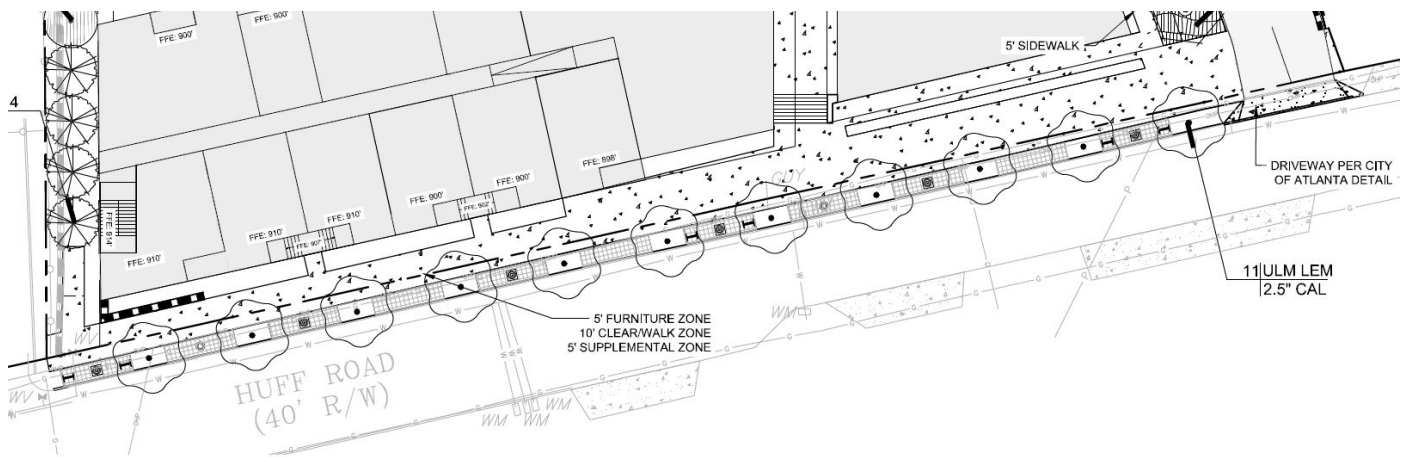
Longreen Terrace

Longreen 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 High Density Mixed-Use in the 2021 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.

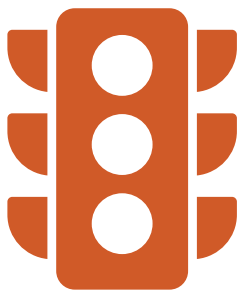
Traffic Study

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). PLTS¹ 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. BLTS² 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 (“Enthusied and confident” adult cyclists).

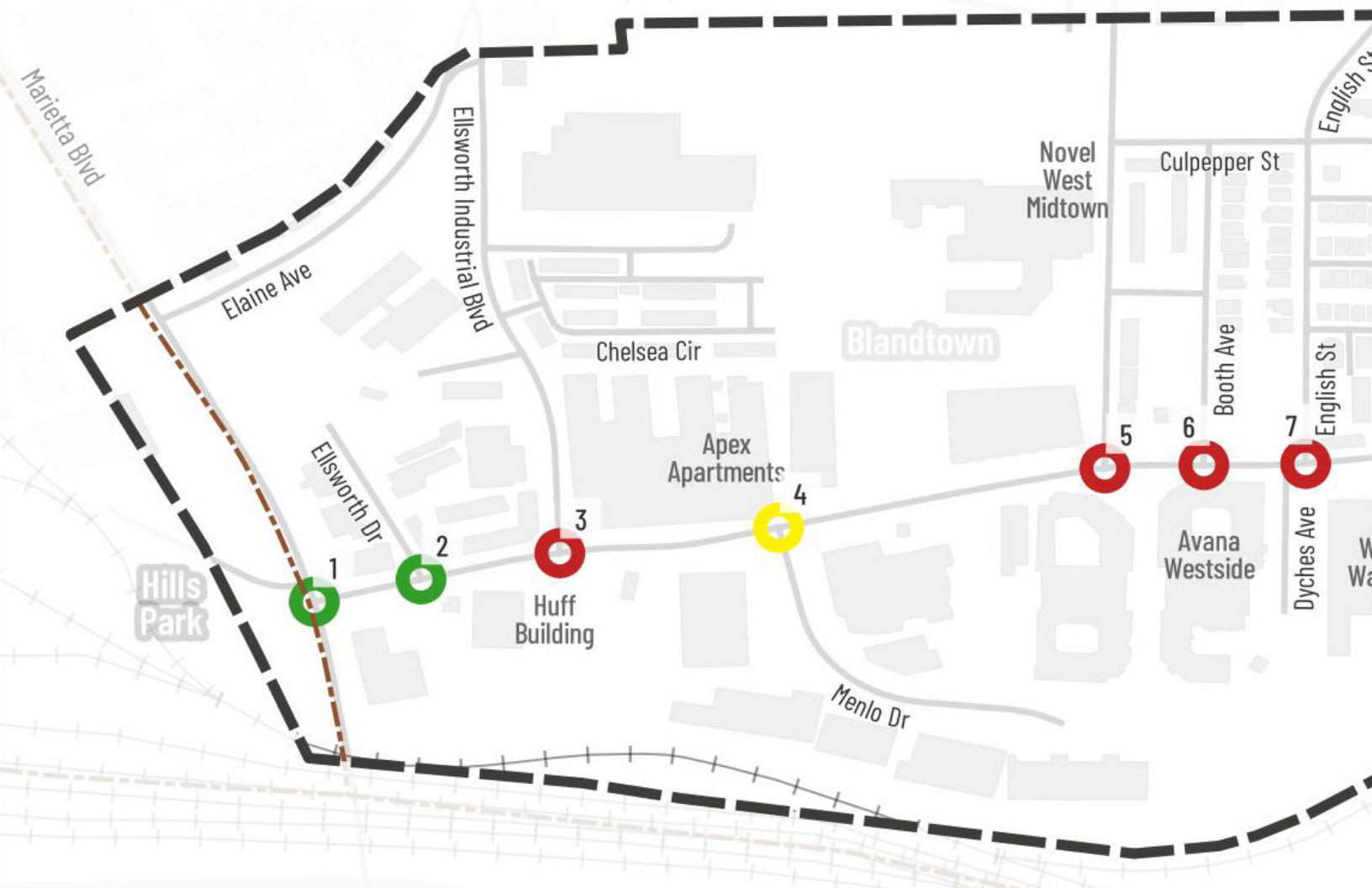





Aerial view of Huff Road

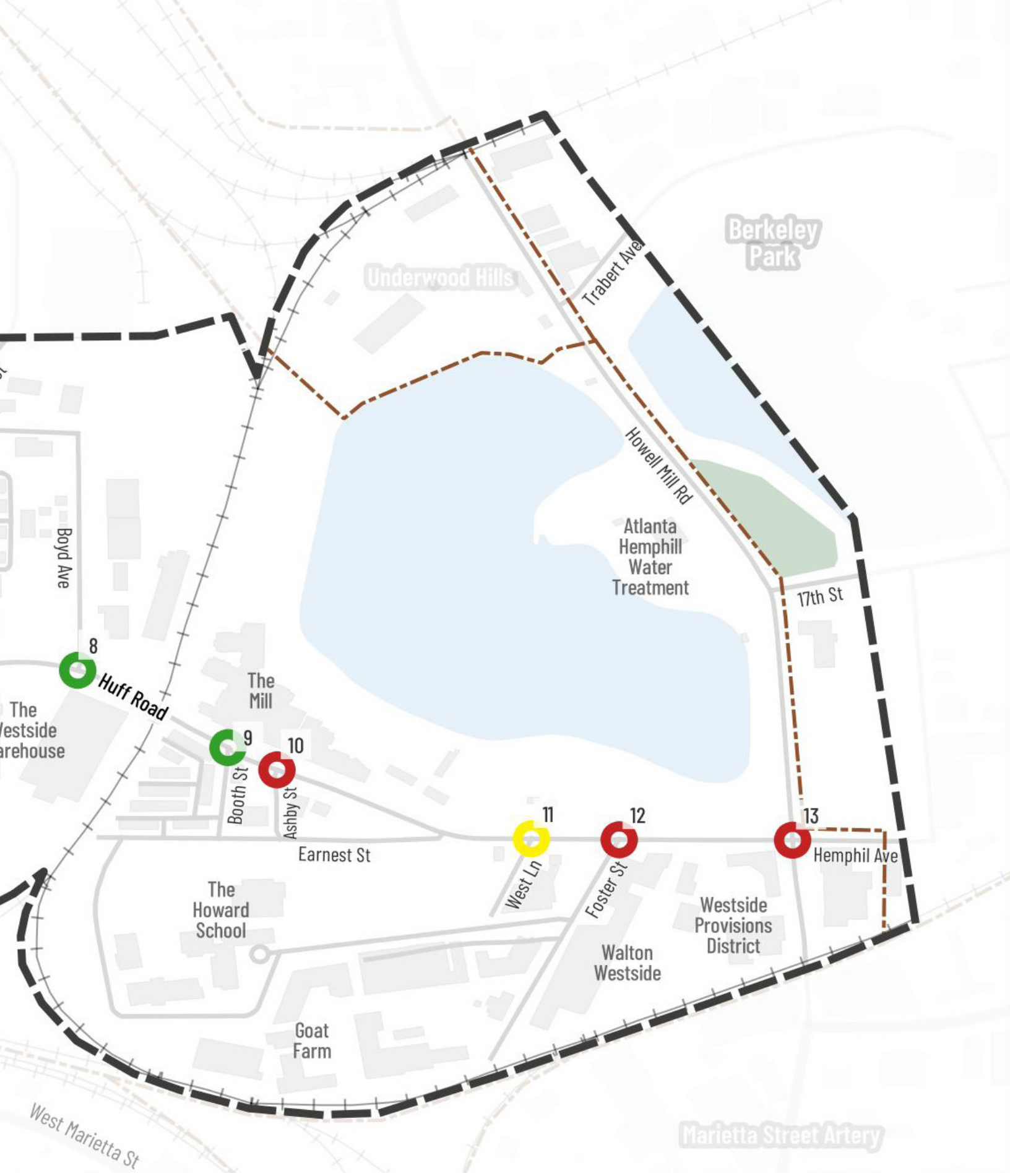
¹Oregon Department of Transportation Policy, Data & Analysis Division Planning Section – Transportation Planning Analysis Unit Salem, Oregon (2023) “Analysis Procedures Manual Version 2, Oregon DOT, Salem, OR ²Maaza C. Mekuria, PhD, PE, PTOE, Furth G. Peter, PhD, Nixon, Hilary PhD (2012) A Publication 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.

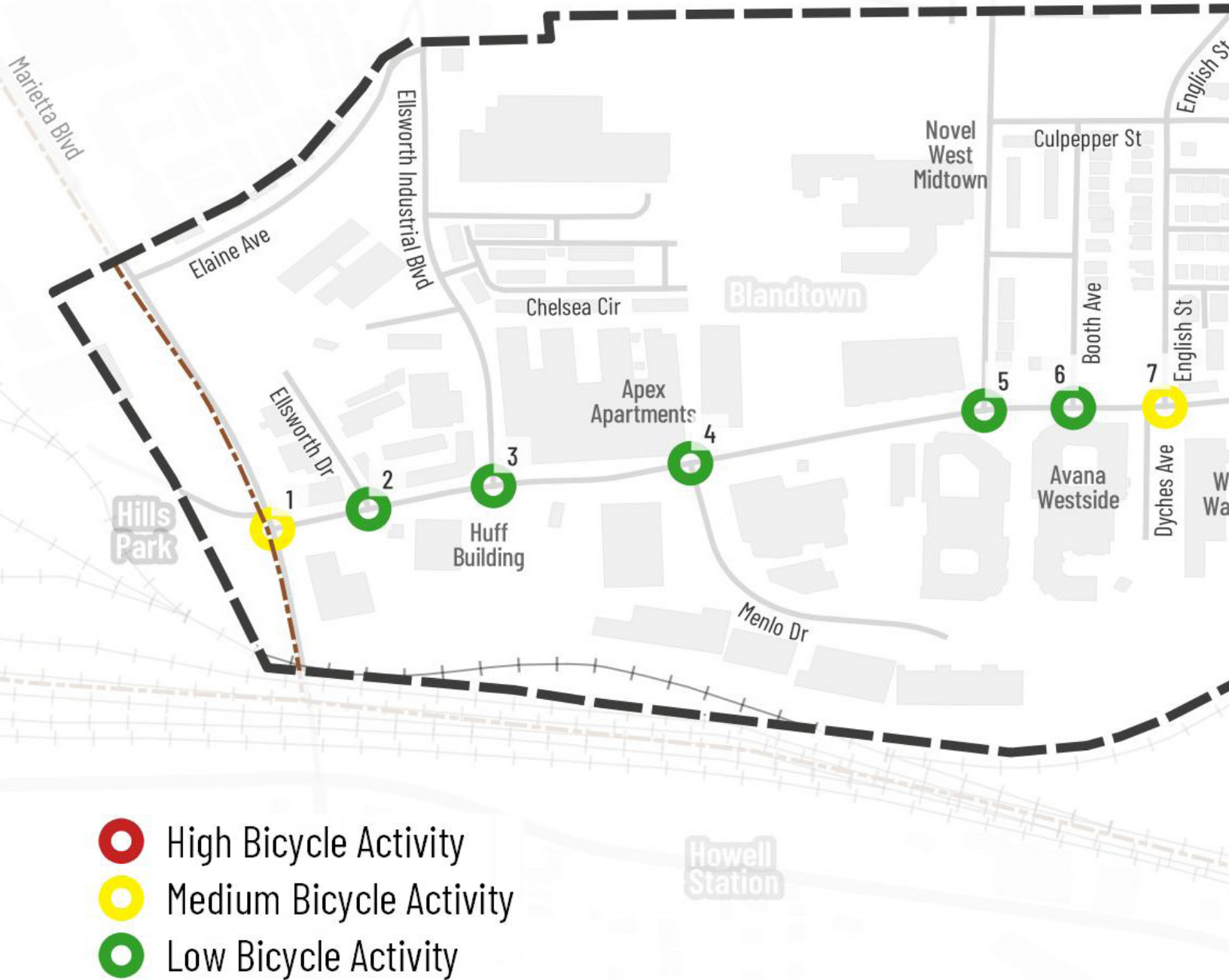


-  High Pedestrian Activity
-  Medium Pedestrian Activity
-  Low Pedestrian Activity



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.





CHAPTER 3.

Summary of Public Involvement



HUFF STUDY COMMUNITY ENGAGEMENT EVENTS

Over the course of fourteen (14) months, the Huff Road Multimodal Study planned eight (8) community touchpoints to determine preferences, opportunities, and constraints from a variety of local stakeholders. As detailed below, some touchpoints were in person while others were online meetings or surveys to provide a variety of ways to engage with the study.

A deep dive into these engagement events is provided in the Appendix.

Community Kick-Off at Westside Stride 10.29.2023

On a sunny Sunday afternoon, the Toole Team set up in a tent along Howell Mill Road during the inaugural Westside Stride block party to inform the community of the Huff Study and collect early input on the corridor. Three activities provided ways for thousands of event participants to engage with the project.

Online Wikimap 12.6.2023 - 1.19.2024

For over a month, a digital interactive map of the Huff Road corridor collected input from online participants on the road's limitations and opportunities. In-person input received during Westside Stride was incorporated online for participants to see what others had already pinpointed along the corridor.

Advisory Group Walking Audit 2.26.2024

The Huff Road Advisory Group, made up of local property owners, business owners, the Blandtown Neighborhood Association representatives, ATLDOT, MARTA and the ARC convened along Huff Road for a walking audit. The design team and CID staff heard from participants about existing constraints which should become design considerations.

Design Workshop & Stakeholder Interviews 3.20.2024 - 3.21.2024

A two-day pop-up along Huff Road acted as a design charrette where feedback was solicited from the Advisory Group, the Upper Westside CID Board, City staff, property owners, and local residents. The goal was to brainstorm potential design alternatives with the consultant team and CID staff to develop two discreet 10% concepts.

Pop-Up at Blandtown Bites 4.27.2024

The Blandtown Neighborhood Association hosted Blandtown Bites, a local community event where local restaurants offered light bites for sampling. The consultant team set up a tent with the design alternatives for the community's preliminary feedback.

Preliminary Design Concept Community Survey 5.10.2024 - 5.31.2024

Typical sections and design alternatives for eight (8) segments of Huff Road were presented as an online survey to determine what preferred typical sections should be advanced to 10% concept level.

Preliminary Concept Review 8.20.2024

We presented the preliminary concepts to the Blandtown Neighborhood Association at their virtual August meeting during which ATLDOT leadership also attended.

Advisory Group 30% Concept Review 12.5.2024

We presented the draft 30% concept to the Huff Road Advisory Group in a virtual meeting where each plan sheet was reviewed page-by-page to receive input and advance it to a final 30% concept.

HUFF ROAD MULTIMODAL STUDY

Community Survey Map

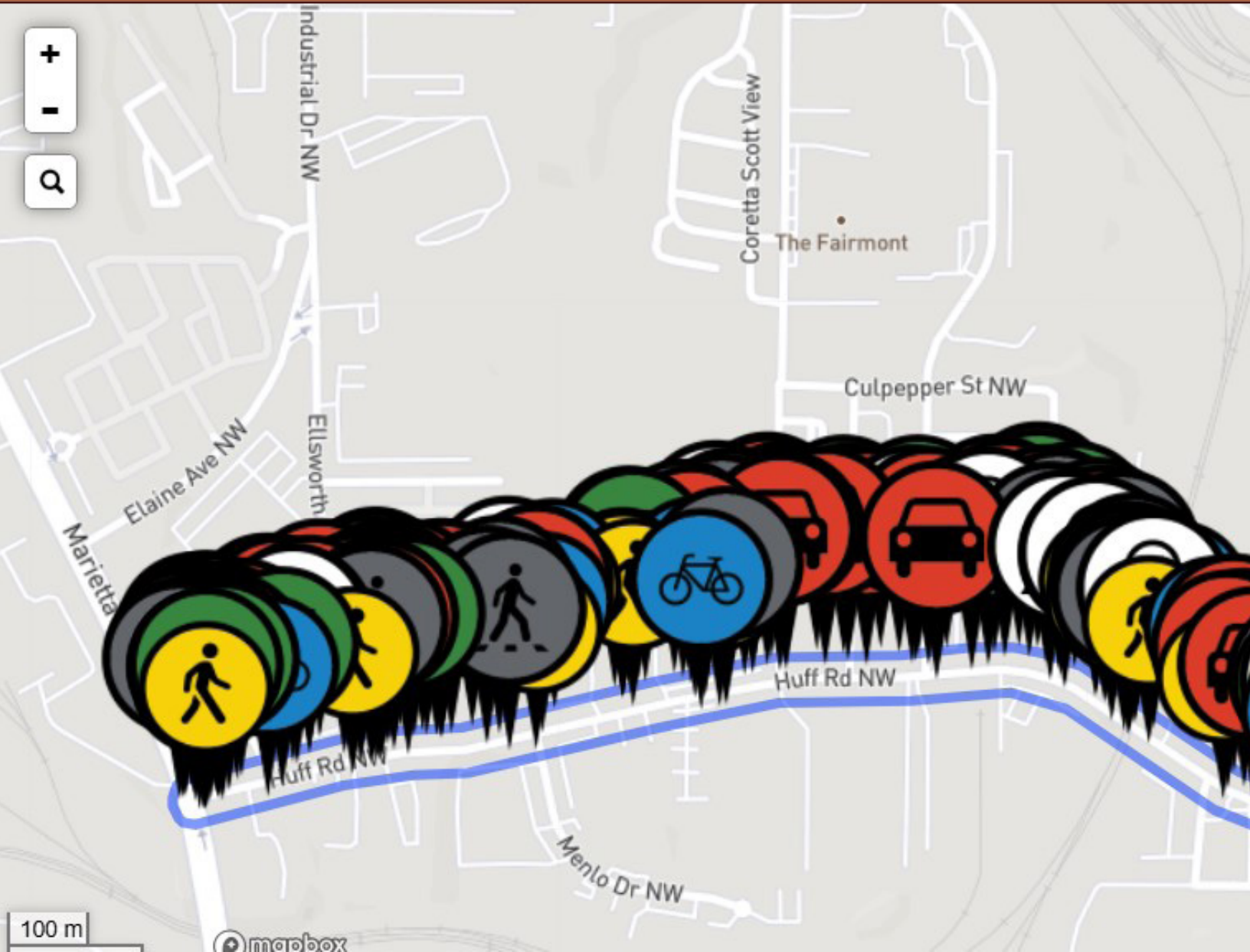


UPPER WESTSIDE
improvement district

Instructions

- 1 Click "Add Input" on the menu bar and select your input type
- 2 Click a point on the map to place your comment
- 3 Include all the details in the pop-up box
- 4 **Click "submit" to save your comment!**

Welcome



364

Total Comments Received

Comment Types

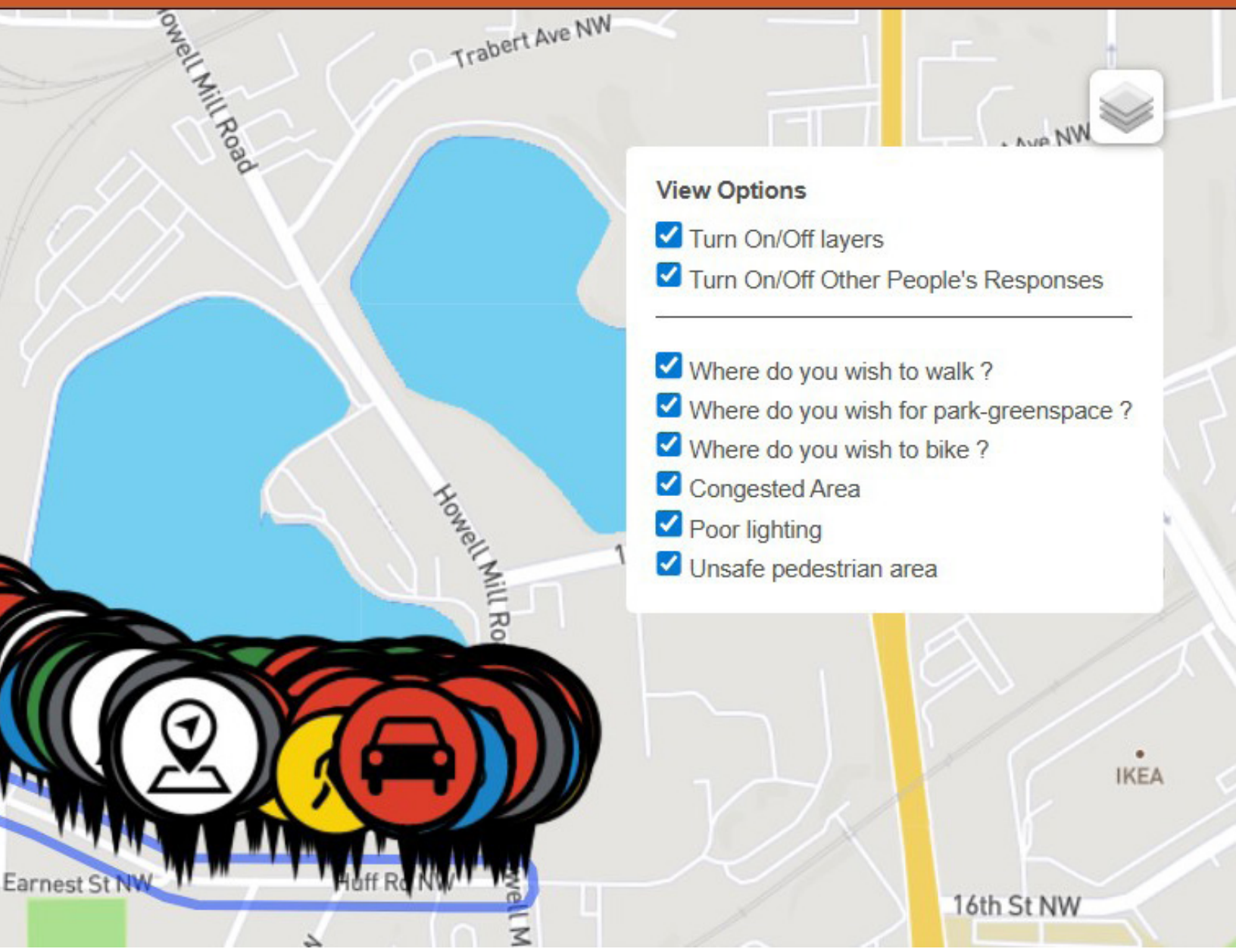
- Click "Add Input" below to add comments!**
- Where do you wish to walk?
 - Where do you wish for park/greenspace?
 - Where do you wish to bike?
 - Congested Area
 - Poor lighting
 - Unsafe pedestrian area

More!

- Click on other people's comments and choose "show comments/survey"
- You can upload a photo to show a specific locations or examples. Choose "upload photo" from the pop-up menu after you add your comment
- Click on the "layers" icon below to turn map features on and off

Click "About & Help" in the menu for detailed instructions

Share 5 Draft Project



The online WikiMap was a critical tool for collecting early input on: destinations participants wanted to reach, opportunities for additional greenspaces, where participants wanted to safely bike, areas of congestion, poorly lit places, and unsafe pedestrian areas. This activity helped inform the design team on what type of infrastructure needed to be developed and where as well as opportunities to improve vehicular flow.



SNIPPETS OF THE OUTR

BIG MOVES

POTENTIAL 3.20.23

1. MAKE WALKING + TRANSIT SAFE, COMFORTABLE + FUN!
2. IMPROVE CROSSINGS FOR ALL MODES
3. LINK TO THE BELTLINE + ACCESS ALL THE GREEN
4. CREATE PLACEMAKING OPPORTUNITIES
5. STRUCTURE NEW DEVELOPMENT TO IMPROVE MOBILITY + LEGIBILITY

BELTLINE MIXED-USE RESIDENTS

44



ALTERNATE DESIGNS

Please take a sticker and place it under the option you prefer.

SECTION H | Foster St to Howell Mill Rd

EXISTING	ALTERNATE OPTION 1	ALTERNATE OPTION 2
Two lane street with narrow sidewalk on south side of Huff Rd and transmission lines on the north side.	An unchanged two lane street and a shared use path with a substantial landscape buffer.	A two lane street with narrowed street lanes and a shared use path and a widened sidewalk on the south side, which would require ROW acquisition.



REACH EFFORTS

Value	Percent
Alternative Option 1: on-street parking is removed between Ellsworth Dr to Ellsworth Industrial Blvd to add a 3rd travel lane.	42.1%
Alternative Option 2: 2-lane street; on-street parking removed in order to expand the sidewalk width on the north to fit a multi-use path.	53.1%
Keep the existing configuration maintaining the on-street parking.	4.8%



Design Charrette

The Huff Road Design Charrette was a two-day creative work session on March 20 and 21, 2024 that mixed stakeholder interviews and design production time to create a collaborative planning process to advance the project towards 10% design alternatives. Design ideas developed during the workshop were shared with stakeholders for feedback to help refine the ideas iteratively in real time. Products developed during the workshop included cross sections and corridor diagrams as well as maps and group notes.

Participants, representing commercial owners, residents, business owners, community leaders, and agency partners, dropped by for 30 minutes to an hour at a time. Through these small group or one-on-one conversations with our design team, they shared their thoughts, reviewed maps, sketched ideas, and talked through some prompts to help envision Huff Road improvements.

The primary goal of the charrette was to come out with typical cross sections that have gone through rigorous discussions with stakeholders regarding trade-offs with the existing right-of-way and community desires.

Takeaways

What Should be Preserved?

Participants' responses centered around Huff Rd naturally having the pieces of an urban area (school, churches, restaurants, retail, residential). They highlighted assets such as direct connectivity to the Beltline, the old growth trees on the Department of Watershed property, the rich history of the area and the name of Huff Rd. Residents and local business owners expressed gratitude for the new stop signs and crosswalks on Huff Road added by the Blandtown neighborhood and CID.

What Should Change?

The Charrette participants routinely called out traffic as a major pain point, especially at rush hour and stemming from the intersections on either end of Huff Road. There were some nuances such as constrained right of way limiting left turn movements for some vehicles, for example at the Ellsworth intersection.

Participants were also collectively concerned about safety. They wanted to see consistent, connected sidewalks without utilities placed in the middle, safe pedestrian crossing opportunities, improved lighting, improved drainage, and more opportunities for bike parking. They expressed concern about the unregulated truck parking that often blocked entire lanes of the road during rush hour. Several requests for signal studies were made for Foster Street, Ellsworth Industrial Blvd, and English Street.

What Should Be Created?

Responses centered around common themes of placemaking, streetscape enhancements, and relief from specific traffic issues. Below is a snapshot of the range of ideas.

- Creating interesting moments and places that encourage lingering
- Clear and effortless bike/ped connections from Howell Mill and Huff Rd to Beltline
- Wayfinding to the Beltline and from the Beltline to local destinations
- Streetscapes which include lighting and shade
- Enforcement to prevent illegal truck parking
- Turning the bridge into a feature, or creating a parallel pedestrian bridge
- A vehicular connection to the north on Fairmont Ave to Chattahoochee Ave.
- Help with traffic flow for The Victory Church and event venues
- Consider roundabouts

In-Person & Online Survey

A pop-up on April 27, 2024 at Blandtown Bites provided an opportunity for in-person engagement on proposed alternative sections developed as a result of the two-day design charrette. Participants were walked through cross-sections for eight (8) sections of Huff Road by the project team prior to them placing a "dot" on the cross section they preferred. The consultant and CID team were available to answer any questions from the community on the Huff Road Multimodal Study.

In order to provide the broader community the opportunity to also participate in the selection of alternative cross-sections, the in-person activity was translated to an online survey made available between May 10, 2024, and May 31, 2024. The results from both the in-person engagement and online survey have been combined and are as follows:

- **Section A: Marietta Boulevard to Ellsworth Drive**

There is support (85%) for restriping a third travel lane west of Ellsworth Drive.

- **Section B: Ellsworth Drive to Ellsworth Industrial Blvd**

There is support (95%) for removing the on-street parking, with only 5% of participants wanting to keep the existing street configuration with on-street parking. When combining the online survey results and the pop-up results, Option 2 (on-street parking is removed in favor of expanded sidewalk) has a very narrow majority of support from the public at 49%, compared to Option 1 (on-street parking is removed in favor of a 3rd travel lane) with 47%.

- **Section C: Ellsworth Industrial Boulevard to Menlo Drive**

The preferred alternative between is Option 1, a 2-lane street with a shared use path for walking and biking at 48%, compared to Option 2 (a 2-lane street with median) at 16% and Option 3 (a 2-lane street with a loading/unloading zone) at 36%.

- **Section D: Menlo Drive to Fairmont Avenue**

There is support (99%) for reconfiguring this block to improve the sidewalk conditions on the south side.

- **Section E: Boyd Avenue to the Railroad bridge**

There is support (99%) for extending a ten-foot wide shared use path as a parallel bridge structure.

- **Section F: Railroad bridge to Earnest Street**

There is support (98%) for maintaining the existing 10' wide sidewalk along the multifamily while improving crossing opportunities between the north and south sides of the street.

- **Section G: Earnest Street to Foster Street**

There is support (98%) for a shared use path that extends from the Atlanta Waterworks Reservoir and set back from the street.

- **Section H: Foster Street to Howell Mill Road**

Option 2, a shared use path on the north side with a landscaped buffer and widened sidewalk on the south side of the street, was the preferred option at 68%.

CHAPTER 4.

Concept Design

Considerations, Costs &

Layout



CONCEPT DESIGN DECISIONS

Through extensive and varied community engagement, the project team was able to hone in on important community and stakeholder preferences which translated into the following design elements shown over the next few pages of the report:

- 1. Add a 3rd Travel Lane at Marietta Blvd**

Within the existing curb-to-curb width, a third travel lane can be striped approaching the Marietta Blvd intersection. There was overwhelming support for this to help address the congestion which occurs primarily during peak hours and when the Howard School lets out.
- 2. Remove On-Street Parking for Wider Sidewalks**

Ninety-five (95) percent of survey respondents opted to remove on-street parking between Marietta Blvd and Menlo Dr in favor of accommodating a consistently wide sidewalk on the north-side of Huff Road.
- 3. Create Dedicated Delivery Zones**

There was a desire to create zones to accommodate delivery vehicles serving the restaurants and retail between Ellsworth Industrial Blvd and Menlo Dr.
- 4. Create a Bike/Ped Bridge Over the Railroad**

The railroad bridge is an important barrier between the east and west sides of Huff Road for pedestrians and cyclists. The community opted for a quicker and more cost effective solution than a full bridge replacement and preferred to see a parallel bike/ped bridge be installed to improve connectivity and safety.
- 5. Leverage Public Land for Public Use**

In lieu of costly land acquisition on the south side of Huff Road, weave a boardwalk along the Watershed land which minimizes impacts to the old-growth oak trees and weave around the Georgia Power transmission poles.
- 6. invest in Sustainable Design**

As flash floods and large storm events increase in scale and frequency, it's important to invest in Green Infrastructure to alleviate the stress on the City's wastewater systems.
- 7. Safety and Accessibility**

Rising construction costs means transportation solutions need to be appropriately scaled in scope. The community's priority first and foremost was for the design to provide a safe and consistent infrastructure investments connecting the Beltline at Marietta Blvd to the many commercial destinations along Huff Road.

Roadway Design Elements

The lack of trees, inconsistent and crumbling sidewalks, lack of bike lanes and bus amenities, and numerous utility poles deter walking, biking and riding transit along Huff Road. Stakeholders strongly expressed the desire to create a streetscape that felt approachable and improved multimodal access through thoughtful design elements described across the next two pages.

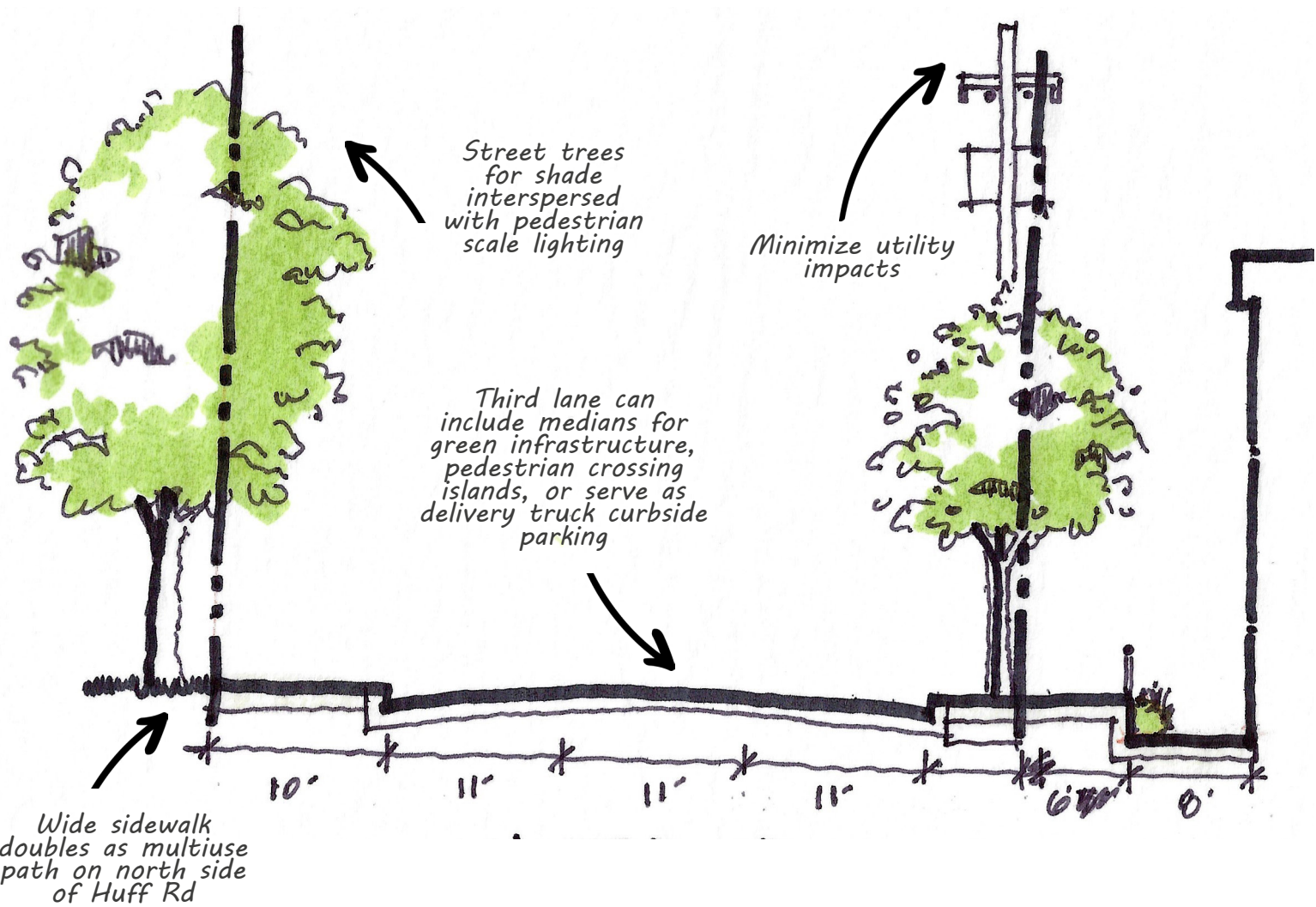


Build more signalized pedestrian crossings along Huff Rd

Include delivery vehicle curbside parking zones

Reclaim excess roadway space for placemaking, green infrastructure, and a better landscaped buffer

Create a consistent 10'-wide multiuse path on the north side of the road



Similar streetscape along nearby Howell Mill Road with: a wide sidewalk, a landscape buffer with pedestrian lighting, a center left turn lane with a pedestrian refuge island awaiting an RRFB and landscaping

Placemaking

Announcing Blandtown was a top priority for the community who, over the last five years, have worked with the Upper Westside CID and local developers to incorporate the Blandtown name and history into the public realm. Although right-of-way along Huff Road is limited, the Upper Westside CID has acted as an intermediary between private property owners, the City, and the neighborhood to carve out new pocket parks and transit parklets which help create a unique sense of identity along the corridor.

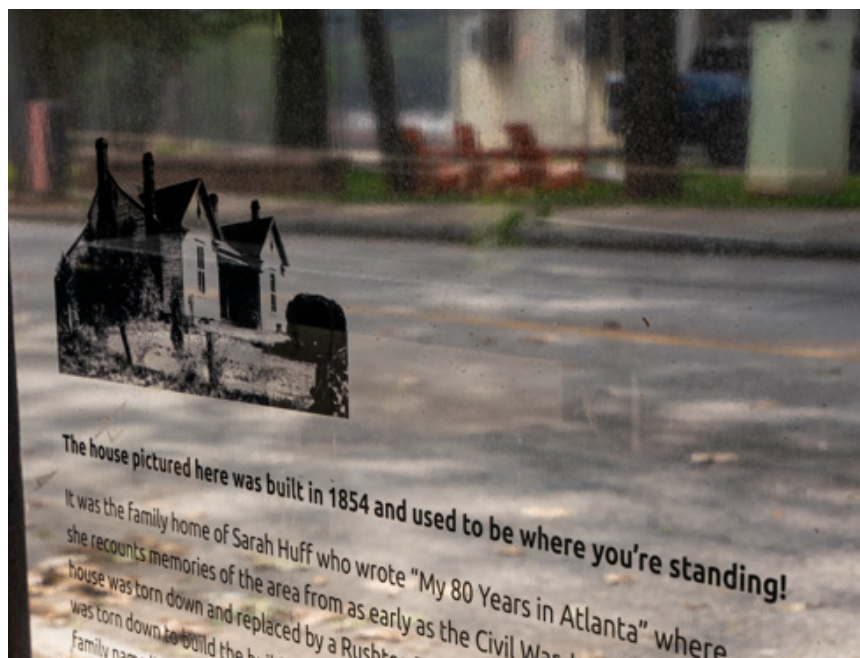


Seeking out further opportunities to expand wayfinding signage, bus stop amenities, will continue to be explored by the Blandtown Neighborhood Association and the Upper Westside CID as new opportunities arise through redevelopment and with the help of future grants.



Pictured left are existing examples of bus stops and wayfinding signage which should be expanded along Huff Road to help establish the name and identity of Blandtown.

Pictured right, from top to bottom, is signage placed along a fence in a pocket park managed by the Upper Westside CID, road sign toppers installed by the Blandtown Neighborhood Association, and an informational panel showcasing the unique history of the area.



Green Infrastructure

As the Upper Westside District redevelops and densifies, we're seeing a loss of our tree canopy and an increase in impervious surface which has important implications for our existing infrastructure. Some of Huff Road has storm drains to help capture the water runoff during rain events, but it's not always properly scaled for flash flood events or strong downpours. The existing system's ability to perform well during these strong meteorological events also relies on it being properly maintained and cleaned out. Unfortunately, due to the topography of Huff Road, we're seeing more frequent flooding issues on the eastern-end of the corridor, just past the railroad bridge.

The proposed Huff Road design concept identifies places along the road where Green Infrastructure could be included when the project's engineering design gets advanced to construction documents.

Green Infrastructure provides the opportunity to introduce engineered systems that mimic natural systems to improve water quality and reduce the strain on the existing wastewater system. Along Huff Road these systems could add trees and greenery where there is none today.

What is Green Infrastructure?

"Green Infrastructure is a collection of natural lands, working landscapes, open spaces, street trees, and appropriate construction interventions that conserves and enhances ecosystem services and provides benefits to human populations, including improving air and water quality, mitigating climate extremes, supporting biodiversity, and enhancing public health and well-being. Applied in stormwater management, GI reduces the volume of polluted runoff entering our streams and pipe systems by preserving or mimicking the hydrology of natural systems, while providing added environmental, economic, and social benefits."

- City of Atlanta, Green Infrastructure Program Storymap

Rain Gardens



Bioswales



Stormwater Planters



Concept Cost Estimate

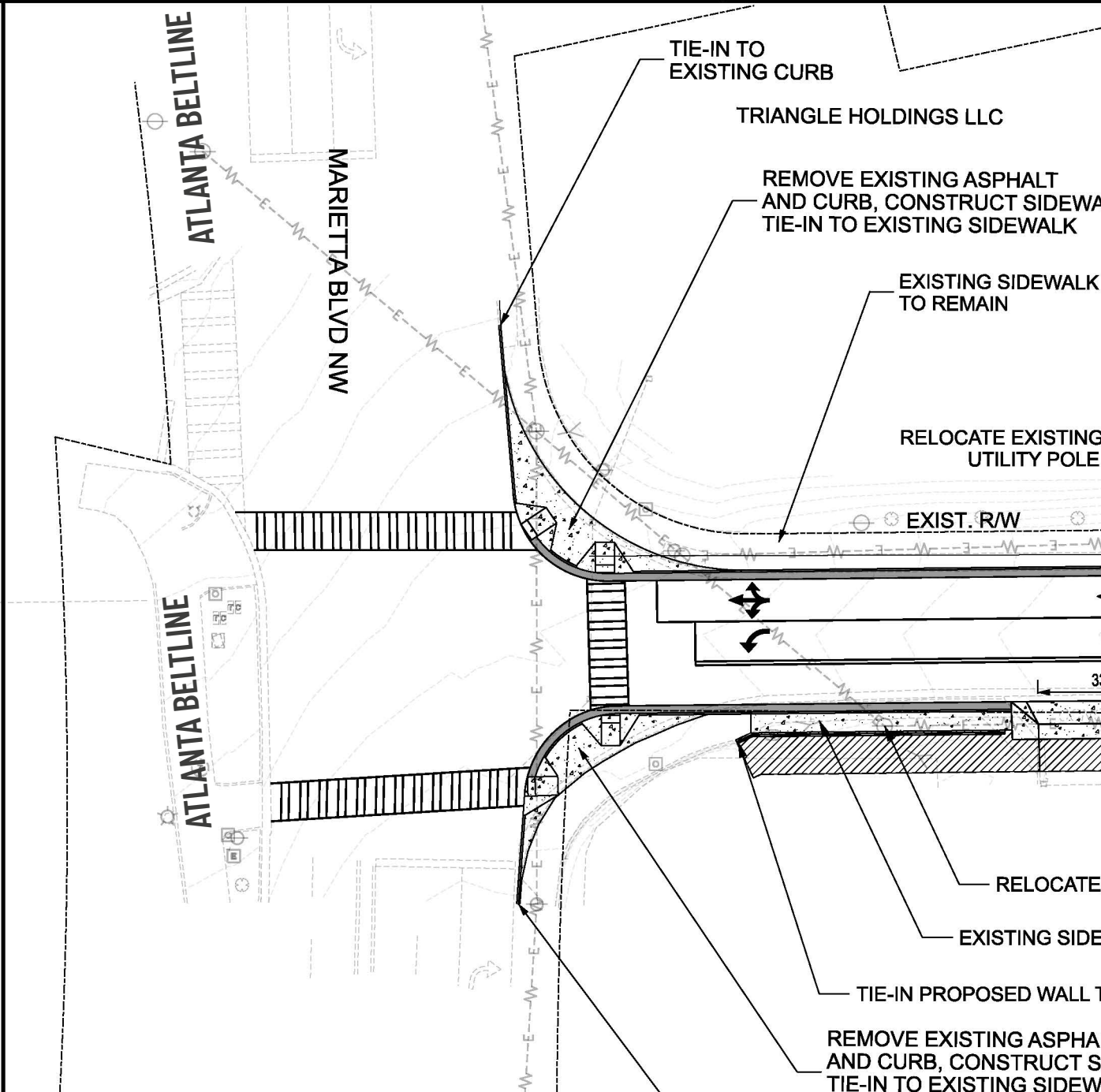
	Preliminary Engineering	Right-of-Way	Utilities	Construction	Total Cost
Possibly Funded By	Upper Westside CID; City of Atlanta; Grants	Upper Westside CID; City of Atlanta; Grants; Land Donations	Upper Westside CID; City of Atlanta; Grants	Upper Westside CID; City of Atlanta; Grants	
Cost	\$1,371,739	\$4,044,780	\$300,000	\$11,111,085	\$16,827,604
Date of Estimate	7/8/2025	7/8/2025	7/8/2025	7/8/2025	7/8/2025

The Huff Road Multimodal project has several cost drivers:

- **Right-of-Way:** while the Upper Westside Improvement District has a proven track record of receiving land donations for public infrastructure projects, this cost estimate includes right-of-way costs to provide a benchmark in the event that donation is not feasible. At 30% design, grading plans are in their infancy which impacts the accuracy of how much private land is needed to construct the project. When the design is further advanced, we anticipate being able to further reduce the amount of permanent easement land needed.
- **Multimodal Bridge:** while it remains more cost effective for the design to contemplate a secondary bike and pedestrian bridge running parallel to the vehicular bridge, the bridge (even prefabricated) remains an important cost driver.
- **Boardwalk:** the community expressed concern over impacts to the mature oak trees lining Huff Road west of Howell Mill Road, along Watershed land. In order to minimize impacts to the trees from grading for a multiuse path, the design includes several hundred feet of boardwalk which is more expensive than a typical sidewalk but critical to protect these irreplaceable trees.

Character images of the proposed boardwalk and prefabricated bridge

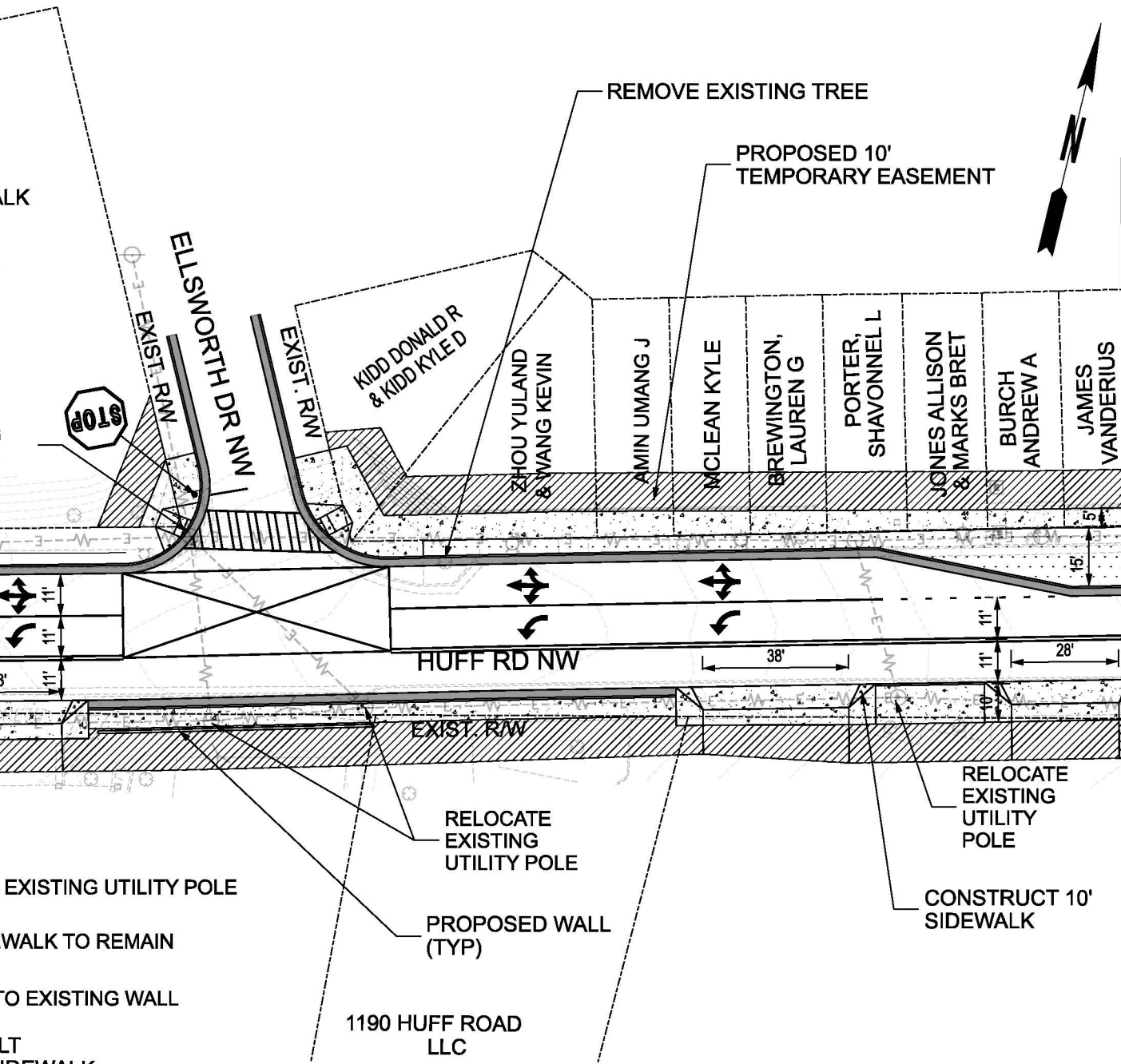




LEGEND

EXISTING	
	FIRE HYDRANT
	LIGHT POLE
	UTILITY POLE
	EXISTING CONDITION
	RIGHT-OF-WAY/ PROPERTY LINE
	OVERHEAD UTILITY
	MARTA BUS STOP





MATCHLINE 104+50 - SEE SHEET 13-02

LEGEND

	SIDEWALK		PEDESTRIAN BRIDGE		6" GRANITE CURB
	RAISED CONCRETE MEDIAN		BOARDWALK		CURB AND GUTTER
	LANDSCAPE BUFFER		TEMPORARY OR PERMANENT CONSTRUCTION EASEMENT		LIMITS OF CONSTRUCTION
	RECTANGULAR RAPID FLASHING BEACON (RRFB) WITH OVERHEAD LIGHTING				

30% DESIGN CONCEPT- NOT FOR CONSTRUCTION



TOOLE DESIGN
659 AUBURN AVE NE
SUITE 255
ATLANTA, GA 30312
PHONE: 470.800.9525
www.tooledesign.com

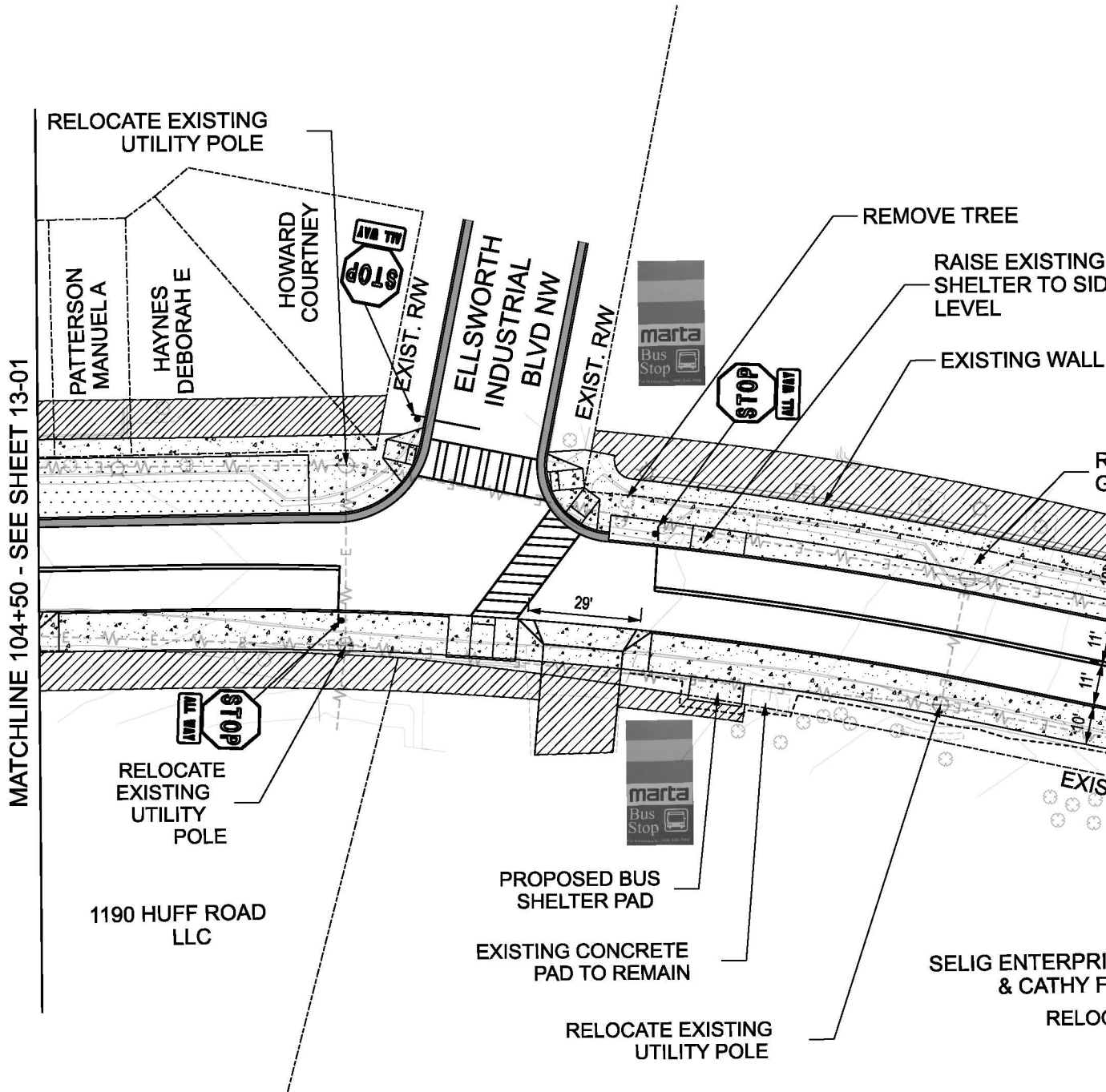


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**UPPER WESTSIDE CID
HUFF ROAD MULTIMODAL STUDY
MAINLINE PLAN**

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DRAWING No.
13-001



LEGEND	
EXISTING	
	FIRE HYDRANT
	LIGHT POLE
	UTILITY POLE
	EXISTING CONDITION
	RIGHT-OF-WAY/ PROPERTY LINE
	OVERHEAD UTILITY
	MARTA BUS STOP

	SID
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VR APEX HOLDINGS
LIMITED PARTNERSHIP

BUS
EAWALK

TO REMAIN

RELOCATE EXISTING
GUY WIRE

APEX PARKING
GARAGE ENTRANCE

REMOVE AND REPLACE EXISTING
PEDESTRIAN SHELTER

PROPOSED WALL (TYP)

REMOVE TREES
RAISED LOADING ZONE
WITH 3" MOUNTABLE CURB

EXIST. R/W

HUFF ROAD NW

T. R/W

SES INC
LINE
RELOCATE EXISTING
UTILITY POLE

RETAIN EXISTING
RAILING AND SLOPE

RELOCATE EXISTING
UTILITY POLE

INLAND ATLANTA PROPCO LLC

MATCHLINE 110+50 - SEE SHEET 13-03

EXIST. R/W

LEGEND

PROPOSED

- DEWALK PEDESTRIAN BRIDGE 6" GRANITE CURB
- ISED CONCRETE
DIAN BOARDWALK CURB AND GUTTER
- NDSCAPE BUFFER TEMPORARY OR PERMANENT
CONSTRUCTION EASEMENT LIMITS OF CONSTRUCTION
- CTANGULAR RAPID
WASHING BEACON
(RFB) WITH OVERHEAD LIGHTING

30% DESIGN CONCEPT- NOT FOR CONSTRUCTION



**TOOLE
DESIGN**
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**UPPER WESTSIDE CID
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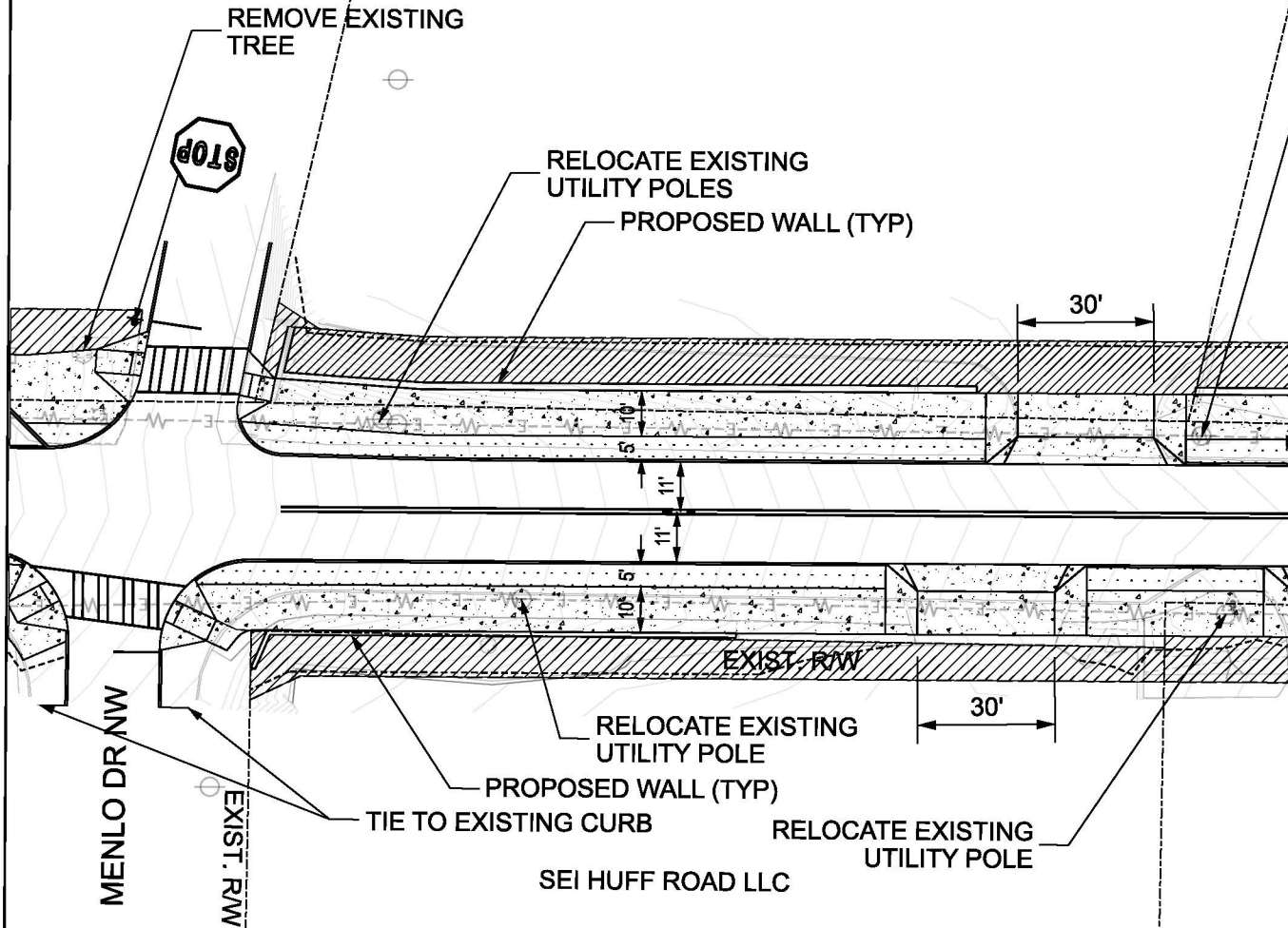
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13-002

VR APEX HOLDINGS
 LIMITED PARTNERSHIP

MEALOR & MEALOR LLC

MATCHLINE 110+50 - SEE SHEET 13-02



LEGEND

EXISTING

	FIRE HYDRANT		RIGHT-OF-WAY/ PROPERTY LINE
	LIGHT POLE		OVERHEAD UTILITY
	UTILITY POLE		MARTA BUS STOP
	EXISTING CONDITION		

PROPOSED

	SIDEWALK		PEDES CROSSING
	RAISED CONCRETE MEDIAN		BOARD WALK
	LANDSCAPE BUFFER		TEMPC CONST
	RECTANGULAR RAPID FLASHING BEACON (RRFB) WITH OVERHEAD LIGHTING		





RANDALL LUTHER H III
OXFORD LLC

BFG HUFF LLC

RELOCATE EXISTING
UTILITY POLE

PROPOSED 5'
LANDSCAPE
BUFFER



50'

EXIST/RW

HUFF ROAD NW

25'

60'

40'



RELOCATE SIGN
PROPOSED NARROW
BUS SHELTER PAD

RELOCATE EXISTING
UTILITIES

RELOCATE EXISTING
UTILITY POLE

PROPOSED 5'
LANDSCAPE BUFFER
TEN EIGHTY TWO
HUFF ROAD LLC

SEI HUFF ROAD LLC

MATCHLINE 116+50 - SEE SHEET 13-04

LEGEND

PEDESTRIAN BRIDGE

—— 6" GRANITE CURB

WALK

—— CURB AND GUTTER

PROVISIONAL OR PERMANENT
CONSTRUCTION EASEMENT

- - - - LIMITS OF CONSTRUCTION

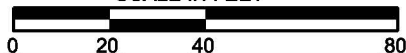
30% DESIGN CONCEPT- NOT FOR CONSTRUCTION



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DESIGN**

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SCALE IN FEET



REVISION DATES

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**UPPER WESTSIDE CID
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DRAWING No.

13-003



EA HOMES LP

EA HOMES LP

EXISTING RAMP TO REMAIN

EXISTING SIDEWALK TO REMAIN

EXISTING SIDEWALK TO REMAIN



EXIST. R/W

BOOTH AVE NW

EXIST. R/W

EXIST. R/W

HUFF ROAD NW

EXIST. R/W

11'
11'

11'
11'

DEMO EXISTING SIDEWALK AT BACK OF CURB

PROPOSED BUS SHELTER PAD

EXISTING SIDEWALK TO REMAIN

MATCHLINE 122+00 - SEE SHEET 13-05

LEGEND

PEDESTRIAN BRIDGE

—— 6" GRANITE CURB

BOARDWALK

==== CURB AND GUTTER

TEMPORARY OR PERMANENT CONSTRUCTION EASEMENT

----- LIMITS OF CONSTRUCTION

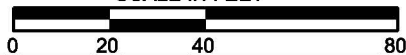
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SCALE IN FEET



REVISION DATES

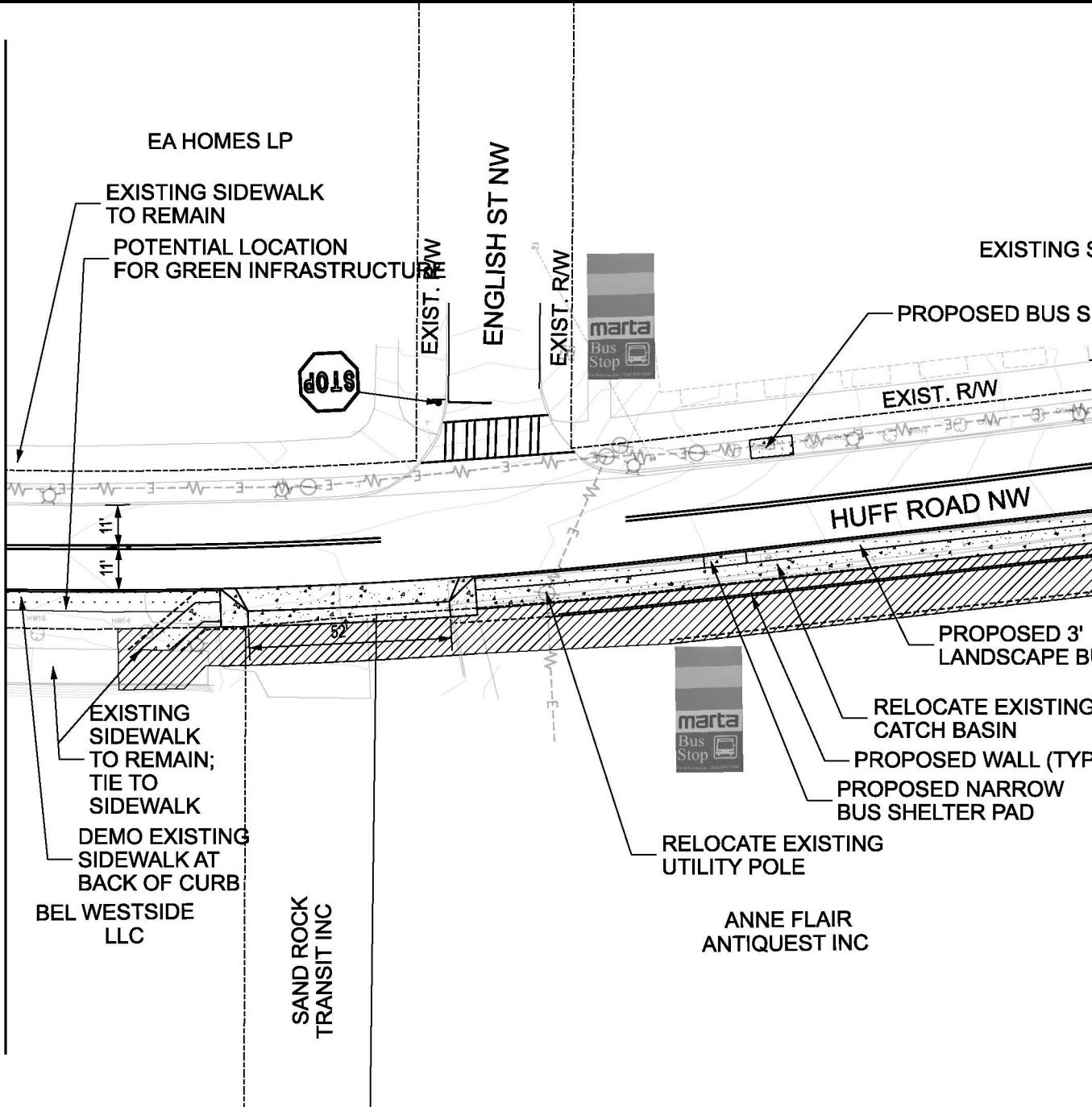
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**UPPER WESTSIDE CID
HUFF ROAD MULTIMODAL STUDY
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13-004

MATCHLINE 122+00 - SEE SHEET 13-04

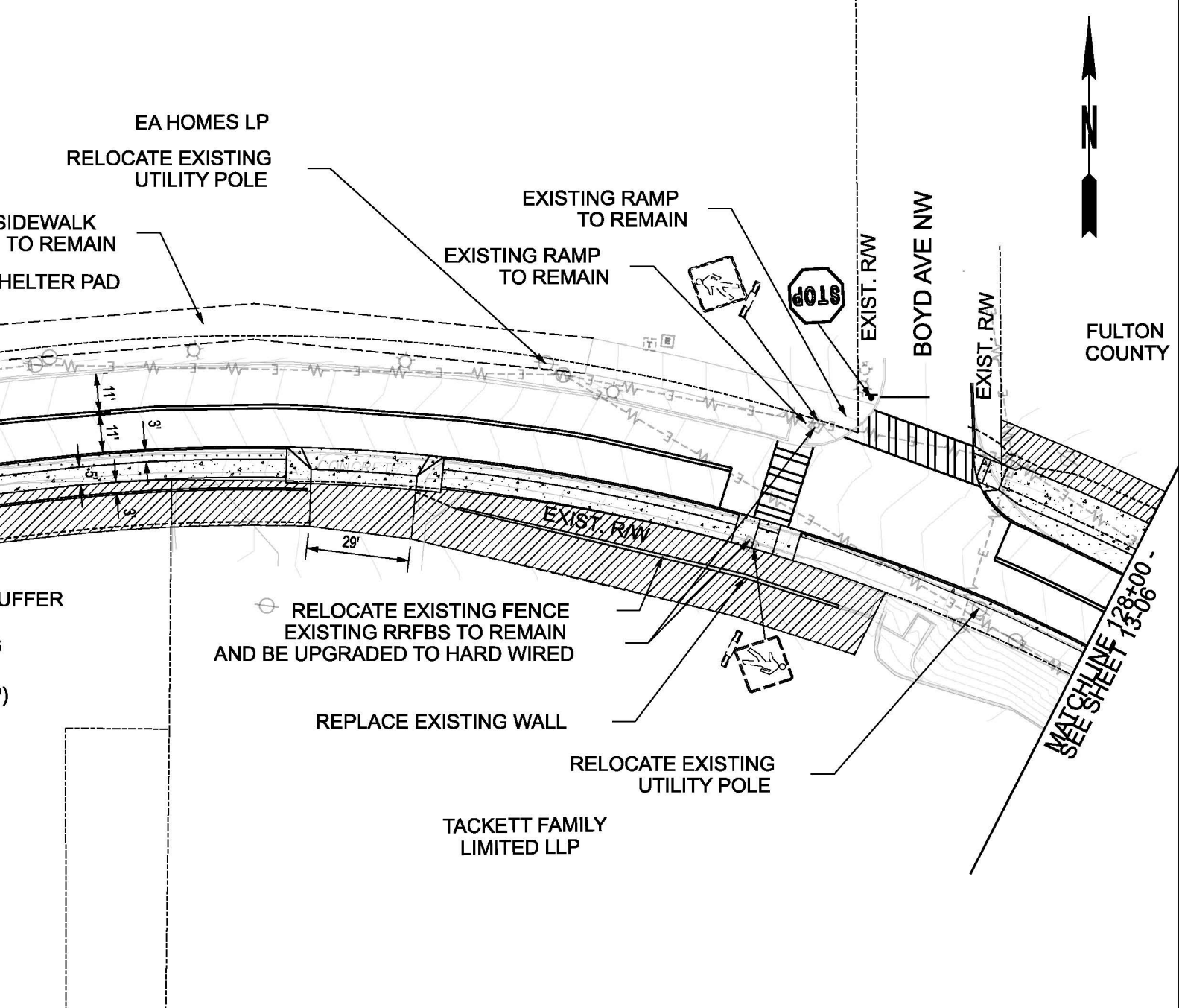


LEGEND

EXISTING	
	FIRE HYDRANT
	LIGHT POLE
	UTILITY POLE
	EXISTING CONDITION
	RIGHT-OF-WAY/ PROPERTY LINE
	OVERHEAD UTILITY
	MARTA BUS STOP

PROPOSED	
	SIDEWALK
	RAISED CONCRETE MEDIAN
	LANDSCAPE BUFFER
	RECTANGULAR RAPID FLASHING BEACON (RRFB) WITH OVERHEAD LIGHTING
	PEDEST
	BOARDW
	TEMPOR CONSTR





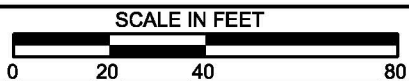
LEGEND

PEDESTRIAN BRIDGE	—	6" GRANITE CURB
WALK	==	CURB AND GUTTER
TEMPORARY OR PERMANENT CONSTRUCTION EASEMENT	- - - -	LIMITS OF CONSTRUCTION

30% DESIGN CONCEPT- NOT FOR CONSTRUCTION



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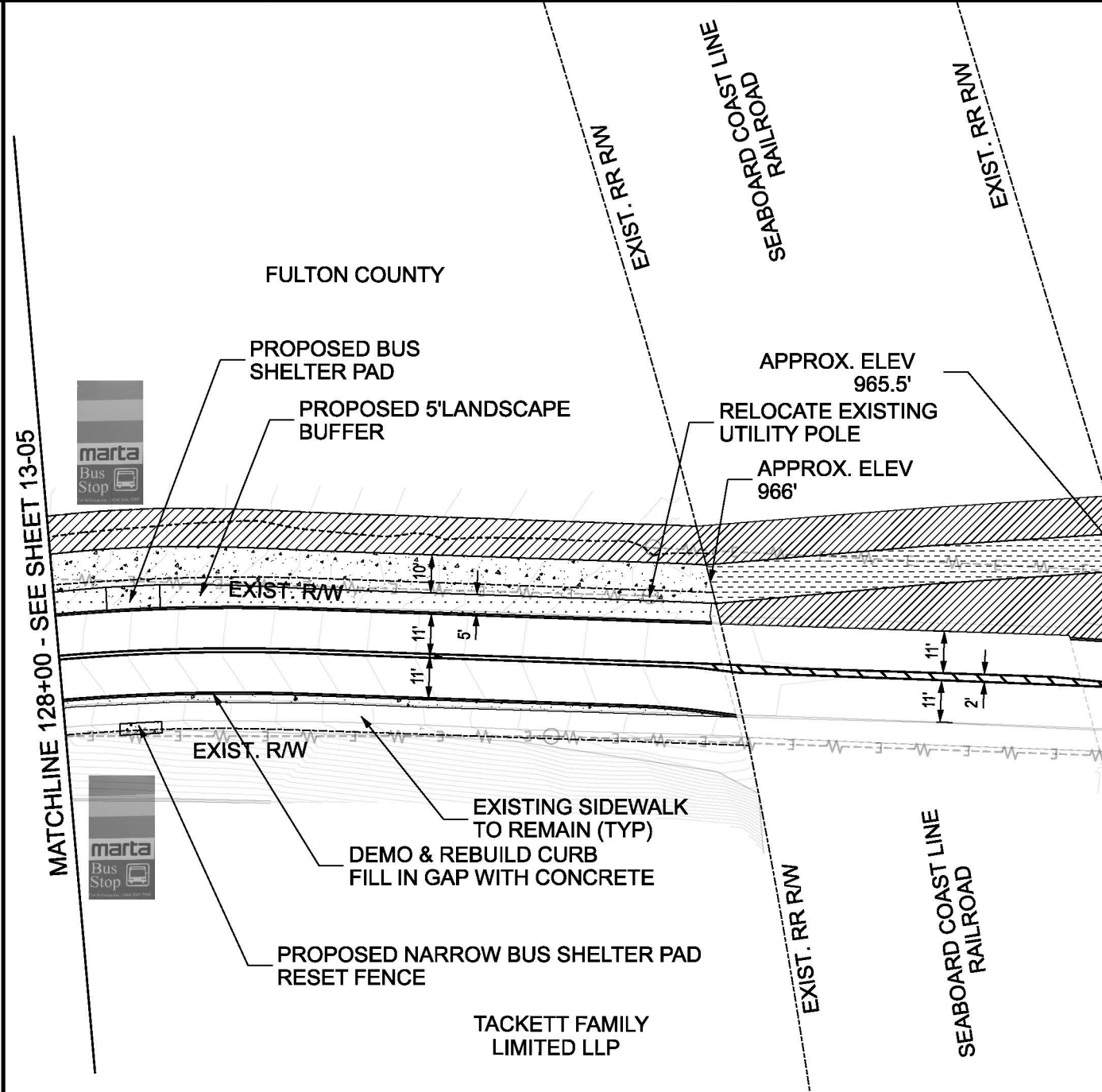


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**UPPER WESTSIDE CID
HUFF ROAD MULTIMODAL STUDY
MAINLINE PLAN**

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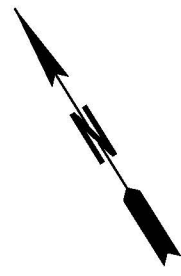
MATCHLINE 128+00 - SEE SHEET 13-05



LEGEND	
EXISTING	
	FIRE HYDRANT
	LIGHT POLE
	UTILITY POLE
	EXISTING CONDITION
	RIGHT-OF-WAY/PROPERTY LINE
	OVERHEAD UTILITY
	MARTA BUS STOP

LEGEND	
PROPOSED	
	SIDEWALK
	RAISED CONCRETE MEDIAN
	LANDSCAPE BUFFER
	RECTANGULAR RAPID FLASHING BEACON (RRFB) WITH OVERHEAD LIGHTING
	PEDESTRIAN BRIDGE
	BOARDWALK
	TEMPORARY OR PARTIAL CONSTRUCTION





WESTSIDE HEIGHTS ACQUISITION LLC

INSTALL BOLLARDS AT DRIVEWAY (TYP)

TIE-IN PROPOSED SIDEWALK TO EXISTING SIDEWALK

REMOVE EXISTING SPLITTER ISLAND

POTENTIAL LOCATION FOR GREEN INFRASTRUCTURE

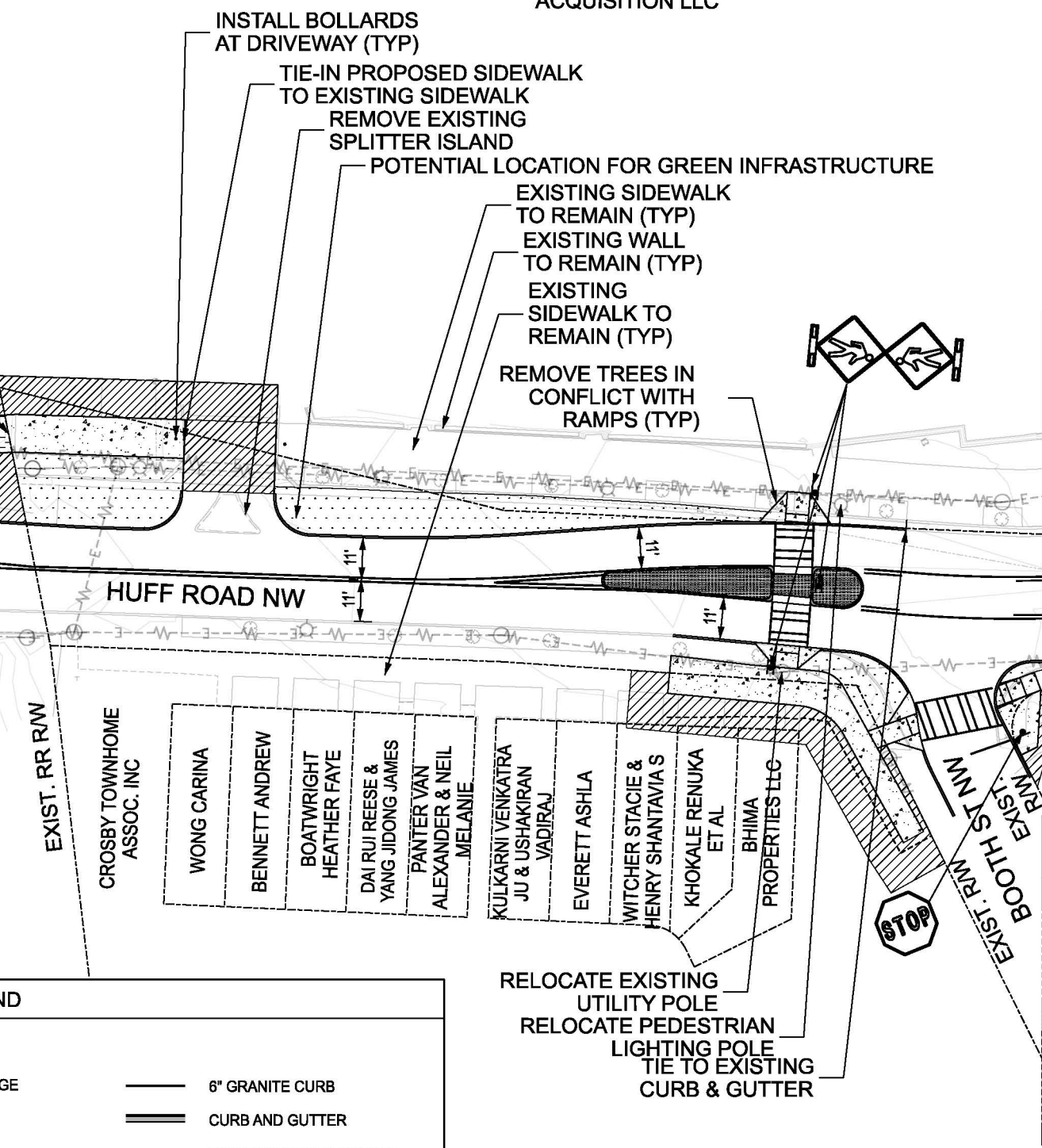
EXISTING SIDEWALK TO REMAIN (TYP)

EXISTING WALL TO REMAIN (TYP)

EXISTING SIDEWALK TO REMAIN (TYP)

REMOVE TREES IN CONFLICT WITH RAMPS (TYP)

MATCHLINE 133+50 - SEE SHEET 13-07



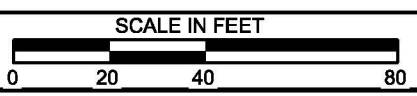
RELOCATE EXISTING UTILITY POLE
 RELOCATE PEDESTRIAN LIGHTING POLE
 TIE TO EXISTING CURB & GUTTER

- 6" GRANITE CURB
- CURB AND GUTTER
- LIMITS OF CONSTRUCTION

30% DESIGN CONCEPT- NOT FOR CONSTRUCTION



TOOLE DESIGN
 659 AUBURN AVE NE SUITE 255
 ATLANTA, GA 30312
 PHONE: 470.800.9525
 www.tooledesign.com

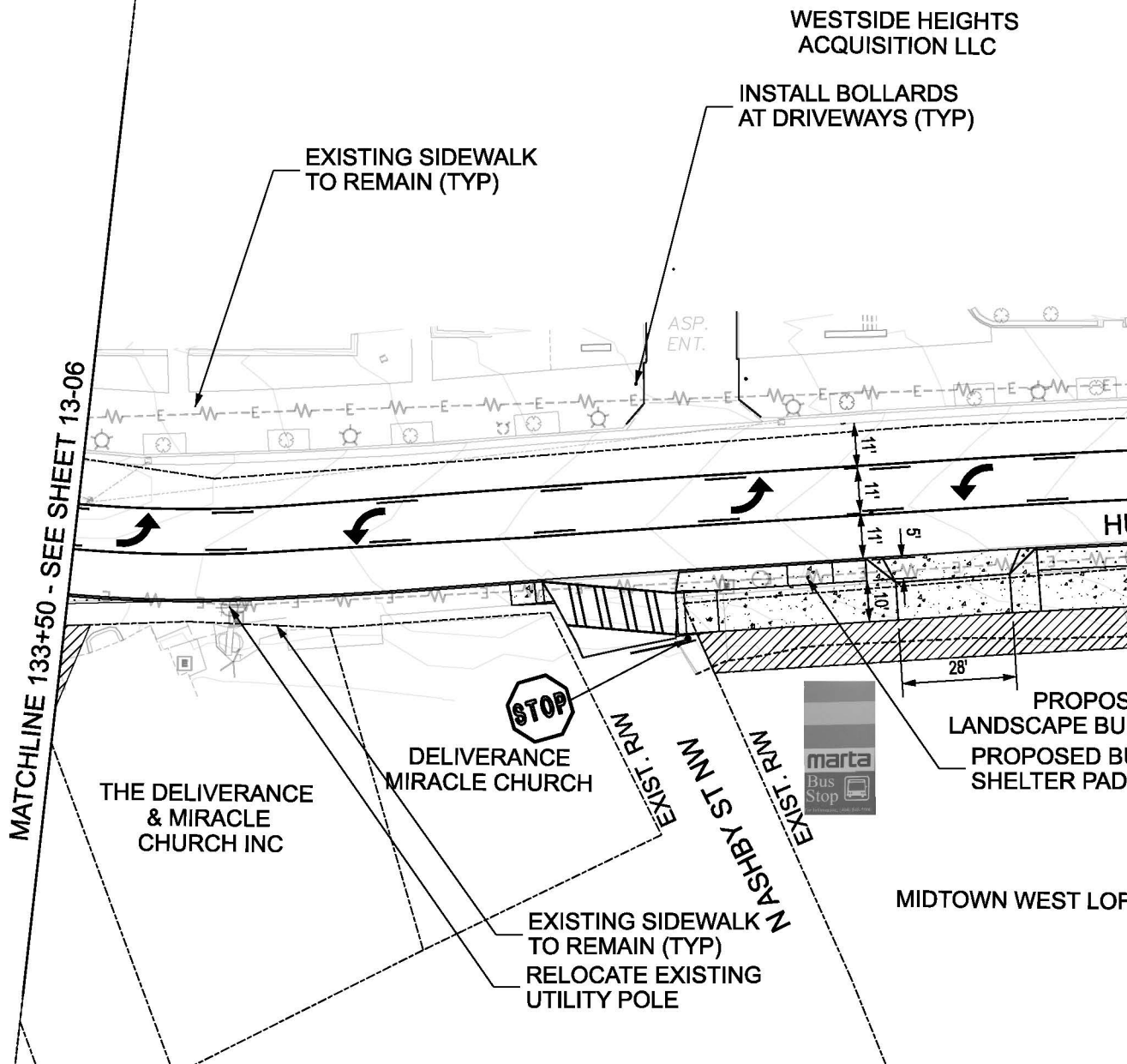


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UPPER WESTSIDE CID
 HUFF ROAD MULTIMODAL STUDY
 MAINLINE PLAN

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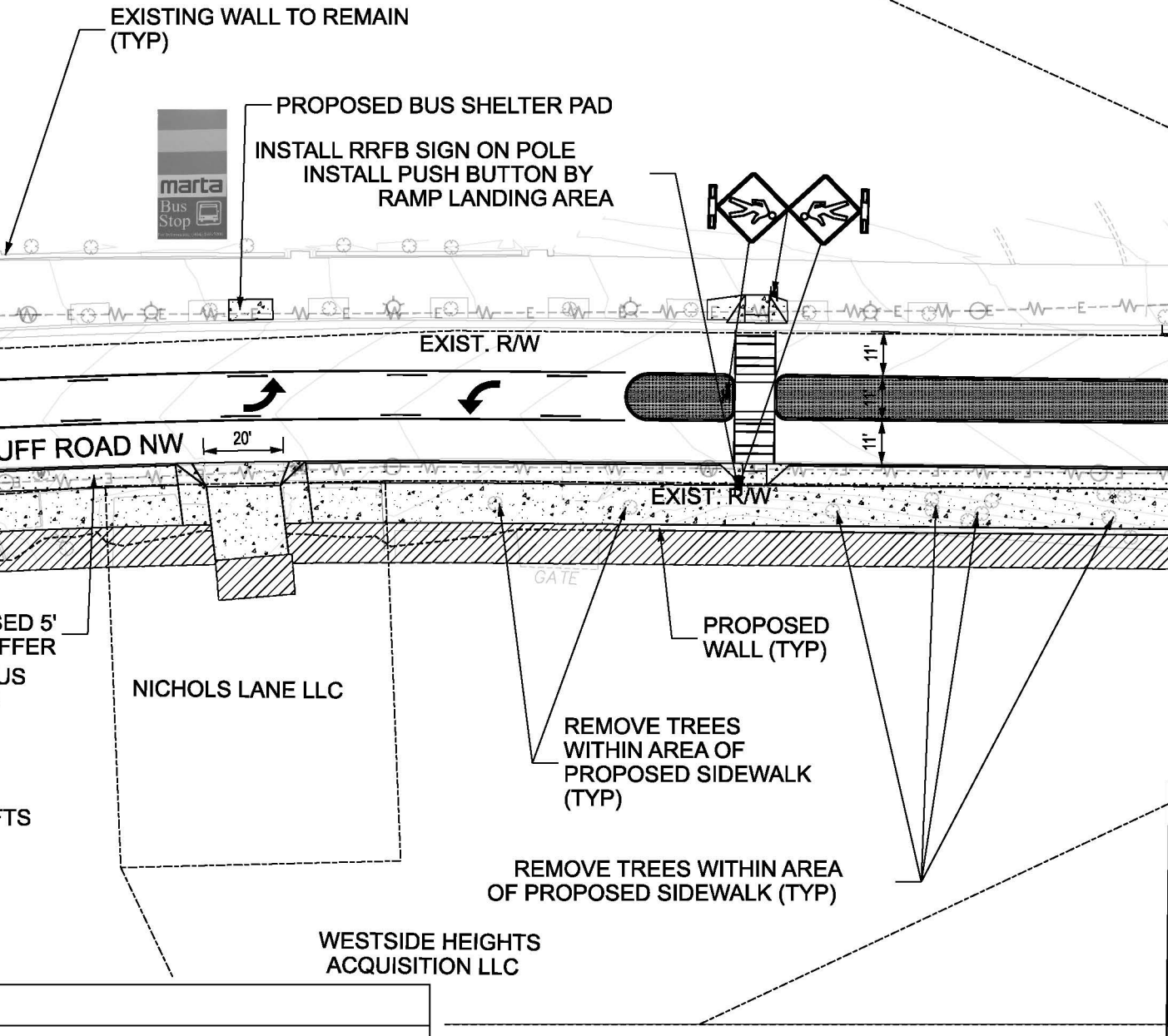
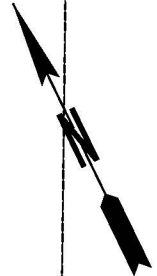
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13-006



LEGEND	
EXISTING	
	FIRE HYDRANT
	LIGHT POLE
	UTILITY POLE
	EXISTING CONDITION
	RIGHT-OF-WAY/ PROPERTY LINE
	OVERHEAD UTILITY
	MARTA BUS STOP

LEGEND	
PROPOSED	
	SIDEWALK
	RAISED CONCRETE MEDIAN
	LANDSCAPE BUFFER
	RECTANGULAR RAPID FLASHING BEACON (RRFB) WITH OVERHEAD LIGHTING
	PEDESTRIAN BRIDGE
	BOARDWALK
	TEMPORARY OR PERMA CONSTRUCTION EASEMENT

CITY OF ATLANTA



MATCHLINE 139+00 - SEE SHEET 13-08

- 6" GRANITE CURB
- CURB AND GUTTER
- LIMITS OF CONSTRUCTION

30% DESIGN CONCEPT- NOT FOR CONSTRUCTION



TOOLE DESIGN

659 AUBURN AVE NE
SUITE 255
ATLANTA, GA 30312
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REVISION DATES

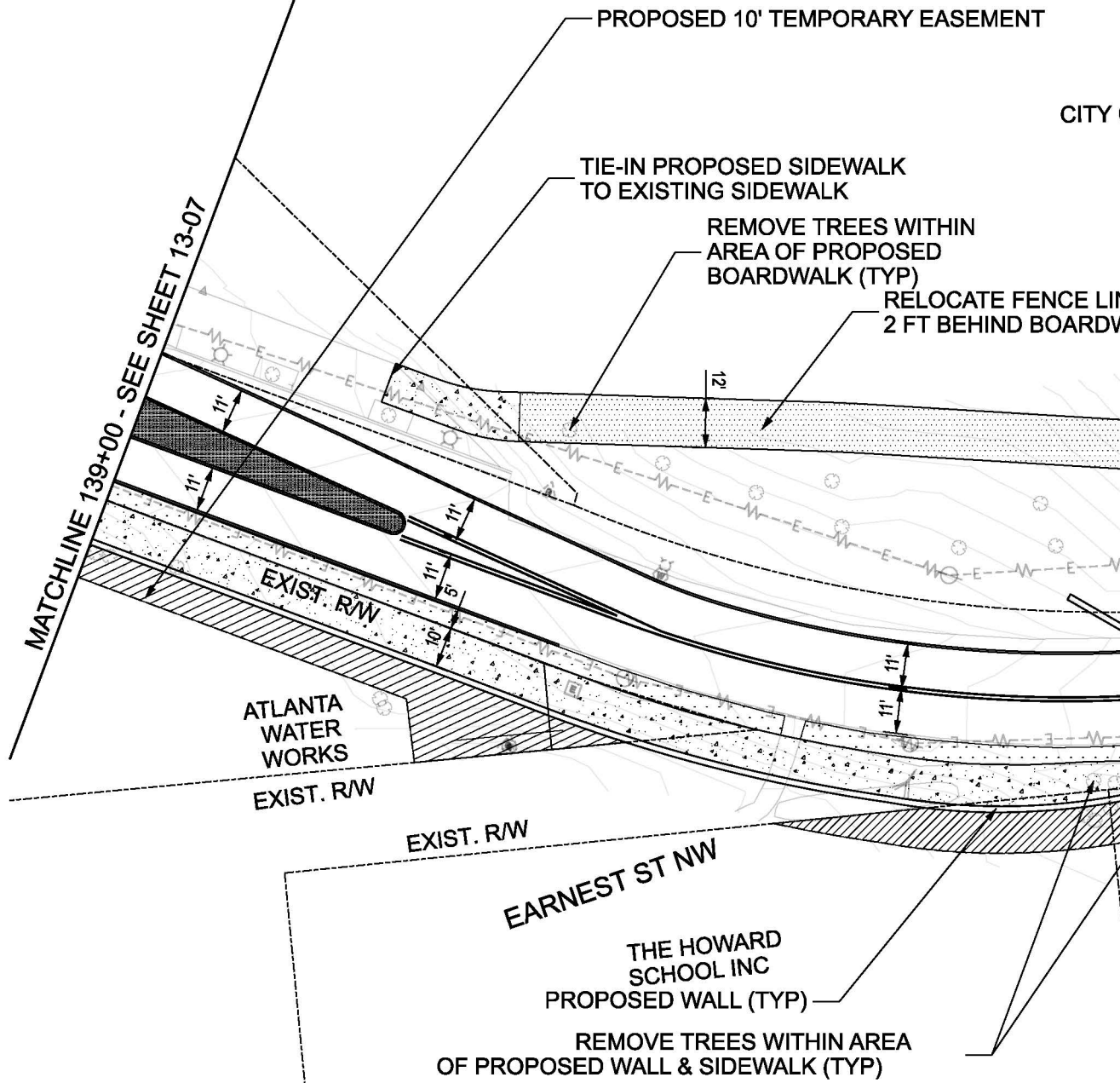
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**UPPER WESTSIDE CID
HUFF ROAD MULTIMODAL STUDY
MAINLINE PLAN**

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LEGEND

EXISTING

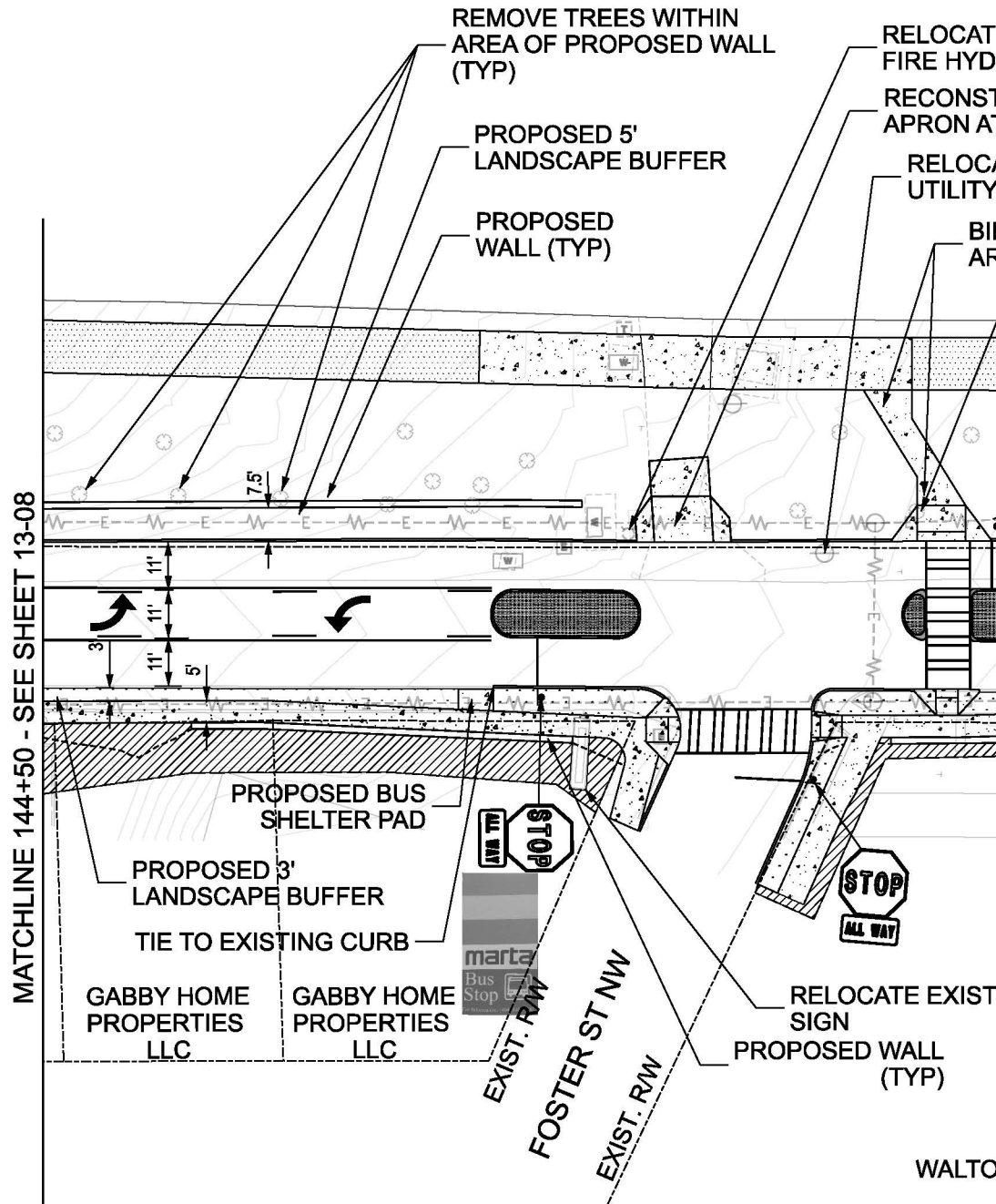
- FIRE HYDRANT
- LIGHT POLE
- UTILITY POLE
- EXISTING CONDITION
- RIGHT-OF-WAY/ PROPERTY LINE
- OVERHEAD UTILITY
- MARTA BUS STOP

LEGEND

PROPOSED

- SIDEWALK
- RAISED CONCRETE MEDIAN
- LANDSCAPE BUFFER
- RECTANGULAR RAPID FLASHING BEACON (RRFB) WITH OVERHEAD LIGHTING
- PEDESTRIAN BRIDGE
- BOARDWALK
- TEMPORARY OR PERMA CONSTRUCTION EASEMENT





MATCHLINE 144+50 - SEE SHEET 13-08

LEGEND

EXISTING	
	FIRE HYDRANT
	LIGHT POLE
	UTILITY POLE
	EXISTING CONDITION
	RIGHT-OF-WAY/ PROPERTY LINE
	OVERHEAD UTILITY
	MARTA BUS STOP

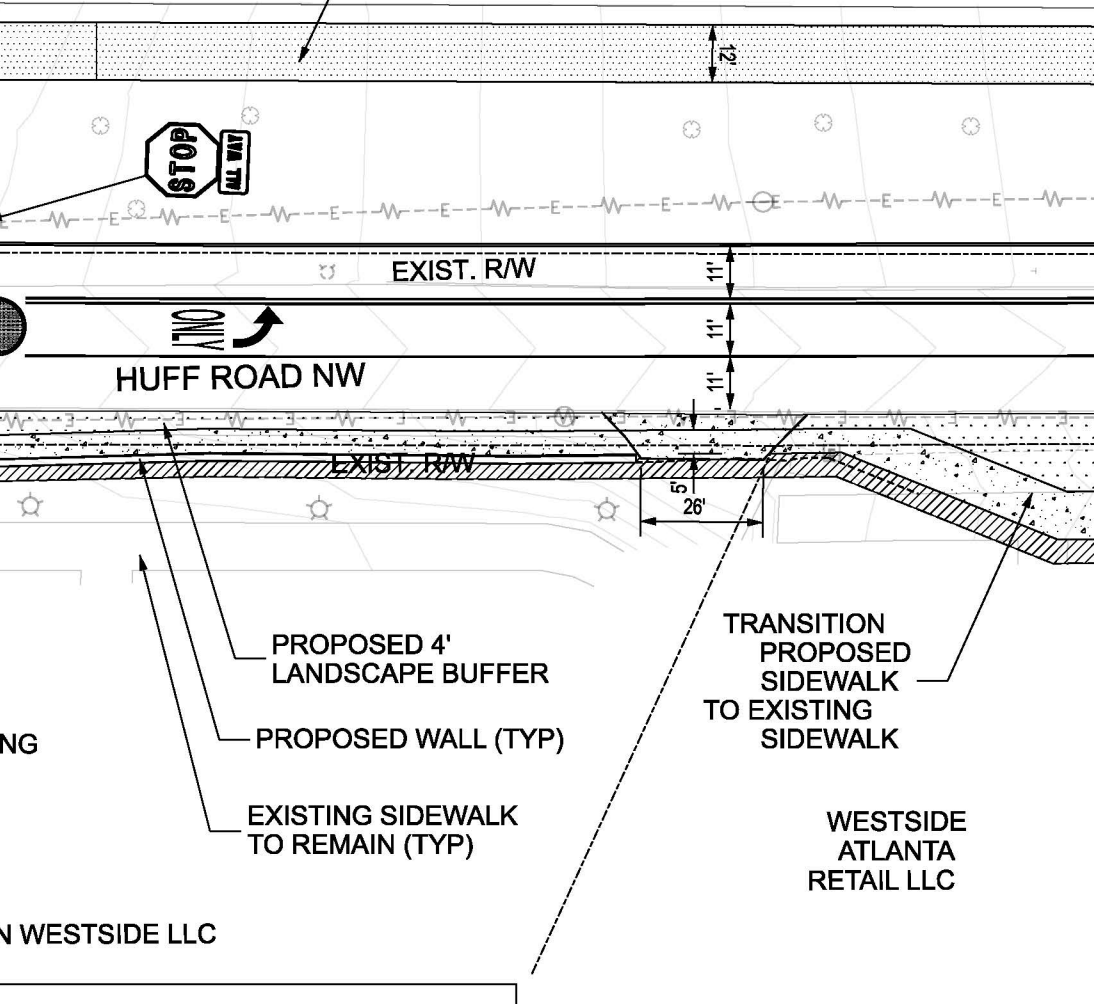
PROPOSED	
	SIDEWALK
	RAISED CONCRETE MEDIAN
	LANDSCAPE BUFFER
	RECTANGULAR RAPID FLASHING BEACON (RRFB) WITH OVERHEAD LIGHTING
	PEDESTRIAN BRIDGE
	BOARDWALK
	TEMPORARY OR PERMA CONSTRUCTION EASEMENT



CITY OF ATLANTA

- EXISTING
- RANT
- STRUCT DRIVEWAY
- NEW CURB LINE
- ITE EXISTING
- POLE
- E TURN
- OUND AREA
- REMOVE TREE

PROPOSED 12' BOARDWALK (TYP)



MATCHLINE 149+00 - SEE SHEET 13-10

- PROPOSED 4' LANDSCAPE BUFFER
- PROPOSED WALL (TYP)
- EXISTING SIDEWALK TO REMAIN (TYP)

TRANSITION PROPOSED SIDEWALK TO EXISTING SIDEWALK

WESTSIDE ATLANTA RETAIL LLC

WESTSIDE LLC

- 6" GRANITE CURB
- CURB AND GUTTER
- LIMITS OF CONSTRUCTION

30% DESIGN CONCEPT- NOT FOR CONSTRUCTION

REVISION DATES

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UPPER WESTSIDE CID
HUFF ROAD MULTIMODAL STUDY
MAINLINE PLAN



TOOLE DESIGN

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ATLANTA, GA 30312
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CITY OF ATLANTA

MATCHLINE 149+00 - SEE SHEET 13-09

REMOVE EXISTING
SIDEWALK & PAVEMENT

PROPOSED 12'
BOARDWALK (TYP)

TIE TO EXISTING
CURB LINE

PROPOSED
BICYCLE SIGNAL
TIE TO EXISTING
SIDEWALK



EXIST. RW

EXIST. RW

HUFF ROAD NW

EXIST. RW

PROPOSED 5'
LANDSCAPE BUFFER;
DEMO EXISTING SIDEWALK

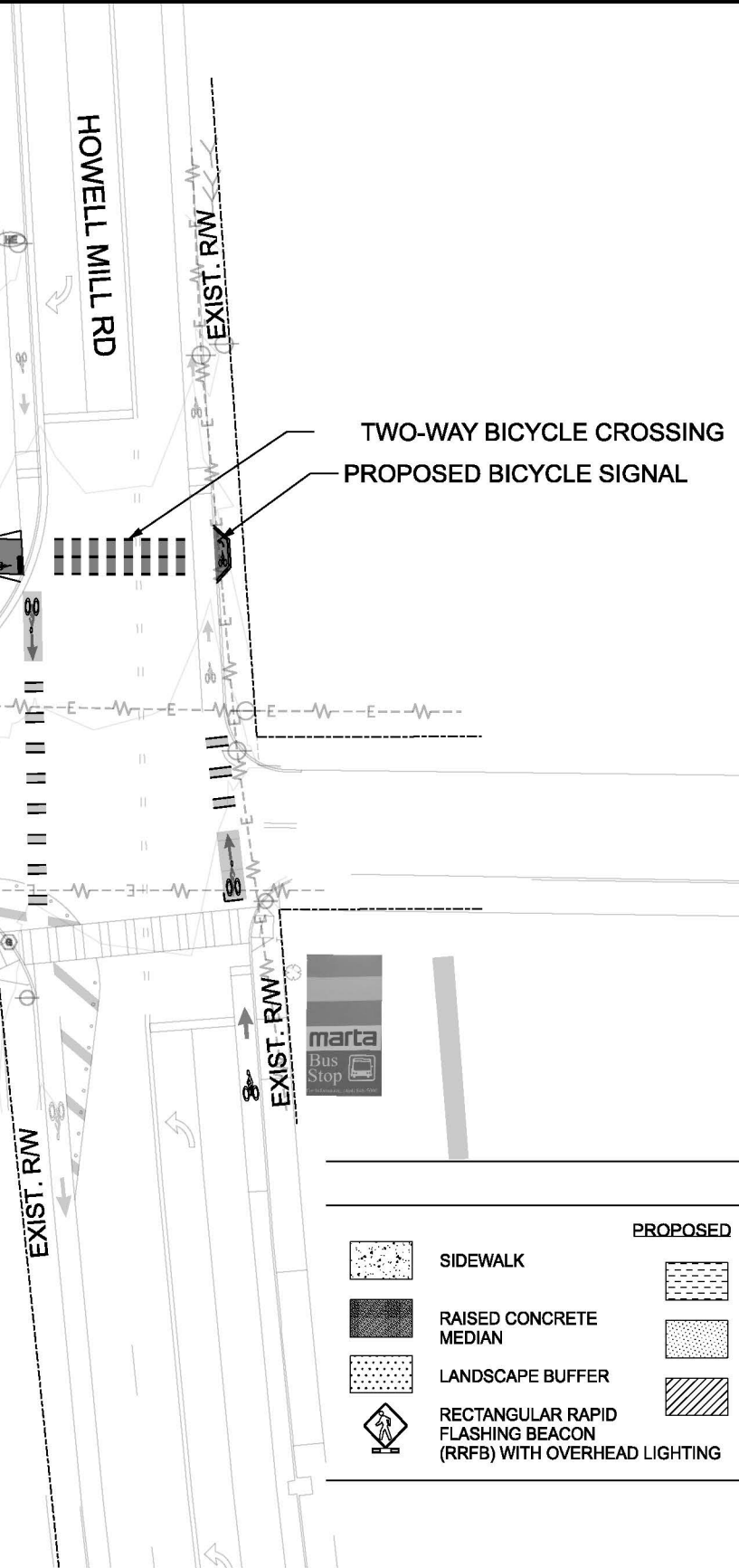
WESTSIDE
ATLANTA
RETAIL LLC

EXISTING SIDEWALK
TO REMAIN
WESTSIDE ATLANTA RETAIL LLC



UPPER WESTSIDE
improvement district

ARC
Atlanta Regional Commission



LEGEND	
EXISTING	
	FIRE HYDRANT
	LIGHT POLE
	UTILITY POLE
	EXISTING CONDITION
	RIGHT-OF-WAY/ PROPERTY LINE
	OVERHEAD UTILITY
	MARTA BUS STOP

LEGEND	
PROPOSED	
	SIDEWALK
	RAISED CONCRETE MEDIAN
	LANDSCAPE BUFFER
	RECTANGULAR RAPID FLASHING BEACON (RRFB) WITH OVERHEAD LIGHTING
	PEDESTRIAN BRIDGE
	BOARDWALK
	TEMPORARY OR PERMANENT CONSTRUCTION EASEMENT
	6" GRANITE CURB
	CURB AND GUTTER
	LIMITS OF CONSTRUCTION

30% DESIGN CONCEPT- NOT FOR CONSTRUCTION



TOOLE DESIGN

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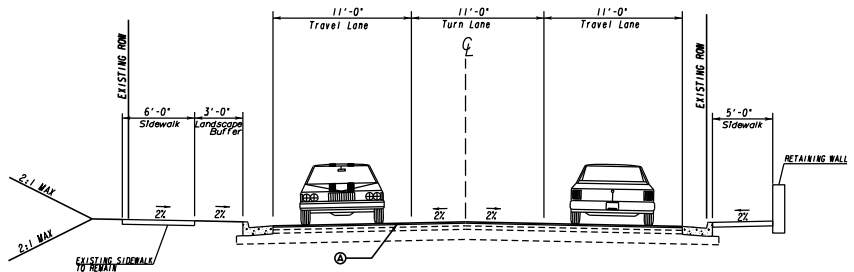
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UPPER WESTSIDE CID
HUFF ROAD MULTIMODAL STUDY
MAINLINE PLAN

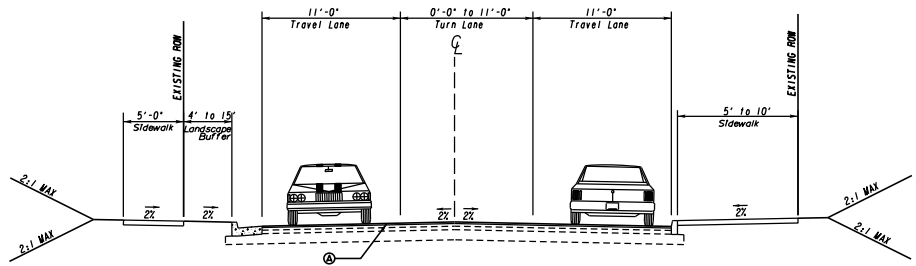
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CORRECTED: ####	DATE: ####
VERIFIED: ####	DATE: ####

DRAWING No.

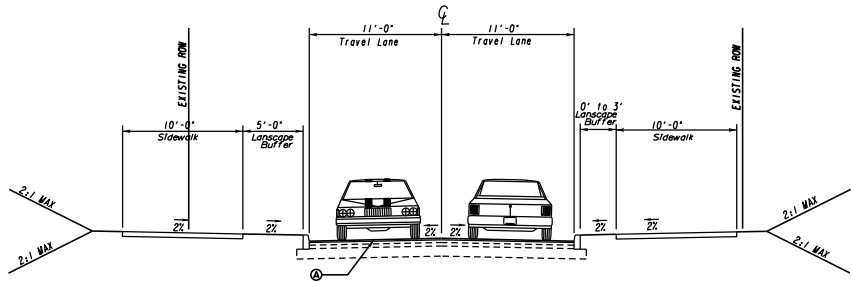
13-0010



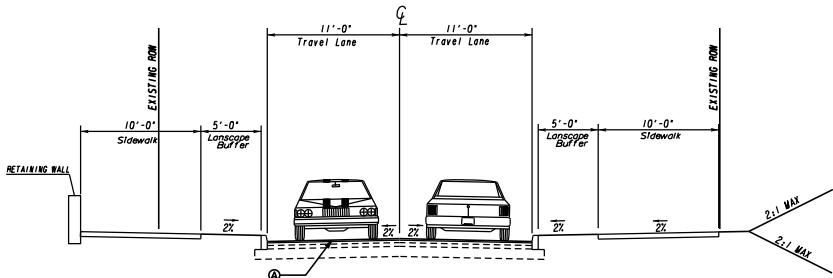
TYPICAL SECTION A
(MARIETTA BLVD TO ELLSWORTH DR)



TYPICAL SECTION B
(ELLSWORTH DR TO ELLSWORTH INDUSTRIAL BLVD)



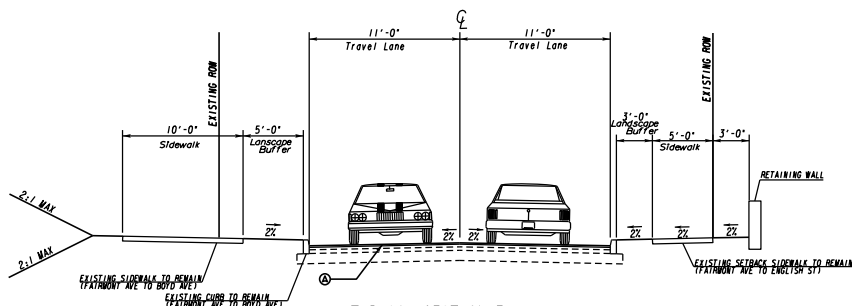
TYPICAL SECTION C
(ELLSWORTH INDUSTRIAL BLVD TO MENLO DR)



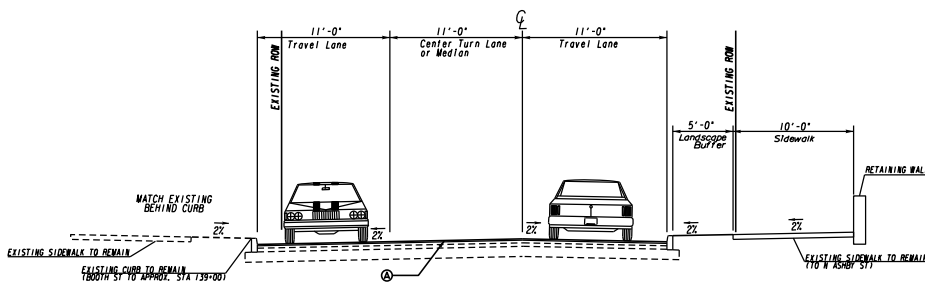
TYPICAL SECTION D
(MENLO DR TO FAIRMONT AVE)

ⓐ MILL AND OVERLAY (REFER TO ATDDOT STANDARD DETAIL, PAVEMENT FOR CITY STREETS)

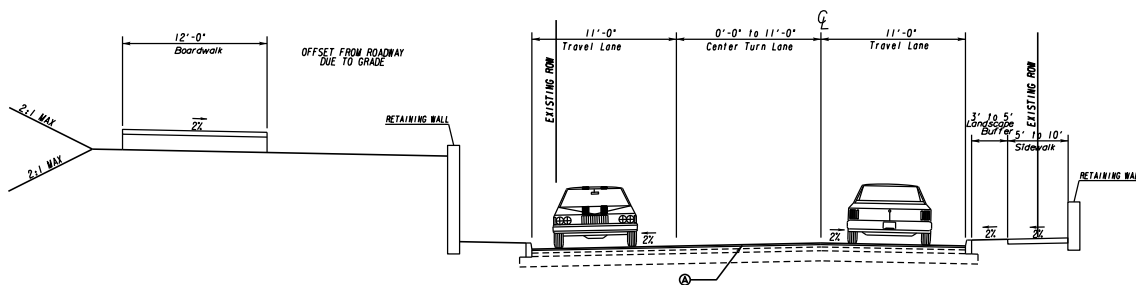




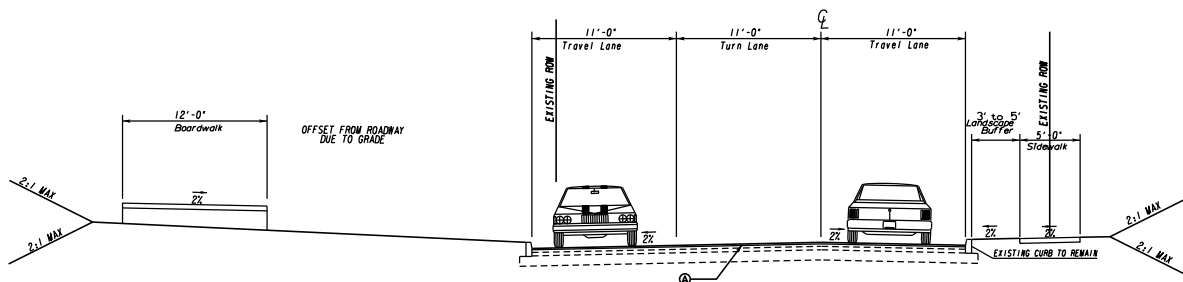
TYPICAL SECTION E
(FAIRMONT AVE TO RAILROAD BRIDGE)



TYPICAL SECTION F
(RAILROAD BRIDGE TO EARNEST STREET)



TYPICAL SECTION G
(EARNEST ST TO FOSTER ST)



TYPICAL SECTION H
(FOSTER ST TO HOWELL MILL RD)



TOOLE
DESIGN

659 AUBURN AVE NE,
SUITE 255
ATLANTA, GA 30312
PHONE: 470.800.9525
www.tooledesign.com

NOT TO SCALE

REVISION DATES

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UPPER WESTSIDE CID
HUFF ROAD MULTIMODAL STUDY
TYPICAL SECTIONS

CHECKED:	###	DATE:	###
BACKCHECKED:	###	DATE:	###
CORRECTED:	###	DATE:	###
VERIFIED:	###	DATE:	###

DRAWING No.

05-0001

APPENDIX





UPPER WESTSIDE
improvement district