



# Old Dixie/ Tara Boulevard Master Plan

Development Authority  
of Clayton County



**SIZEMORE GROUP**

in association with

NOELL CONSULTING and STANTEC

Draft October 2018





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Louis D. Johnson

### Staff

Khalfani Stevens - *Executive Director*

Miche Thomas - *Intern*

---

## Advisory Team\*

**Michael Edmondson**, *Development Authority of Clayton County, Chairman/Clayton County Commissioner*

**Eldrin Bell**, *Development Authority of Clayton County, Vice Chairman*

**Ricky Clark**, *Development Authority of Clayton County, Secretary/Treasurer*

**Dr. Don McMillian Jr.**, *Development Authority of Clayton County, Assistant Secretary/Treasurer*

**Gail Hambrick**, *Clayton County District 2 Commissioner*

**Don Williams**, *MARTA, Senior Director, Transit System Planning*

**Dominique Lockhart**, *Clayton County Planning and Zoning*

**Mary McClanahan**, *Atlanta Regional Commission*

**Stan Reecy**, *Aerotropolis Atlanta CIDs*

**Bob Burdell**, *Reliant Real Estate Partners LLC, Principal and Co-Founder*

**J. R. Wright Jr.**, *Reliant Real Estate Partners LLC, Senior Associate*

**Jewette McNeal**, *YM Management*

**Lynn Smith**, *Hartsfield-Jackson Atlanta International Airport*

**Patrick Ejike**, *Clayton County Community Development, Director*

**Dr. Tim Hynes**, *Clayton State University, President*

**Lauren Lambiase**, *Georgia Power, Community/Economic Development Manager*

**Tommy Hughes**, *Hughes Commercial Real Estate, Managing Broker*

**Dr. Anthony Smith**, *Clayton County Public Schools, Deputy Superintendent*

**Steve Berman**, *OA Development, Founder*

**Jeff Metarko**, *Clayton County Transportation and Development, Director*

**Jon Tuley**, *Atlanta Regional Commission, Senior Principal Planner*

**Ben Casey**, *Low Temp Industries, President and Chief Executive Officer*

**Angela Redding**, *Forest Park, City Manager*

**Shannon James**, *Aerotropolis Atlanta Alliance, Board Chairman*

**Jeremy Stratton**, *Clayton Chamber of Commerce, Chief Executive Officer*

**Joy Day**, *City of Jonesboro, Mayor*

**Virgil Fludd**, *Carvir Group*

**Omar Dewan**, *Property Owner*

## Consultant Team

**LEAD FIRM :: MASTER PLANING, URBAN DESIGN, COMMUNITY ENGAGEMENT and PROJECT MANAGEMENT**

### **SIZEMORE GROUP**

**Bill de St. Aubin, AIA, LEED AP**  
*Principal-in-Charge*

**Deanna Murphy, AICP**  
*Project Manager & Lead Planner*

**Chirag Date, MCRP**  
*Project Planner*

**Jonne Smith**  
*Project Planner*

TRANSPORTATION/TRANSIT  
**Stantec Consulting Services**

**Joel F. Mann, AICP**  
*Principal, Urban Places Mobility*

MARKET STUDY  
**Noell Consulting Group**

**Todd Noell**  
*President*

**Jordan Rowe**  
*Market Expert*

\*The Advisory Team is made up of representatives from relevant state, regional, and county level departments responsible for land use planning, transportation, grants, housing issues, land owners, business owners, and community leaders. This group includes individuals who are knowledgeable about the study area's issues and opportunities, experts in related fields, and are deemed vital to the implementation of the final plan.



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**Introduction**

# I.0 Introduction

The Old Dixie/Tara Boulevard Master Plan is a planning effort led by the Development Authority of Clayton County (DACC). This plan aims to encourage private and public investment in the Old Dixie/Tara Boulevard area to create a publicly accessible, world-class destination live, work, and play community.

This study is being conducted in conjunction with the Mountain View Master Plan. Refer to Figures I.1.a and b for the regional location of both the Mountain View and the Old Dixie/Tara Boulevard Master Plans. Refer to Figure I.1.c for a map of the study area.

## I.1 Background: Old Dixie/Tara Boulevard

The primary Old Dixie/Tara Boulevard study area (Old Dixie study area) encompasses Old Dixie Road and Tara Boulevard from I-75 to Holiday Boulevard, including the residential parcels along Holiday Boulevard from Waikiki Way to Hollywood Drive. This study area totals approximately 19 acres.

Across Tara Boulevard from the original 19 acre study area sits Tara Crossings, an aging strip retail center. As this plan developed, Tara Crossings was incorporated into the master plan for further study and land use and transportation recommendations have been included in this report.

This secondary study area extends to the Southern Regional Medical Center, the area's largest employer. Connectivity to this regional institution is an important component of this study. Refer to Figure I.1.c for a study area map.

## Vision

*To create a clean, safe and welcoming gateway into Clayton County that builds from the existing medical corridor to provide higher wage job opportunities, convenient access to the surrounding neighborhoods and amenities and services that improve the quality of life for Clayton County residents and businesses.*

The Old Dixie study area is a major gateway into Clayton County. It is the first mixed-use commercial and residential node south of Hartsfield-Jackson Atlanta International Airport (H-JAIA) from of I-75. From the south it has the potential to capture south Clayton County, Fayette County, and Henry County commuters on their way to Downtown Atlanta job centers. Sitting approximately 6 miles south of H-JAIA and with easy interstate access, the Old Dixie study area has potential to become a regional office district for South Metro Atlanta.

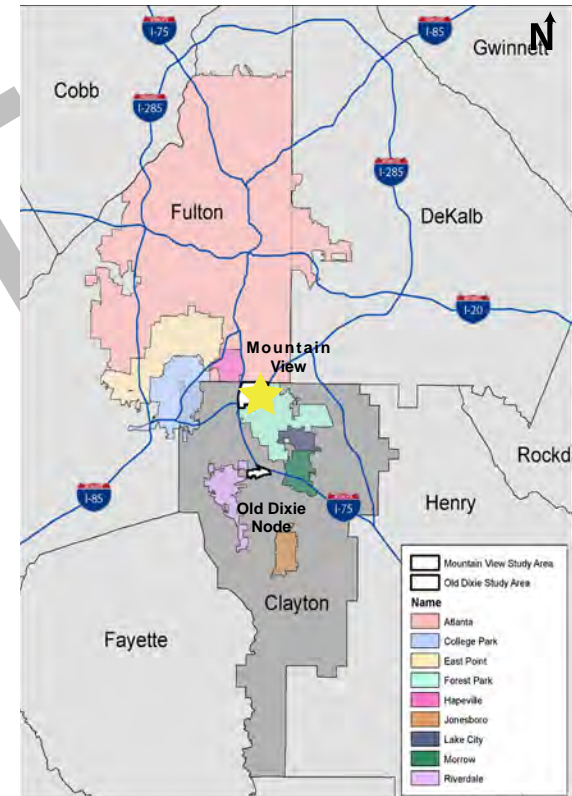


Figure I.1.a: Study Area Regional Context Map

Key area destinations include the Southern Regional Medical Center and Clayton State University (CSU). CSU is located less than 4 miles east of the Old Dixie study area. Clayton State University is a public university with an enrollment of over 7,000 students; its most popular degrees include Nursing, Psychology, Health Care Management, and Business Administration.

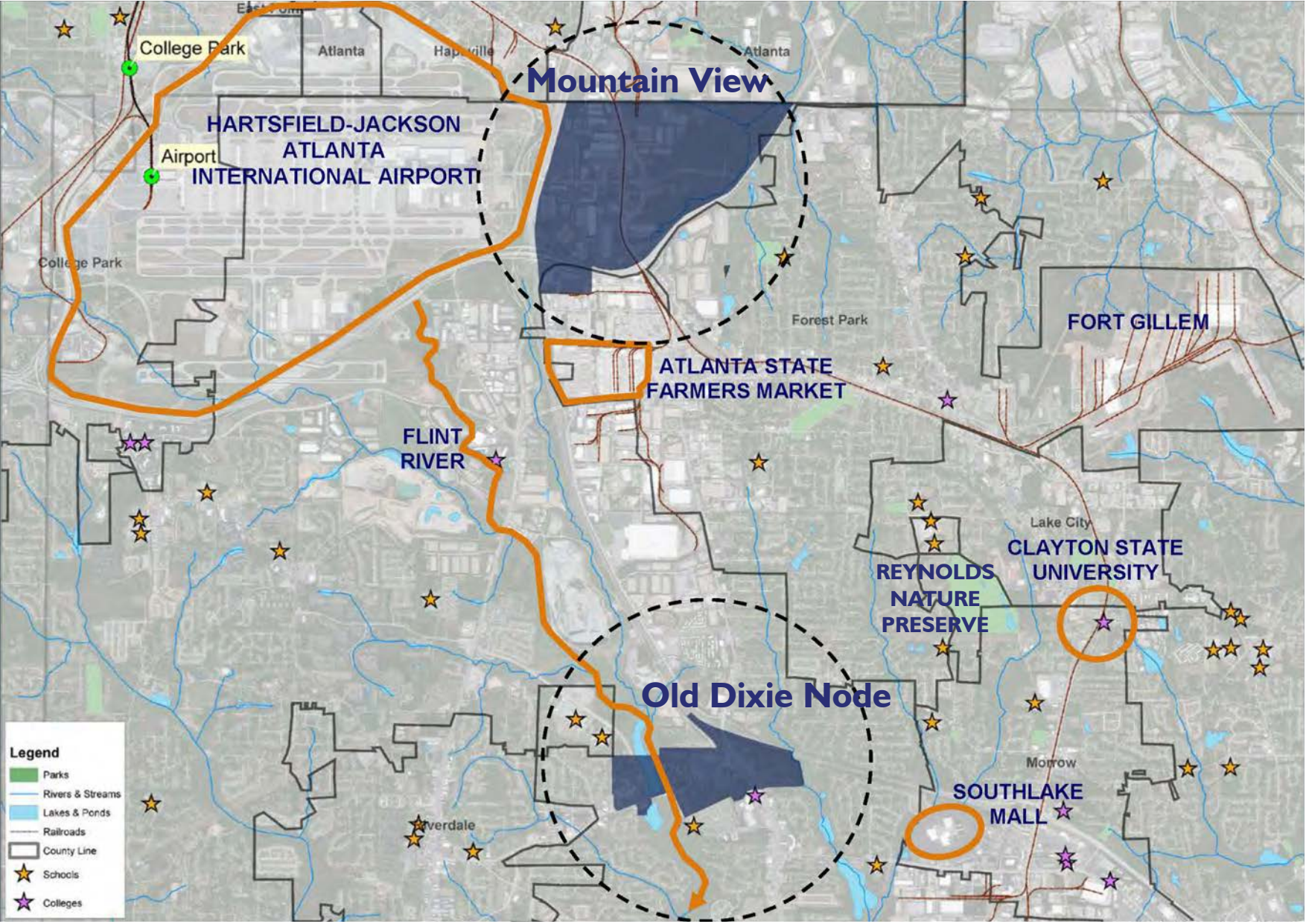


Figure 1.1b: Study Area Context



Southlake Mall, located less than 3 miles east of the study area, is a regional shopping center built in 1976. The mall has seen decline in recent years and a 2011 Livable Centers Initiative master plan envisions the mall as a mixed-use regional center.

Natural resources in the area include several parks and the Flint River. Parks include Reynolds Nature Preserve, a 146 acre nature preserve located in the City of Morrow, home to hiking trails, ponds, a historic barn and farm equipment, and a Nature Center. Starr Park, an 18 acre park located in the City of Forest Park, is active with a walking track, picnic tables, multiple pavilions, swimming pool, volleyball court, lighted tennis court, mini golf course, a work-out station, a play center for ages 5-12, a play center for ages 2-5, multi complex fields (football, baseball, softball, soccer), concession, entertainment facility, and a lighted football stadium with seating for 2,000 spectators. The Flint River, which flows south from East Point, is piped under H-JAIA and emerges as a daylit river just south of the airport. The river continues south, adjacent to the Old Dixie study area becoming a connector between these two major Clayton County commercial districts. The 2018 AeroATL Greenway Plan identifies the Flint River and as a priority trail connection for the region.

### 1.2 The Process

Three main requirements were utilized in determining the goals for this study process:

- County Economic Development Goals
- Community Goals
- Market Analysis

The master plan aims to focus on developing a proposal that balances the three requirements.

### COUNTY ECONOMIC DEVELOPMENT GOALS

The Development Authority of Clayton County has identified the Old Dixie area as a regional mixed-use job center key to the increased growth and prosperity of the County. Creating a realistic vision for job growth in this area was a major driver in this planning process.

### COMMUNITY INVOLVEMENT

This study process gathered input via key stakeholders interviews, two advisory team meetings, and a hands-on design workshop with the general public. Goals for this study were identified through input received during these sessions. Following is a summary of community goals for the Mountain View area.

#### Community Goals

1. To Create a **Live/Work/Play** mix of uses
2. To make **land more easily available for redevelopment**: Consolidation, regulations (zoning), incentives.
3. To implement a **Design Overlay**
4. To **rebrand and beautify** (focus on Old Dixie/Tara Boulevard)– lighting, landscape, signage
5. To redesign **I-75/Old Dixie/Tara Boulevard Intersection**
6. To leverage the **Flint River** and AeroATL Greenway trail connectivity

7. To create a **medical/healthcare focused mixed use district**
8. To provide **uses complementary to hospital**:
9. To **improve safety** and perception of crime
10. To **connect** to Mountain View, Southlake Mall, Clayton State University
11. To enhance **Workforce development**, anchored on Southern Regional and Clayton State University

### MARKET ANALYSIS

A market analysis study was completed for the Old Dixie study area to guide realistic master plan recommendations. To attract the desired higher paying employment opportunities, the market study recommends creating greater walkability, connectivity. To attract the office market, the County should focus on creating a more attractive location, with dining, neighborhood services, and parks. The market study identified a demand for medical office related to Southern Regional Medical Center, as well as local-serving small service-oriented office. Lodging demand was also identified to serve the I-75 corridor business and transient users, while leveraging demand from the Medical Center. Creative partnerships are encouraged to strengthen the office demand and may include a partnership with CSU to develop a satellite medical campus or a location for the Continuing and Professional Education program. Refer to the appendix for the full market study.

# Study Area Base Map

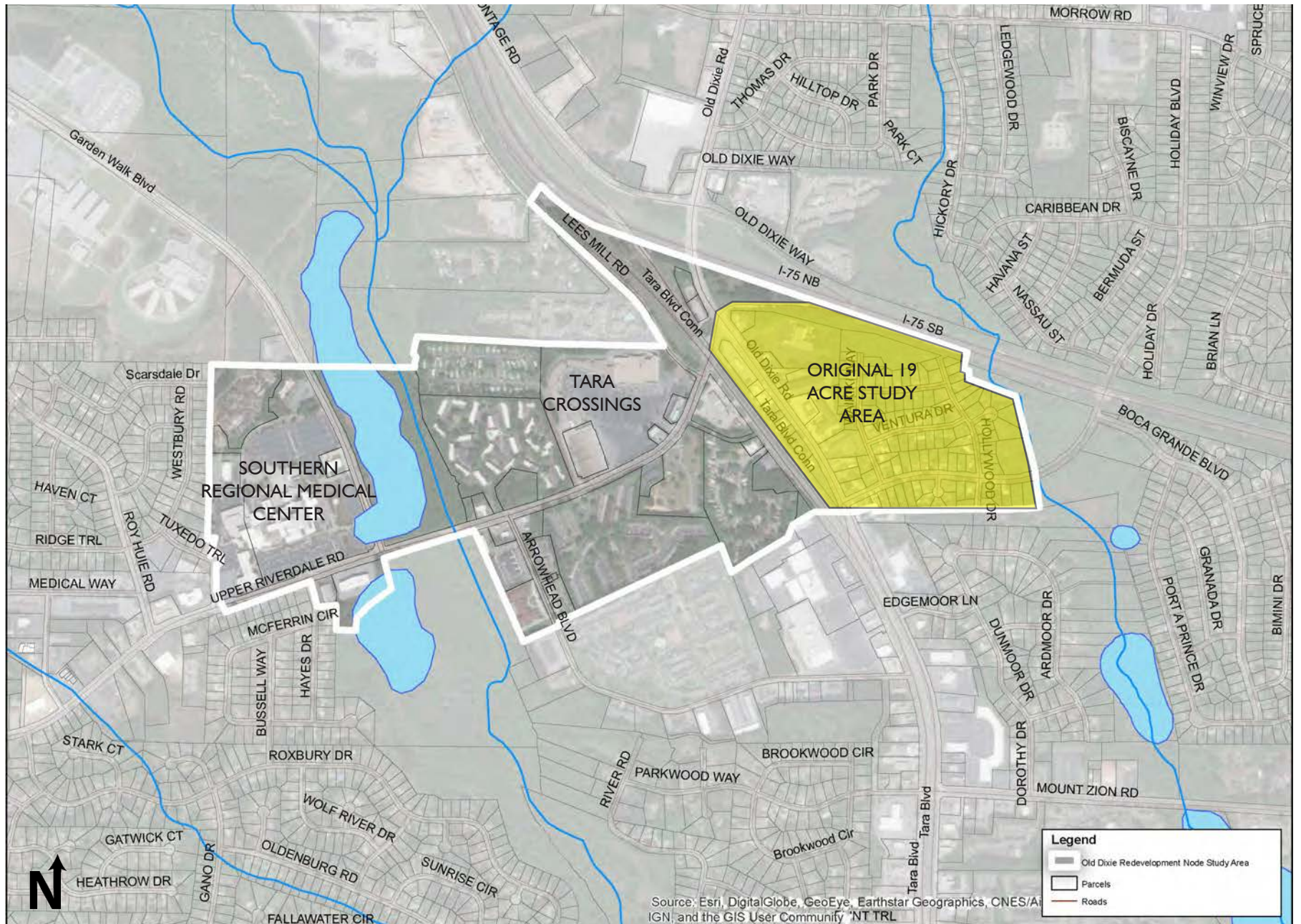


Figure I.1c: Old Dixie Study Area Base Map



## 1.3 Previous Studies and Plans

This study builds on previous plans and studies by reviewing their recommendations and incorporating those that are still viable and feasible into the final plan. Below is a list of relevant previous studies:

### **CLAYTON FORWARD: CLAYTON COUNTY COMPREHENSIVE PLAN 2034 - FOR UNINCORPORATED AREAS OF THE COUNTY (2014)**

This comprehensive plan document published in 2014 looks at goals and framework for the County for the next 20 years (2034). The vision statement reads, “Clayton County is where the world lands and life takes off”. The plan includes goals and strategies for land use, economic development, housing, and transportation. Following is a summary list of community goals identified through the process.

#### Land Use:

1. To ensure the quality of new development
2. To encourage well-coordinated development
3. To improve quality of life for all residents
4. To encourage sustainable development practices
5. To improve coordination of planning mechanisms
6. To effectively manage implementation of land use policies

#### Economic Development

1. To improve the employment options for residents
2. Workforce development
3. Business development and promotion

4. To improve coordination of economic development and planning

#### Housing

1. Ensure quality of residential development
2. Provision of housing for all residents
3. Maintenance of existing housing
4. Coordination of housing and economic development

#### Transportation

1. Improve walkability and connectivity
2. Improve provision of transit services
3. Improve traffic flow and quality of roadways
4. Effectively manage implementation of transportation projects

#### Community Facilities

1. Improve and maintain quality of educational services
2. Improve quality of life through focus on health, safety and welfare of residents
3. Improve and maintain access to arts and culture
4. Ensure and improve quality of amenities and public services
5. Improve local identity and public relations

#### Natural and Cultural Resources

1. Protect and conserve existing natural resources
2. Identify and protect cultural resources
3. Connect resources to development decisions
4. Utilize natural resources to improve quality of life

The Comprehensive Plan highlights the proposed MARTA commuter rail expansion into Clayton County. The proposed transit plan shall have a rail connection (2022) from East Point – Hapeville – Mountain View – Forest Park – Clayton State University – Morrow – Jonesboro. This line will extend to Lovejoy in the future.

Important next steps listed in the comprehensive plan are as follows:

- Establish economic development overlays to add incentives.
- Work to support “mixed-use residential, commercial, and industrial destination-style redevelopment surrounding” the H-JAIA.
- Coordinate cargo passage and storage between Atlanta and Savannah through Clayton County facilities.
- Partner with non-profits to establish and run incubators for small businesses.

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### **CLAYTON COUNTY STRATEGIC OPERATIONAL PLAN 2017-19**

This document outlines financial and operational strategies for the fiscal years 2017-19. The document focuses on the areas of growth management, economic opportunity, communication and image, fiscal responsibility, quality of life, and governance.

Action strategies include:

- Partnering with schools, Clayton State, to train workforce.
- Establish small business incubators.
- Marketing.
- Promote Clayton County inside the Airport.
- Implement and establish CID program.
- Implement SPLOST projects to streamline operations.
- Implement Adopt-a-Neighborhood program; collaborate with Non-Governmental Organizations (NGO) to establish concerts/festivals and other destination activities county-wide.

### **CLAYTON COUNTY STRATEGIC ECONOMIC DEVELOPMENT PLAN (MAY 2013)**

This plan document was prepared for Clayton County, the Development Authority of Clayton County, and Clayton County Chamber of Commerce by Georgia Tech Enterprise Innovation Institute. The document takes inventory of the existing conditions, community profile, and gathers data from stakeholders and businesses in the form of interviews. Key long-term recommendations include:

- Improve internal and external image of the County
- Better private public relationships
- More employment (new and retention) opportunities for Clayton residents
- Refine target industries for business recruitment
- Importance of entrepreneurship and small businesses
- Impact of Public Higher education on County's economic development (Clayton State University and Atlanta Technical College)
- Aerotropolis and Mountain View opportunities

Development Authority of Clayton County

Old Dixie/Tara Boulevard Master Plan

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**Facts and  
Analysis**

## 2.0 Facts and Analysis

This section analyzes existing conditions within the study area. Area assets and amenities are identified below followed by an analysis of the land use, zoning, topography, hydrology and existing area infrastructure.

### 2.1 Area Assets and Amenities

Following are assets and amenities that make Old Dixie/Tara Boulevard a desirable area for growth and redevelopment. Refer to Figure 2.1a.

#### **Hartsfield-Jackson Atlanta International Airport (H-JAIA)**

The Old Dixie study area is located approximately 6 miles south of H-JAIA, accessible along I-75. The H-JAIA cargo facilities are also easily accessible from along South Loop Road. With international terminal, domestic terminal and cargo access, the Old Dixie study area provides easy access for businesses that require air travel.

#### **Interstate Access**

The Old Dixie area has great regional and national connectivity via access to I-75 and US-41 (Old Dixie Road/Old Dixie Highway/Tara Boulevard) which runs north-south from Michigan's Upper Peninsula to Miami, Florida.

#### **Southern Regional Medical Center**

Southern Regional Medical Center opened in April 19, 1971 as a small, community hospital. The hospital has now expanded to 331 beds and is owned by Prime Healthcare, an award winning health system that owns and operates nearly 50 hospitals in 14 states.

Southern Regional Medical Center serves residents throughout Riverdale and the surrounding region. The hospital has been recognized on both state and national levels for quality patient care. Southern Regional is home to a Certified Primary Stroke Center, an accredited Chest Pain Center, a Women's Life Center, labor and delivery suites, a Level III Neonatal Intensive Care Unit for newborns who need special care, Emergency Services, and Imaging Services. Southern Regional Medical Center is a key employer in the study area with potential to grow.

#### **Clayton State University**

Clayton State University, a public university, opened its doors in 1969. The campus includes 214 acres including natural open space, ponds, and trails. Today the university enrolls over 7,000 students. With 43 undergraduate programs, 8 graduate degree programs, 5 associate degree programs, and a Continuing and Professional Education program, its most popular degrees include Nursing, Psychology, Health Care Management, and Business Administration. Partnerships with Clayton State University are further explored in this master plan, including a satellite medical campus and/or an office building for the Continuing and Professional Education program.

#### **Reynolds Nature Preserve**

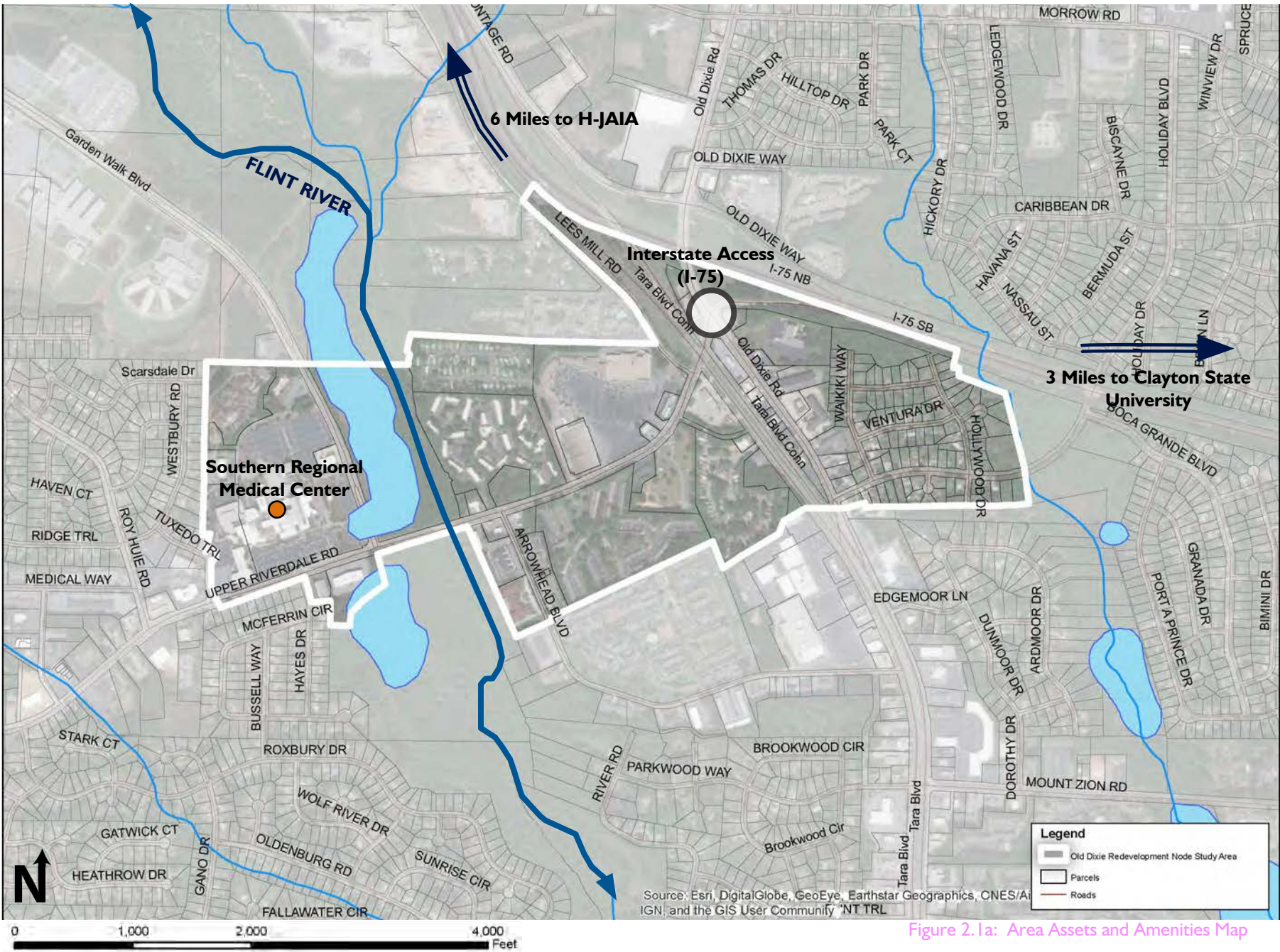
Reynolds Nature Preserve is a 146 acre nature preserve located in the City of Morrow. The land, preserved in its native state, is a perfect example of rolling hills in the Piedmont region of Georgia. With over 3 miles of hiking trails a visitor can explore the highest ridges in the county in a mixed

oak-hickory-pine forest down to the wetlands and ponds fed by natural springs. The preserve is also home to old farm equipment, spring houses, and a barn dating back to 1867. Additionally, a Nature Center includes live animals and environmental displays.

#### **Flint River**

The Flint River runs through the study area, adjacent to the Southern Regional Medical Center. The Flint River which flows south from East Point, is piped under H-JAIA and emerges as a daylit river just south of the airport. Finding the Flint, a joint effort of American Rivers, The Conservation Fund, and the Atlanta Regional Commission, is working to restore and highlight this natural amenity. With this effort and the 2018 AeroATL Greenway Plan which identifies the Flint River and as a priority trail connection for the region, there is an opportunity to extend river efforts, including trails and parks, to the study area.

# Area Assets and Amenities



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus, IGN, and the GIS User Community 'NT TRL

Figure 2.1a: Area Assets and Amenities Map

## 2.2 Existing Conditions

### Existing Land Use

Figure 2.2a provides a map of existing land use in the Old Dixie study area, per Clayton County geographic information system (GIS). The study area is predominately commercial (red), followed by multi-family (orange), and utility/public (dark blue).

#### Commercial

Commercial land uses follow the major corridors, primarily Tara Boulevard and Old Dixie Road. Tara Crossing, a strip mall center occupies a large parcel west of Tara Boulevard, accessible by Upper Riverdale Road and Lee's Mill Road. Other commercial lots are occupied by uses including gas stations, auto repair shops, pawn shops, insurance business and restaurants.

The cluster of commercial land to the east of the single family residential use is vacant.

#### Multiple Family Residential

The study area has two apartment complexes, Ashwood Ridge Apartments and Maplewood Pointe Apartments along Upper Riverdale Road. The two parcels neighboring these apartment complexes are mobile home complexes. The parcel to the north of single family use, designated as multi family is vacant.

#### Utility/Public Use

The parcel housing the Southern Medical Regional Center along with the vacant parcel along the Flint River are designated as Utility/Public Use under existing land use.

#### Institutional

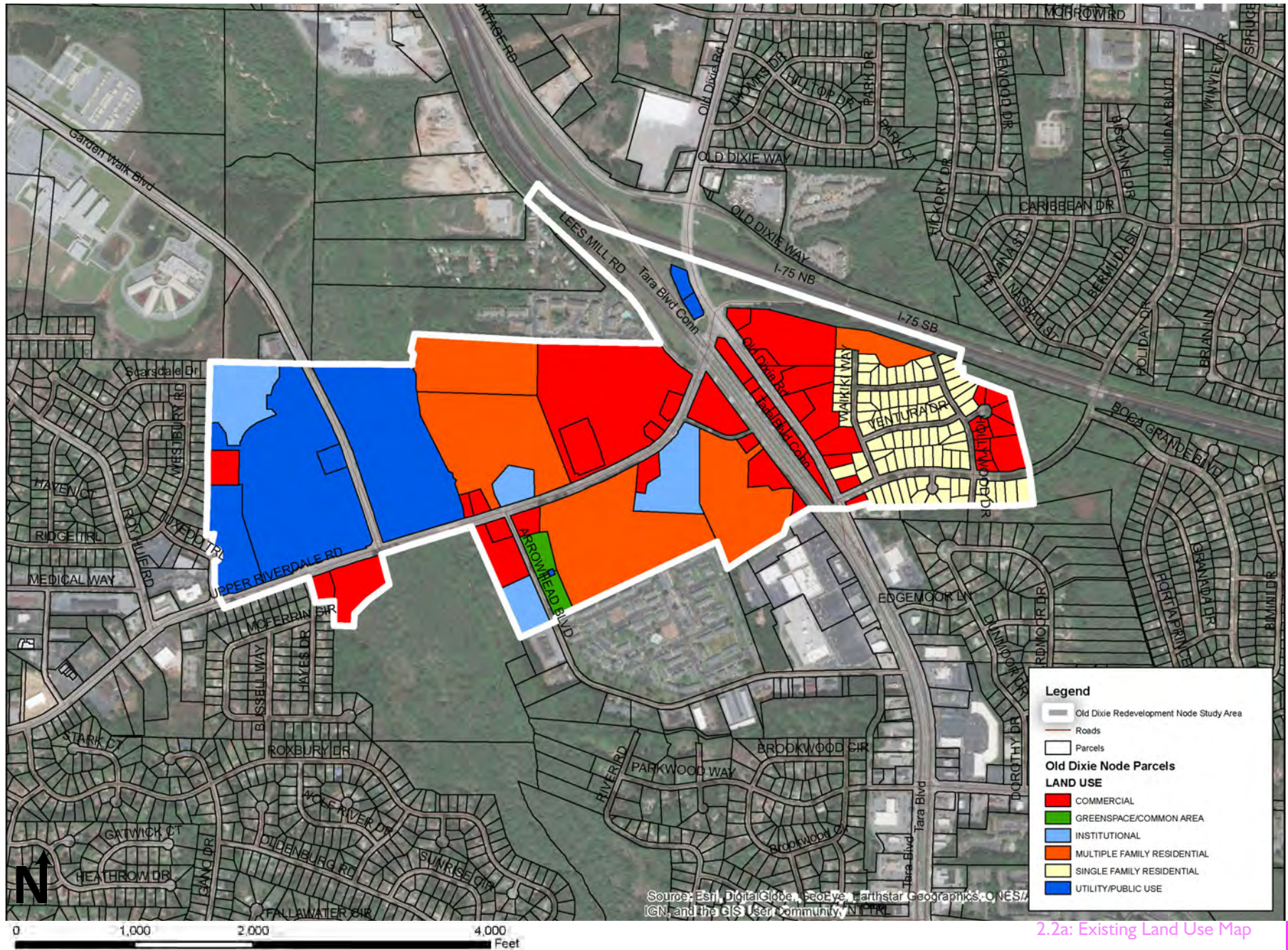
This land use includes the Carver Memorial Gardens and a vacant parcel on Upper Riverdale Road, a community center on Arrowhead Road and a community building north west of the Southern Regional Medical Center.

#### Single Family Residential

All of the single family uses lie to the east of the main intersection of Tara Boulevard and Old Dixie Road. Most of these houses are one to two story stick-frame wood construction.



# Existing Land Use Map



2.2a: Existing Land Use Map



### Existing Zoning

Figure 2.2b shows the existing zoning in the Old Dixie study area. General Business and Medical Mixed Use are the two major categories found in the study area as illustrated in Figure 2.2b. Other zoning designations include community business, heavy industrial, office institutional, regional mixed use, and residential zones. Following is a summary of allowed uses, heights, and minimum setbacks for these zoning categories per the Clayton County Development Code.

#### GENERAL BUSINESS

##### Permitted Uses

- Apparel Shops (new merchandise only).
- Banks and similar financial establishments.
- Beverage Shops.
- Bookstores.
- Camera Shops.
- Catering Establishments.
- Childcare and Adult Daycare.
- Coin-operated laundries.
- Commercial indoor and outdoor recreational uses.
- Copy and printing services.
- Decorator Shops.
- Delivery Services.
- Drug Stores.
- Dry Cleaners.
- Exterminators.
- Fitness Centers and Gymnasiums.
- Florists and Gift Shops.
- Grocery, Full Service.
- Hardware Stores.
- Health Clubs and Spas.
- Hotels and motels, located on arterials only.

- Locksmith shops.
- Lumber, paint, glass, and wallpaper stores.
- Office supply stores.
- Personal service establishments including barber shops, beauty salons, dry cleaners, electrical appliance repair shops, florist shops, laundromats, optical or watch repair shops, outdoor garden shops, photographic studios, shoe repair shops, tailors and similar establishments.
- Pet grooming and supply shops.
- Professional Offices.
- Restaurants, excluding drive-in or drive-through restaurants.
- Retail Stores.
- Sporting goods and hobby shops.
- Taxicab and limousine stands and dispatching offices.

##### Conditional Uses

- Ambulance services.
- Amusement centers and arcades.
- Automobile, truck, trailer, boat sales and leasing.
- Car washes, detail shops and service stations.
- Colleges.
- Convenience stores.
- Discount stores.
- Fitness centers and gyms.
- Funeral homes.
- Mini-warehouses and self-storage facilities.
- Movie theatres.
- Outdoor amusements.
- Outdoor theatres.
- Pawnbroker.
- Places of worship.
- Plumbing and heating equipment dealers.
- Recreation - Indoor.
- Service Labor Organizations meeting hall/offices.

- Theatres.
- Tire Shops.
- Vehicle Rental.
- Vehicle Repair.

##### Accessory Uses

- Uses customarily accessory to any use permitted in the GB district including but not limited to parking garages, parking decks, and surface parking lots.

##### Maximum Structure Height:

- Primary Structure: 75 ft.
- Accessory Structure: 35 ft.

##### Minimum Front Yard Setback

- 35 ft.

##### Minimum Side Yard Setback

- 0 ft.
- 10 ft., when interior wall has no windows, doors, or other openings.
- 30 ft. when abutting a residential zoning district of residential use.

##### Minimum Rear Yard Setback

- 15 ft. abutting non-residential.
- 35 ft. when abutting a residential zoning district or residential use.

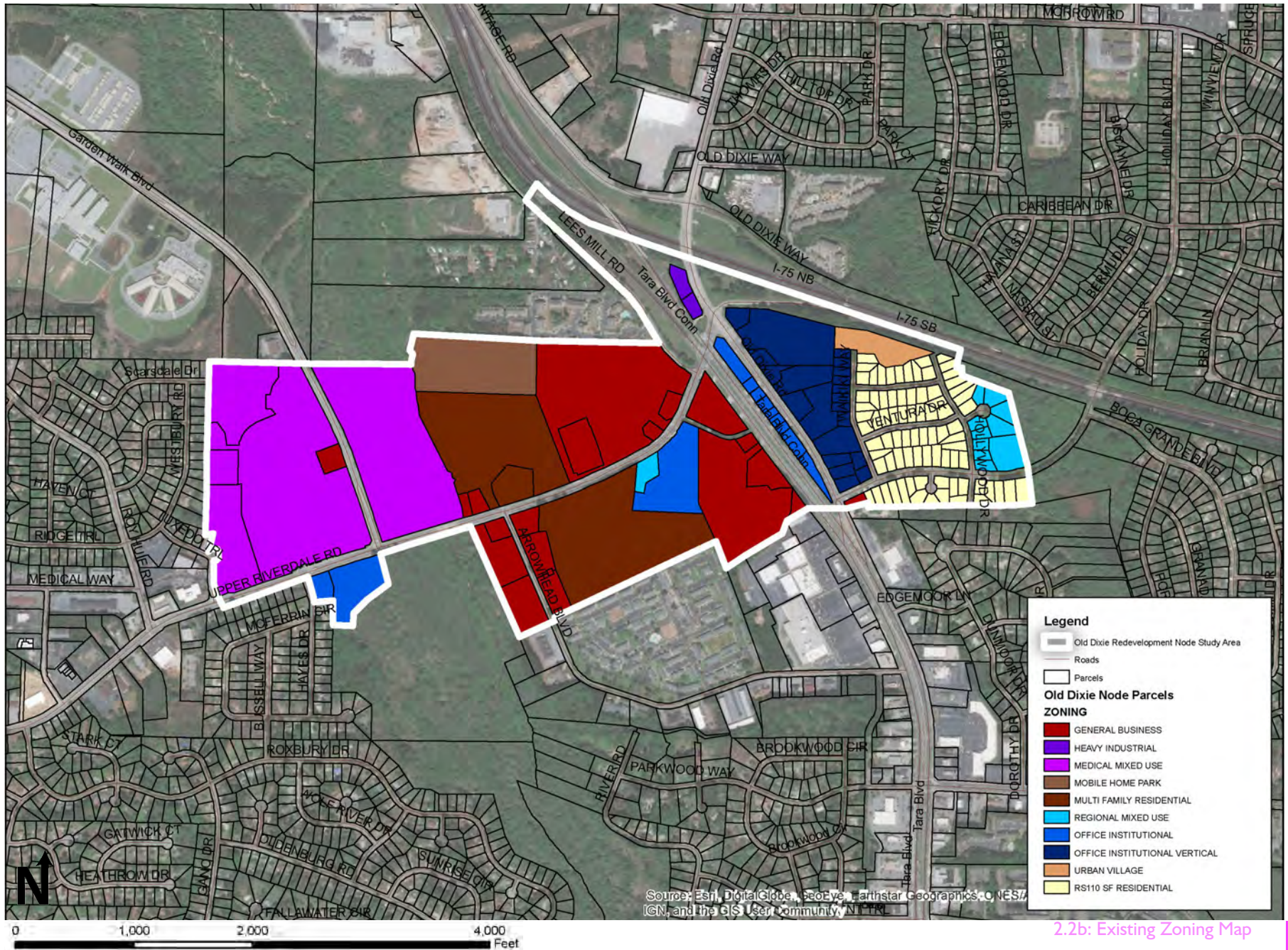
#### MEDICAL MIXED USE/MEDICAL CENTER DISTRICT

##### Permitted Uses

- Public Uses
  - Commuter Transit, such as bus and train.
  - Libraries.
  - Publicly owned parks and recreation areas.



# Existing Zoning Map



2.2b: Existing Zoning Map



- Walking and Bicycling Trails.
- Public/Government buildings and offices.
- Police, Fire, Rescue.
- Office/Institutional Uses
  - Banks.
  - Dental offices and medical offices.
  - Professional and Business offices.
- Business Uses
  - Antique Shops, provided no outdoor display or storage.
  - Apparel Stores.
  - Artisans galleries and theatres.
  - Bank and loan associations.
  - Barber shop and beauty salons.
  - Doctor offices and the offices of other health care professionals.
  - Fitness centers and gymnasiums
  - Health clubs and spas.
  - Hospice Care.
  - Hospitals.
  - Medical Clinics.
  - Urgent Care Facilities.
  - Pharmacies.
  - Retirement Homes.
  - Senior housing developments.
  - Convalescent centers.
  - Personal care homes.
  - Nursing homes.
  - Other uses that are substantially similar to the permitted uses listed above in terms of character and impact.
- Conditional Uses
  - Florist and gift shops.
  - Restaurants.
  - Hotels.

Accessory uses

- Uses customarily accessory to any permitted

use in the MC District, including but not limited to parking garages, parking decks, and surface parking lots.

Maximum Structure Height:

- 64 ft. on a Collector or Local Street
- 120 ft. on an Arterial Street.

Minimum Front Yard Setback

- 0 ft.
- 15 ft. when outdoor dining, landscaping, public art, fountains or similar amenities are provided.

Minimum Side Yard Setback

- 0 ft.
- 10 ft., when interior wall has windows, doors, or other openings.
- 20 ft., when abutting a residential zoning district of residential use.

Minimum Rear Yard Setback

- 15 ft.

**OFFICE INSTITUTIONAL**

Permitted Uses

- Cafes and restaurants, which may feature outdoor dining, excluding drive-in and drive-through restaurants. Restaurants may only be established on a lot on which the office or institutional floor area is a minimum of 100,000 square feet. Fast food restaurants without drive through windows shall be limited to no more than 10 percent of the total floor area devoted to retail and service uses on a lot, and shall occupy no more than 10 percent of any floor in a building.

- Communication services.
- Dry cleaners within an office building as a service use geared to on-site employees.
- Financial establishments.
- Fitness centers and Gymnasiums.
- Florist and gift shops.
- Health club or Spa.
- Institution of Higher Learning.
- Libraries.
- Museums and art galleries.
- Offices.
- Medical and dental offices.
- Pet grooming, excluding pet boarding.
- Research laboratories.
- Retail and service uses, provided these uses shall be limited to employee convenience, business oriented retail, and service establishments such as computer hardware and software companies, commercial art, drafting, office equipment and supply stores.
- Printing and copying services, court reporter, courier services, delivery services, and teleconferencing centers, personnel services and training centers, florists, gift shops, photography studios, tailor shops, shoe repair shops and barber and beauty shops
- Schools of business, dance, music, or similar instruction.
- Other uses that are substantially similar to the permitted uses listed above in terms of character and impact.

Accessory Uses

- Uses customarily accessory to any use permitted in the O-I District.
- Parking garages, parking decks, and surface parking lots, only as an accessory use limited to



the number of spaces required by ordinance for the intensity of the permitted use to which the parking is accessory.

Maximum Structure Height:

- Primary Structure: 75 ft.
- Accessory Structure: 35 ft.

Minimum Front Yard Setback

- 40 ft. when adjacent to an Arterial Road.
- 30 ft. when adjacent to a Collector Road.
- 20 ft. when adjacent to a Local Road.
- 20 ft. when adjacent to a Private Road.

Minimum Side Yard Setback

- 0 ft.
- 10 ft., when interior wall has windows, doors, or other openings.
- 35 ft. when abutting a residential zoning district of residential use.

Minimum Rear Yard Setback

- 15 ft. abutting non-residential.
- 35 ft. when abutting a residential zoning district or residential use.

**REGIONAL MIXED USE/MIXED USE DISTRICT**

Permitted Uses

- Antique shops.
- Apparel shops.
- Art galleries.
- Artist studios.
- Assembly halls and amphitheatres, on arterials, only.
- Bookstores.
- Business and professional offices.

- Cafes and restaurants, which may feature outdoor dining, excluding drive-in and drive-through restaurants.
- Car washes, detail shops and service stations located inside a parking garage provided such uses are not visible from the exterior of the parking garage.
- Catering establishments.
- Child and adult day care centers.
- Clubs and lodges.
- Community centers.
- Dance schools and other group instruction.
- Department stores.
- Drug stores.
- Farmers markets.
- Financial institutions.
- Fitness centers and gymnasiums.
- Florists and gift shops.
- Fruit markets.
- Full-service grocery stores.
- Hardware stores.
- Health clubs and spas.
- Hotels, on arterials, only.
- Institutions of higher learning including business colleges, music conservatories, and similar facilities.
- Jewelry stores.
- Live/local theaters.
- Live/work dwelling units.
- Medical clinics.
- Medical, dental and optical offices.
- Motion picture theaters, on arterials, only.
- Multifamily dwellings.
- Museums.
- Office supply and equipment stores.
- Personal service establishments including barber shops, beauty salons, dry cleaners, electrical appliance repair shops, clothing laundries,

optical or watch repair shops, outdoor garden shops, photographic studios, shoe repair shops, tailoring shops, dressmaking shops and similar establishments.

- Photographic studios.
- Places of worship, as a conditional use.
- Professional and business offices.
- Recording studios, provided acoustical treatments are installed.
- Research laboratories.
- Retail sales.
- Townhouses and condominiums, including mixed use structures incorporating townhouses and condominiums atop hotel properties.
- Other uses deemed substantially similar in character and impact to a use permitted in the MX District.

Building Height:

- Minimum Building Height: 2 stories.
- Maximum Building Height:
  - 64 ft. on a Collector or Local street.
  - 120 ft. on an Arterial.

Minimum Front Yard Setback

- 0 ft.
- 15 ft. when outdoor dining, landscaping, public art, fountains or similar amenities are provided.

Minimum Side Yard Setback

- 0 ft.
- 10 ft., when interior wall has windows, doors, or other openings.
- 20 ft., when abutting a residential zoning district of residential use.

### Minimum Rear Yard Setback

- 15 ft. abutting non-residential.
- 25 ft. when abutting a residential zoning district or residential use.

### HEAVY INDUSTRIAL

#### Permitted Uses:

- Industrial Uses
  - Any use permitted in the Light Industrial (LI) district.
  - Agriculture crop processing and storage (of materials produced off-site).
  - Asphalt manufacturing.
  - Blast furnace, steel furnace, blooming, or rolling mill.
  - Brick tile, and terra-cotta manufacturing.
  - Cement, lime, gypsum, or plaster of paris manufacturing.
  - Central mixing plant for cement, mortar, plaster and/or housing materials.
  - Chemical storage or manufacturing.
  - Heating and electric power generating plants and all necessary uses.
  - Government buildings, offices, and storage.
  - Incineration of garbage or refuse when conducted within an enclosed plant.
  - Machine and machine tool manufacture.
  - Petroleum and inflammable liquids production, refining, or storage.
  - Smelting of copper, iron, zinc, or ore.
  - Rock, sand, or gravel distribution.
  - Any accessory building and uses customarily incidental to the above permitted uses.
- Communication/Utilities
  - Public wellfield/pump house.
  - Sewage Treatment Plant.
  - Utility substation.
  - Water tower.

#### Conditional Uses

- Industrial Uses
  - Airport, heliports, and related landing areas and buildings.
  - Development of natural resources, including the removal of minerals and natural materials together with necessary buildings and machinery.
  - Junk/salvage yard, places for dismantling, wrecking, and disposing of materials.
  - Mineral extraction and processing.
  - Municipal solid waste landfills, inert landfills, construction and demolition landfills, refuse dump, scrap metal yard, and recycling center.
  - Slaughterhouse.
  - Any other heavy industrial use, which shall be compatible with the intent of the district.
- Adult Uses
  - Adult entertainment facilities, sexually oriented businesses, and massage parlours.
- Communication/Utilities
  - Wireless telecommunications facility/tower.

### Future Land Use

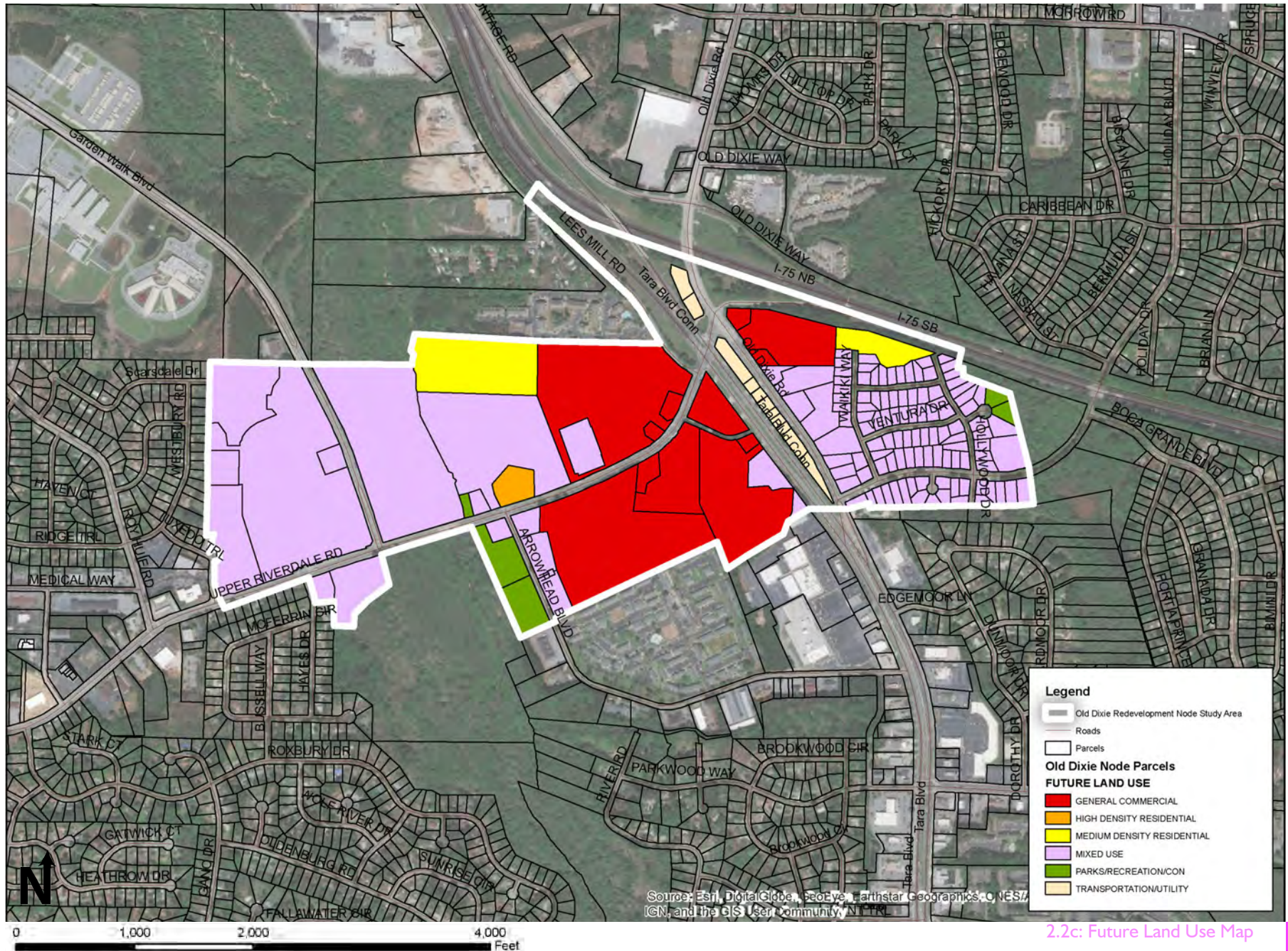
Clayton County's Future Land Use Map for the study area is depicted in Figure 2.2c. The prominent land uses in the study area are Mixed Use and General Commercial.

The Comprehensive Plan for Clayton County (Clayton Forward) defines the General Commercial category as intended for non-industrial uses including retail sales, services and entertainment. These uses may be targeted towards regional markets or to more local nearby residential uses.

Mixed use allows for a mixture of commercial, residential, and offices uses. The development is recommended to follow a town center style setting with allowed residential densities of 4 to 16 units per acre, as appropriate. The development must encourage walking, biking and use of other modes of commuting in the area.



# Future Land Use Map



2.2c: Future Land Use Map

### Undeveloped Land

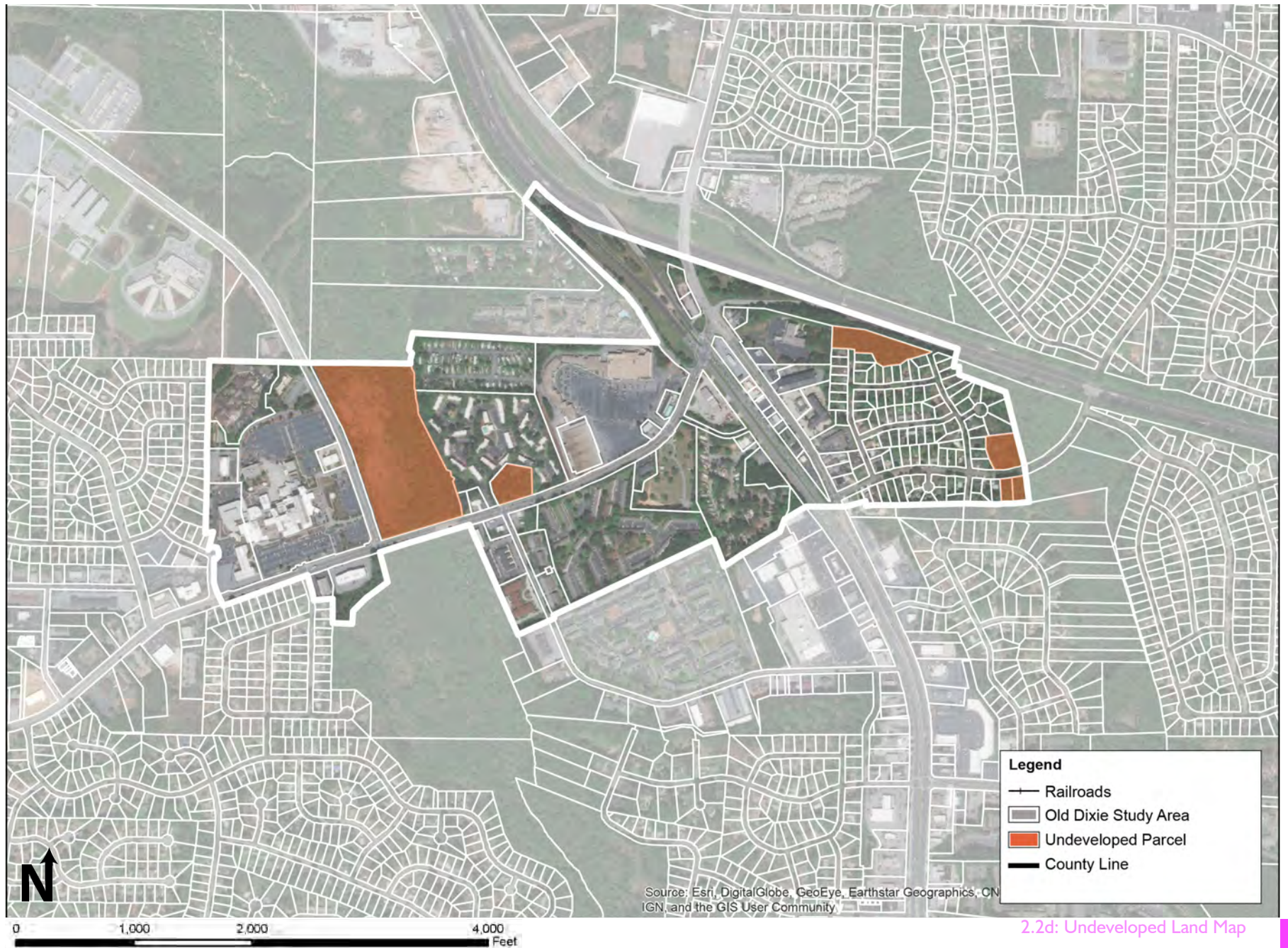
Figure 2.2d illustrates the undeveloped land in the study area. The large parcel of land in the western part of the study area lies along the Flint River basin and is unlikely developable due to stream buffers and flood plains. The parcels in the eastern region of the study area are zoned residential and mixed use. Jester Creek runs adjacent to the south-east parcels, making development difficult.

The map uses aerial imagery from Google Earth/Maps to identify parcels that are undeveloped. A total of 30.35 acres in the study area are undeveloped parcels.

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# Undeveloped Land Map





# Development Authority of Clayton County

Old Dixie/Tara Boulevard Master Plan

## Land Ownership

Figure 2.2e identifies parcel owners that own more than one parcel, a significantly large parcel, or a key parcel in the primary study area at the Tara Boulevard and Old Dixie Road intersection.

Clayton County owns significantly large parcels of land in the western region of the study area. These parcels include the Southern Regional Medical Center and the parcel along Flint River basin. The total area owned by Clayton County in the study area amounts to 61.79 acres.

Georgia State Department of Transportation owns two small parcels north of the Tara Boulevard and Old Dixie Road intersection. Other considerably large parcels are owned by residential complexes and mobile home lot companies.









### Topography and Hydrology

Figure 2.2f illustrates the existing topography and hydrology in the study area. Tara Boulevard, particularly at the intersection with Old Dixie Road, is the high point in the study area. Land on either side of Tara Boulevard falls naturally towards waterways, the Flint River to the west and Jester Creek to the east. The highest elevation point in the study area is 940 feet, near Tara Boulevard and Old Dixie Road intersection, while the lowest point is near the Flint River banks at 830 feet,

The Flint River runs through the western portion of the study area as Mud Creek flows south to meet the River. Jester Creek flows along the eastern boundary of the study area.

The map also shows the 100 and 500 year flood plains in the study area, mainly following the waterways, with the greatest impact along the Flint River.

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**Floodplain Zones Description:**

**ZONE A:** An area inundated by 100-year flooding, for which no BFEs have been established.

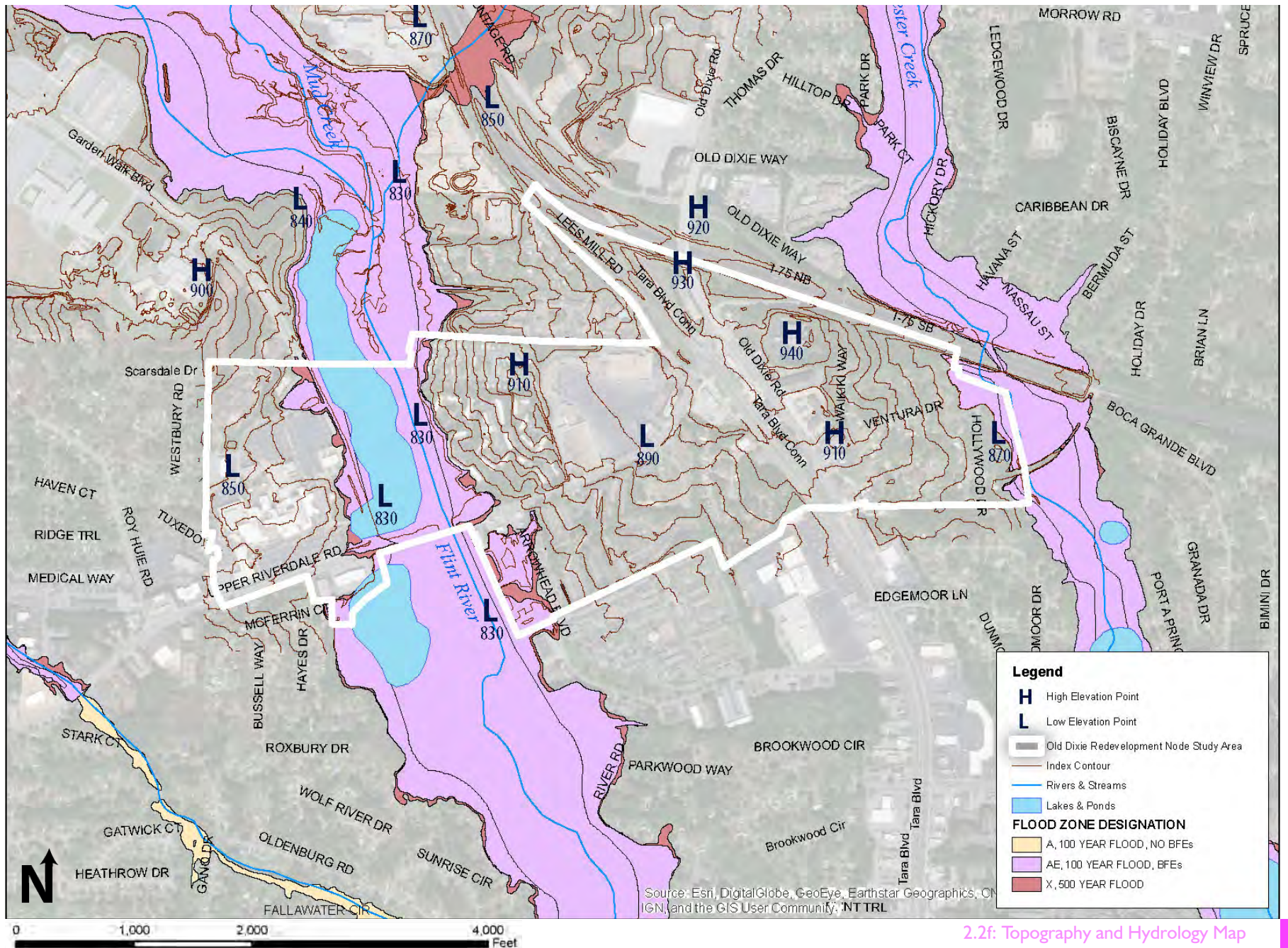
**ZONE AE:** An area inundated by 100-year flooding, for which BFEs have been determined.

**ZONE X500:** An area inundated by 500-year flooding; an area inundated by 100-year flooding with average depths of less than 1 foot or with drainage areas less than 1 square mile; or an area protected by levees from 100-year flooding.

**BFEs:** Base Flood Elevation is the computed elevation to which floodwater is anticipated to rise during the base flood. BFEs are shown on Flood Insurance Rate Maps (FIRMs) and on the flood profiles. The BFE is the regulatory requirement for the elevation or flood-proofing of structures. The relationship between the BFE and a structure's elevation determines the flood insurance premium.



# Topography and Hydrology Map



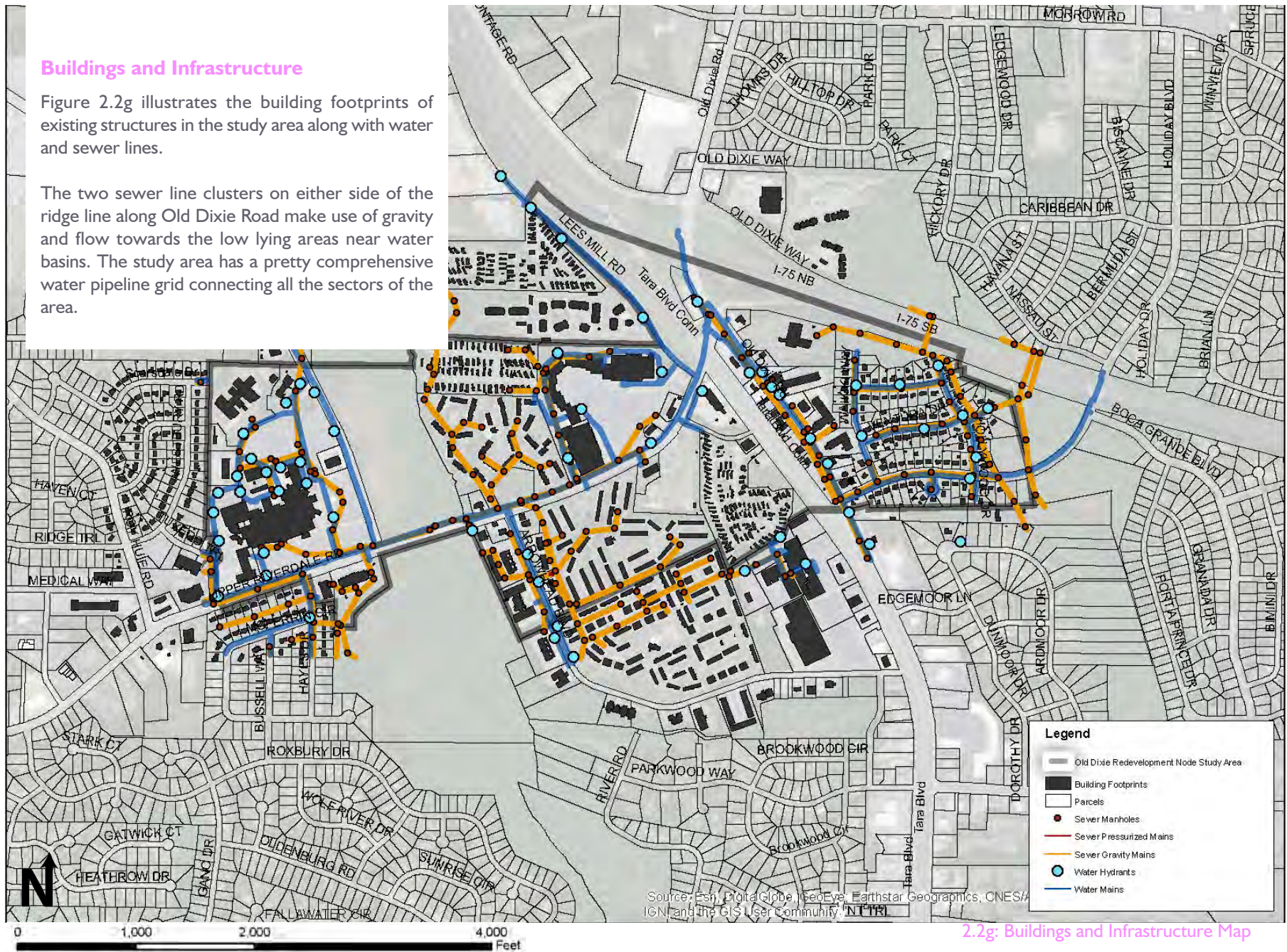
2.2f: Topography and Hydrology Map



**Buildings and Infrastructure**

Figure 2.2g illustrates the building footprints of existing structures in the study area along with water and sewer lines.

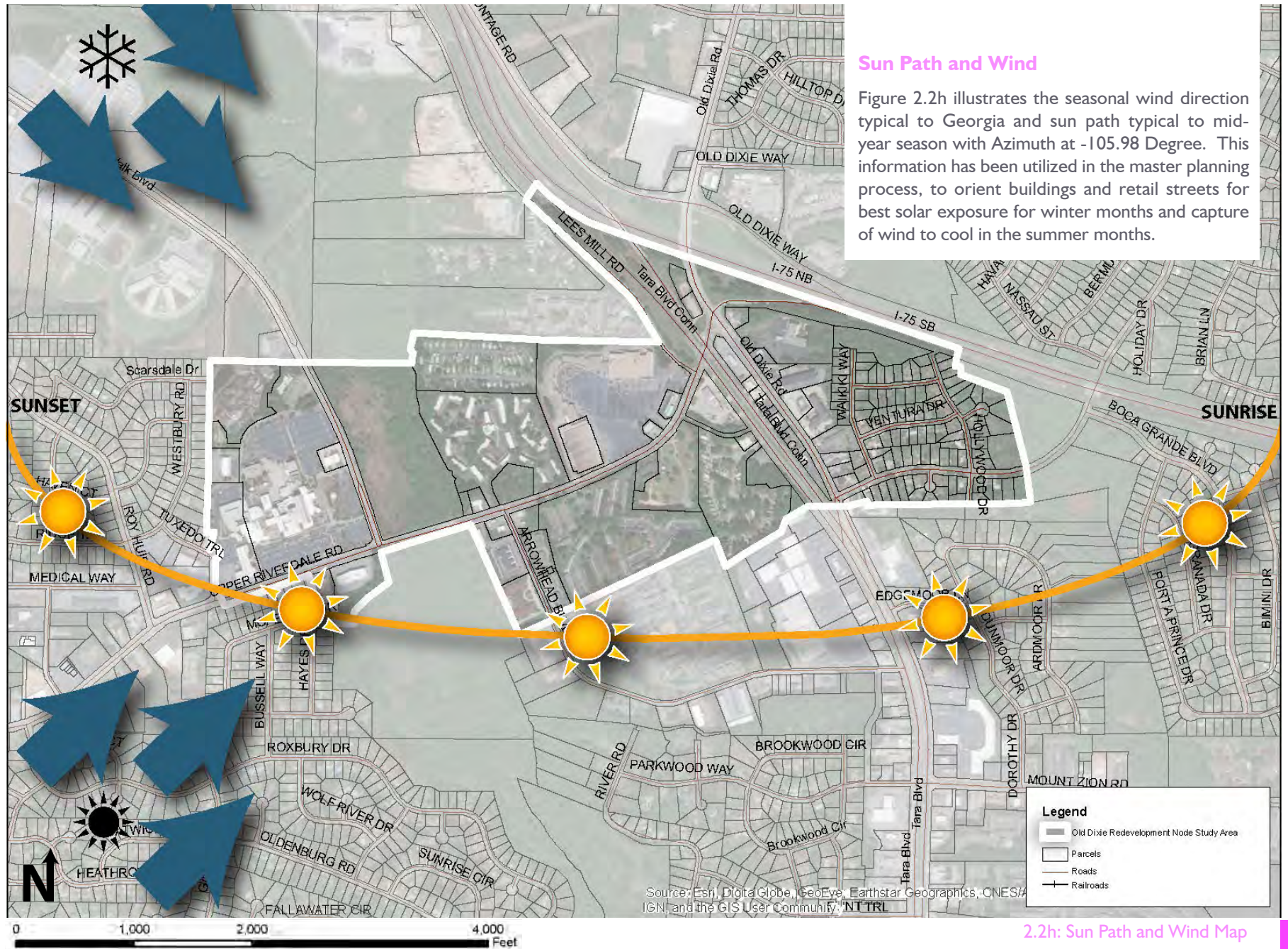
The two sewer line clusters on either side of the ridge line along Old Dixie Road make use of gravity and flow towards the low lying areas near water basins. The study area has a pretty comprehensive water pipeline grid connecting all the sectors of the area.



2.2g: Buildings and Infrastructure Map



# Sun Path and Wind Map





### 2.3 Transportation

This section provides an overview of existing transportation facilities within the Old Dixie study area.

#### 2.3.1 Major Streets and Circulation

The Old Dixie study area is defined by a complex set of intersecting roads and an interchange system with Interstate 75 (refer to Figure 2.3a). The district is located at the northern end of the Tara Boulevard corridor, a major arterial thoroughfare owned and maintained by GDOT as State Route 3 and also designated as US Highways 19 and 41. In many ways, Tara Boulevard is Clayton County's 'main street' and provides access to one of its main commercial corridors, though it is also a major regional mobility thoroughfare connecting Interstate 75 to Jonesboro, Lovejoy, Hampton, and Griffin.

Tara Boulevard 'begins' from a pair of access ramps to and from Interstate 75, but State Route 3 continues north of this point along Old Dixie Road. The state route designation leaves Tara Boulevard at the Old Dixie Road intersection and continues north of Interstate 75.

Both roads are part of an I-75 interchange system that features partial access to each: southbound I-75 traffic exits to Tara Boulevard, but re-entering southbound traffic would use Old Dixie Road to access an on-ramp. Similarly, northbound I-75 traffic exits to Old Dixie Road but would use Tara Boulevard to re-enter. A short extent of Upper Riverdale Road that connects Tara Boulevard and Old Dixie Road is used as a transition between the two halves of the interchange and to direct traffic to different access ramps.

Perhaps the most notable feature of the street network in this district is the close spacing of Tara Boulevard and Old Dixie Road, with less than 200 feet between right-of-way boundaries. The space between the two roads features a row of private properties and commercial land uses, each of which has driveway access onto both streets (and in some instances, more than one driveway per parcel edge onto each street). Old Dixie Road ends at an angled, signal-controlled intersection with Tara Boulevard, where southbound traffic is allured to continue south and northbound Tara Boulevard traffic may bear right to continue north on Old Dixie Road. Just north of this intersection is another signalized intersection with Holiday Boulevard, from which there is no direct access to northbound Tara Boulevard.

The district also includes Upper Riverdale Road, an arterial thoroughfare that connects west to State Route 85 and the city of Riverdale.

#### 2.3.2 Local Street Network

The majority of the local street network in the district is east of the Tara Boulevard-Old Dixie Road corridor, though this is largely limited to a single-family neighborhood with no street connections to either of these main thoroughfares. This neighborhood connects to Holiday Boulevard, a street featuring an underpass crossing of Interstate 75 and connecting north to Morrow Road in Forest Park.

West of Tara Boulevard, the only local street is Arrowhead Boulevard, which connects between Tara Boulevard and Upper Riverdale Road.

#### 2.3.3 Safety

The district consists of three primary corridors, each with their own patterns of safety challenges as interpreted from crash data. Tara Boulevard typically has the greatest number of crashes (which is to be expected given its higher volumes than Old Dixie Road and Upper Riverdale Road). However, Old Dixie has a much higher incidence of severe crashes (crashes involving injuries and fatalities) than the other two corridors. Refer to Figures 2.3b and c.

Of the 304 crashes on Tara Boulevard from 2013 to 2017, over two-thirds (213 crashes) were rear-end collisions, as were over half of the collisions on the extent of Old Dixie Road between Upper Riverdale and Tara Boulevard (61 of 114). Rear-end collisions are generally the most common type of crash that occurs, but higher shares such as these are often observed on arterial corridors with direct access to land uses (i.e. driveways): the design of these corridors readily accommodates higher travel speeds, though traffic entering and exiting from driveways moves at much slower speeds, introducing conflict and heightened risk of crashes. As both of these streets have frequent driveways through the study area, this is a key challenge that redevelopment should seek to address. By comparison, fewer than half of the crashes on Upper Riverdale Road (89 of 209) occurring in the same period were rear-end crashes. This corridor has significantly fewer driveways along its length. Upper Riverdale still features a design that facilitates high-speed traffic, however, and angle crashes were equally common (90 of the 209 crashes).

Three crashes involving pedestrians occurred on Upper Riverdale Road, each in the eastern end of

the corridor approaching Tara Boulevard. In addition, three occurred on Old Dixie Road and two occurred on Tara Boulevard, all in sections lacking sidewalk facilities and none at the major intersections that do feature marked crosswalks and curb ramps. This suggests that there is pedestrian activity in the area despite the lack of consistent dedicated facilities.

Over thirty crashes involving more than two injured persons occurred on these corridors, with six crashes at the Tara Boulevard/Upper Riverdale Road intersection involving five or more injuries. Over half of these crashes occurred during daylight hours and were rear-end collisions, pointing again to the risk of crashes due to inconsistent speeds along the corridors (especially Tara Boulevard and Old Dixie Road).

Old Dixie Road also had two crashes with fatalities, and in one of these two persons were killed. These also occurred in daylight, non-raining conditions, and the crash with two fatalities was an angle collision with a vehicle entering or leaving a driveway.



Figure 2.3a: The State Route designation as maintained by GDOT, shown in the red line, follows Old Dixie Road from Tara Boulevard north



**2.3.2 Multimodal Facilities and Transit**

The area features limited pedestrian and bicycle facilities. Upper Riverdale Road includes sidewalks for all of its length through the study area and marked crosswalks at intersections, though these sidewalks end before the intersection with Tara Boulevard. The Tara Boulevard/Upper Riverdale intersection features marked crosswalks, as do all major intersections in the study area, though these typically have no connecting sidewalks beyond small extents around the curb ramps at each intersection's corners. Neither Tara nor Old Dixie Road south of Upper Riverdale Road features sidewalks, though each features visible evidence of pedestrian activity through worn footpaths on at least some sections. There are no marked bicycle facilities in the district.

MARTA's Route 192 serves this district and provides connecting service between the East Point rail station and the Clayton County Justice Center in Jonesboro. It enters the district along Old Dixie Road and continues south along Tara Boulevard.

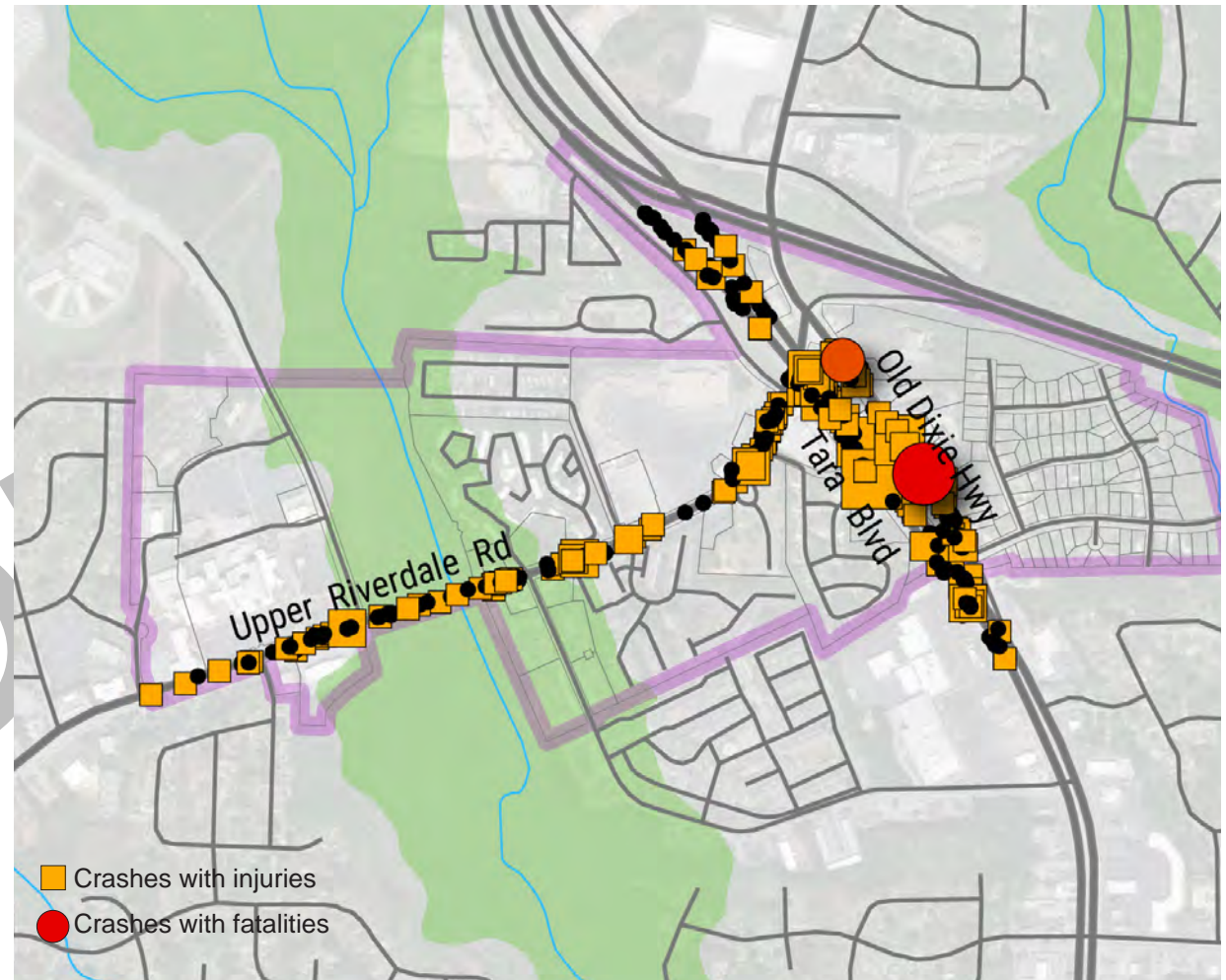


Figure 2.3b: Locations of crashes by severity along the corridor. The larger the square and circle icons, the greater the number of persons injured or killed in these crashes

# Crashes Involving Pedestrians

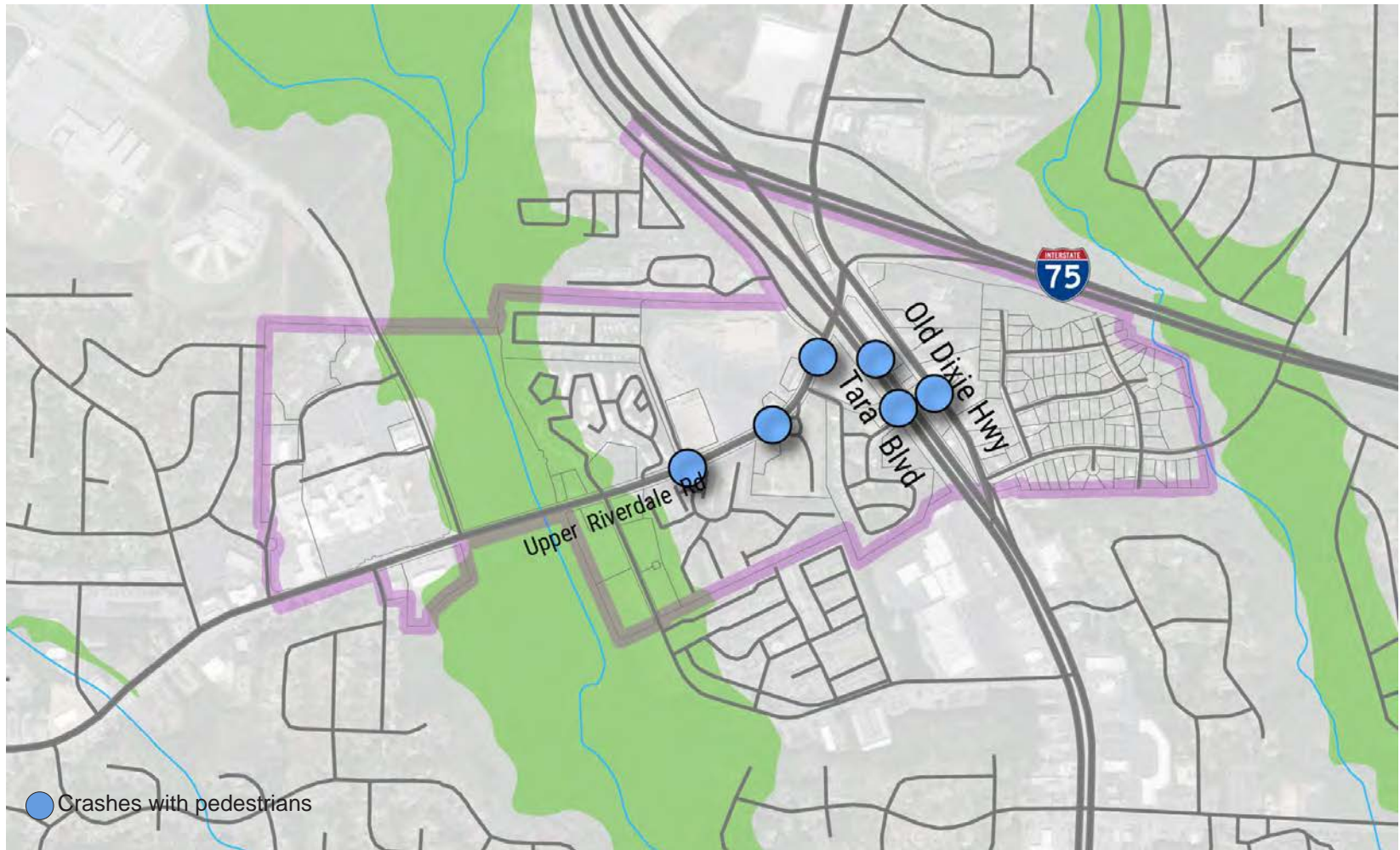


Figure 2.3c: Locations of crashes involving pedestrians

Development Authority of Clayton County

Old Dixie/Tara Boulevard Master Plan

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**Community  
Participation**

## 3.0 Community Participation

### Community Participation

The public participation process for the Old Dixie/Tara Boulevard Master Plan engaged stakeholders at three levels throughout the planning process: The Key Stakeholders, the Project Advisory Team and the General Public. This was done to establish various ways for people to engage in the planning process and help to ensure that local knowledge was accessed and used in developing master plan recommendations.

The Project Advisory Team includes individuals in related fields who are knowledgeable about the study area's issues and opportunities. The Project Advisory Team was engaged in two meetings during the study process and were committed to providing technical guidance, assisting in advertising public meetings, and providing feedback on materials to be presented at public meetings prior to each community engagement opportunity. The Team also assisted in distributing information to the larger community.

The Key Stakeholders consisted of those land and/or business owners within the study area with knowledge and expertise that could enhance and inform the study process.

The general public, which includes the study area community, at large, was engaged at one opportunities: during a design workshop

### Stakeholder Interviews

Prior to the Design Workshop, the consultant team conducted Key Stakeholder Interviews. These interviews helped to promote a clear understanding of the goals, objectives, existing market opportunities and socio-economic characteristics of the study area. The interviews also provided insight into the overall vision for the study area from those living and/or working within the study area. Interviews were consistent in format utilizing a prepared questionnaire that included a range of discussion points.

Each interview began with an introduction to the study followed by background information prior to beginning the interview. From the interviews, stakeholders provided insight into their overall vision for the study area. Major transportation and land use needs and concerns were also discussed. Suggestions for how best to involve and inform the public concluded the interviews. A total of 16 stakeholder interviews were conducted.

### Project Advisory Team Meetings

The Project Advisory Team met twice during the planning process. The following are brief summaries of these meetings.

1. Project Advisory Team Meeting #1 was held on May 21, 2018: The purpose of the first Meeting was to introduce the project process, conduct a goal setting exercise, and discuss the upcoming design workshop agenda.

2. Project Advisory Team Meeting #2 was held on September 17, 2018: The purpose of the this final Project Advisory Team Meeting was to review and provide input on project recommendations.

### Design Workshop and Community Meeting

The general public was engaged at one point during the planning process. A summary of this outreach event is included below.

1. A two-day Design Workshop was held on July 25 and 26, 2018 from 9 am to 5 pm: The design workshop was an opportunity for Key Stakeholders and Advisory Team Members to provide their vision for the Old Dixie study area in a workshop setting. Refer to Figure 3.0a. The workshop began with a welcome and overview of the existing geographic, demographic, land use, market and socioeconomic conditions of the study area. The remainder of the day was a hands on worksession, in which the consultant team worked with stakeholders to develop recommendations for the Old Dixie study area.

During the evening of July 25, the workshop results were displayed to general public in a community meeting from 6 pm to 7:30 pm. This was done to gather valuable input during the conceptual phases of the master plan so that changes could be made as they were suggested.

On the second day of the Design Workshop, the consultant team worked on a more detailed level of master planning, incorporating input collected through the community input.

The consultant team, with guidance from the Development Authority of Clayton County and the Advisory Team, continued to develop and refine key recommendations for the Old Dixie study area. Refer to Section 4.0 for project recommendations.

**ADVISORY TEAM MEETING**

SEPTEMBER 17, 2018  
10:00 AM TO 11:30 AM

**MOUNTAIN VIEW AND OLD DIXIE REDEVELOPMENT**

Join us for a review of the Draft Master Plan. Provide your valuable input.

LOCATION:  
Room B  
Southern Regional Medical Center  
11 Upper Riverdale Road,  
Riverdale, GA 30274

Development Authority of Clayton County  
808-448-5219  
www.dacountyga.com





***Vision: To create a clean, safe and welcoming gateway into Clayton County that builds from the existing medical corridor to provide higher wage job opportunities, convenient access to the surrounding neighborhoods and amenities and services that improve the quality of life for Clayton County residents and businesses.***



**4**

**Recommendations**

## 4.0 Recommendations

### 4.1 Concept Plan Overview

This section provides an overview of the proposed master plan for the Old Dixie study area. It provides a visionary master plan, based on market understandings, development potential, community input, and Clayton County identified goals.

While the visionary plan is long range in nature, 10-25 years to implement, portions of this master plan can occur within the next 3 to 5 years and are included in Phase I of the project. The following section explains the design criteria and site conditions that led to the development concepts.

The visionary master plan shown in Figure 4.1a and as described within this section, depicts the future concept for the study area, a medical gateway district, that provides a walkable mix of uses, and community amenities.







4.1a: Visionary Master Plan

KEI 2018



### MASTER PLAN DEVELOPMENT PROCESS

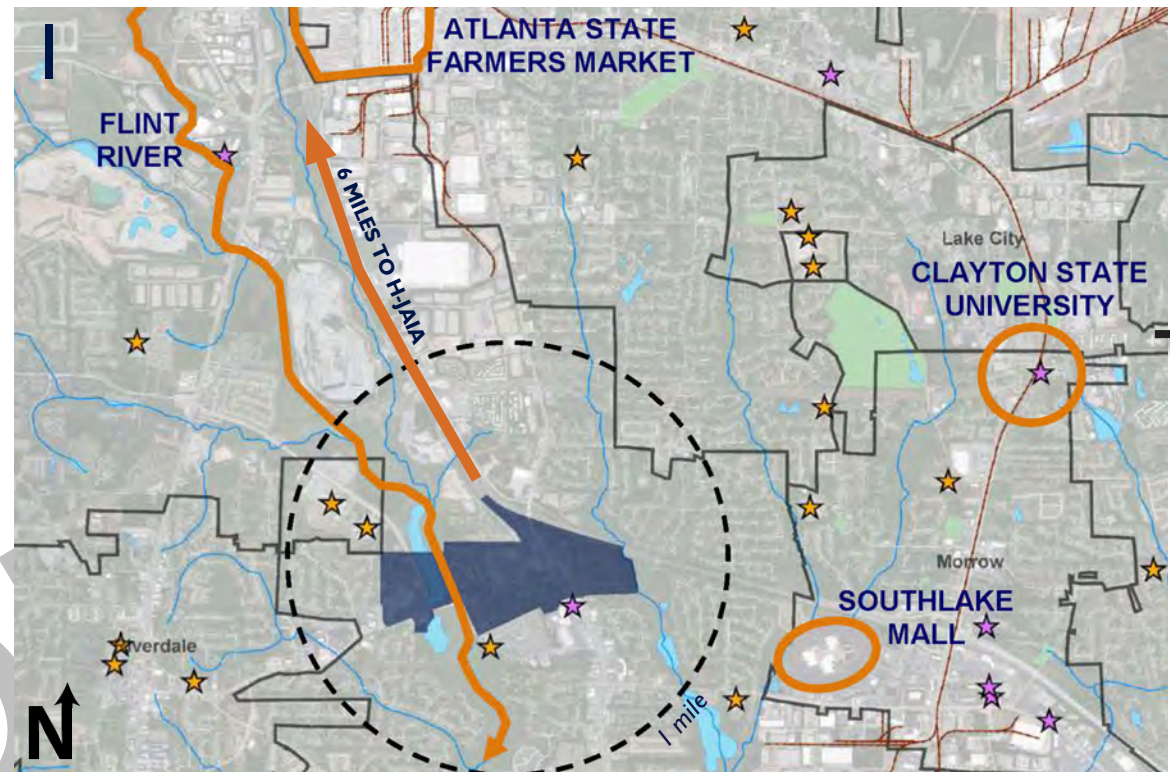
To identify the key areas of focus for the Old Dixie/Tara Boulevard Master Plan, key site opportunities were explored. The following steps summarize the process that led to the creation of development concepts for the master plan. Refer to Figure 4.1b.

1. Location Proximity: The study area is located 6 miles south of H-JAIA. The heart of the study area, Tara Boulevard/Old Dixie Road intersection sits less than a mile from the Southern Regional Medical Center and the Flint River. Connectivity and access to these amenities is key to redevelopment of the study area.

2. Realign Old Dixie/Tara Boulevard Intersection: This existing intersection is confusing and complicated, in addition to having high traffic accident rates. The intersection realignment “T’s” Old Dixie Road into Tara Boulevard and realigns Upper Riverdale Road through Tara Crossings to align with Old Dixie Road. Old Dixie Road to the south is cut off from regional traffic and acts as a slower, more pedestrian friendly street. This realignment makes sites at this intersection much more accessible and desirable for redevelopment.

3. Create a Gateway Park: The commercial strip of property between Old Dixie Road and Tara Boulevard is converted into Gateway Park, improving the visual appeal of the area with a community amenity.

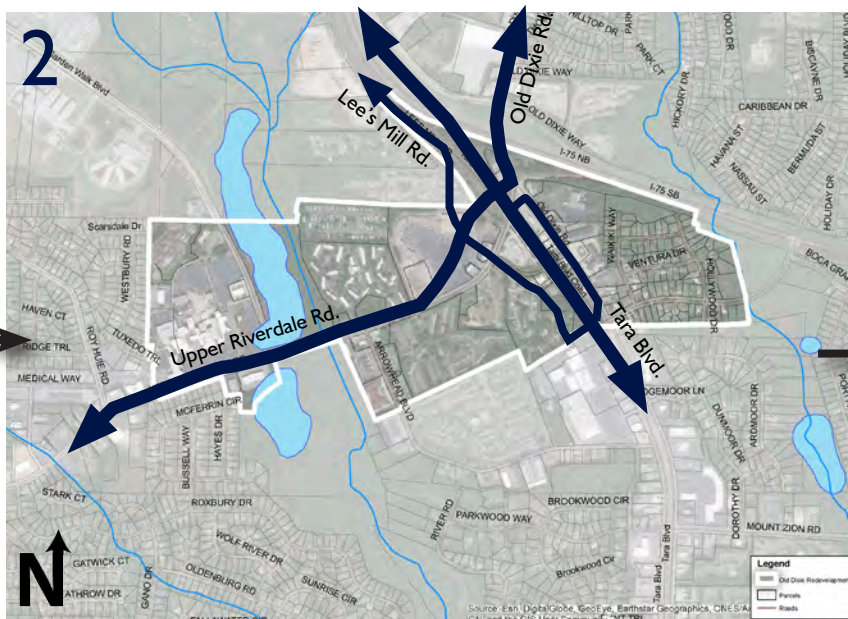
4. Healthy Connectivity with Trails: To connect the Old Dixie Road and Tara Boulevard redevelopment sites to the Southern Regional Medical Center and the Flint River, trail and park connectivity are introduced.



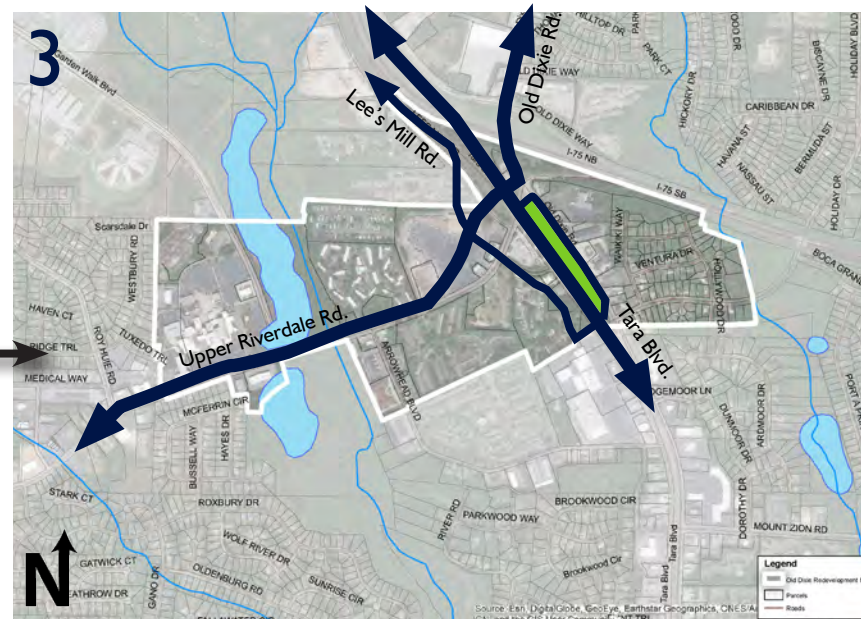
I. Location Proximity

5. Medical Office Infill Development: Due to transportation and trail investments, new development is attracted to the area, leading way to a mixed-use medical office district at Tara Boulevard and Old Dixie Road.

# Plan Development Process



2. Re-align Old Dixie/Tara Boulevard Intersection



3. Create a Greenway Park



4. Healthy Connectivity with Trails



5. Medical Office Infill Development

4.1b: Master Plan Development Process

Recommendations



### 4.2 Concept Plan

This section provides an overview of the proposed master plan for the Old Dixie area, detailing recommended infrastructure improvements, the proposed character areas and uses, and details on Phase I.

#### 4.2.1 Infrastructure Improvements

Following are key infrastructure improvements recommended to create a walkable and connected Old Dixie area. These infrastructure improvements can be implemented by the County, with partners, to show investment in the area to attract the desired development, as further explained in the following sections. Section 4.4 provides more details on Transportation Recommendations.

- **Realign Old Dixie/Tara Boulevard Intersection:** As described above and further detailed in Section 4.4, a key infrastructure move for the Old Dixie study area is the realignment of the Old Dixie Road/Tara Boulevard intersection. Creating a right-angle intersection and by eliminating the Old Dixie Road extension, this intersection becomes much safer for automobiles and pedestrians, as well as more desirable for redevelopment.
- **Gateway Park:** With the realignment of Old Dixie/Tara Boulevard Intersection, the southern portion of Old Dixie Road becomes a slower walkable street, appropriate for restaurants and retail on the ground floor, with office and residential above. To catalyze this development and create a beautiful gateway focus, Gateway Park is envisioned on the strip of parcels between Tara Boulevard and Old Dixie Road.

- **Walkable Street Network:** Further walkable is promoted with street network extensions, as shown in Figure 4.2a. It is recommended to include maximum blocks size regulations within zoning updates to ensure new development incorporates a walkable street network.
- **Trails and Parks:** The AeroATL Greenway Plan proposes a trail along the Flint River that would connect to H-JAIA and Mountain View, via a Loop Road trail. Additional trails are recommended in this plan, as depicted in Figure 4.2a. Trails in this plan align with area rivers, creeks and stream buffers as well as provide connectivity to the Southern Regional Medical Center and proposed redevelopment sites.

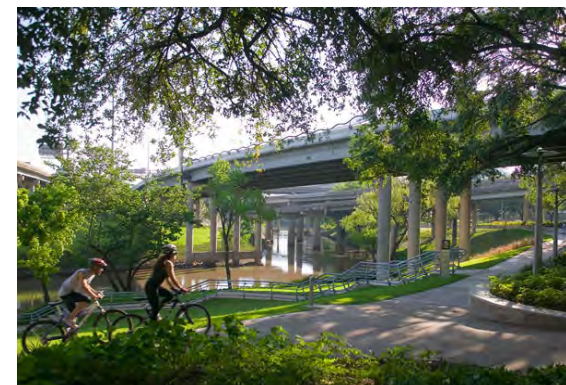
Parks are identified adjacent to the Flint River and Jester Creek, connecting to proposed trails and creating a public greenspace for health, wellness, and recreation. The Flint River parks are proposed to provide wellness amenities, such as a meditation garden or walking trails for patients and employees (refer to Figures 4.2b, c, and d). The Jester Creek park is proposed as a recreation and sports facility for use by the surrounding residential neighborhoods.



4.2b: Wellness Park: Meditation Garden

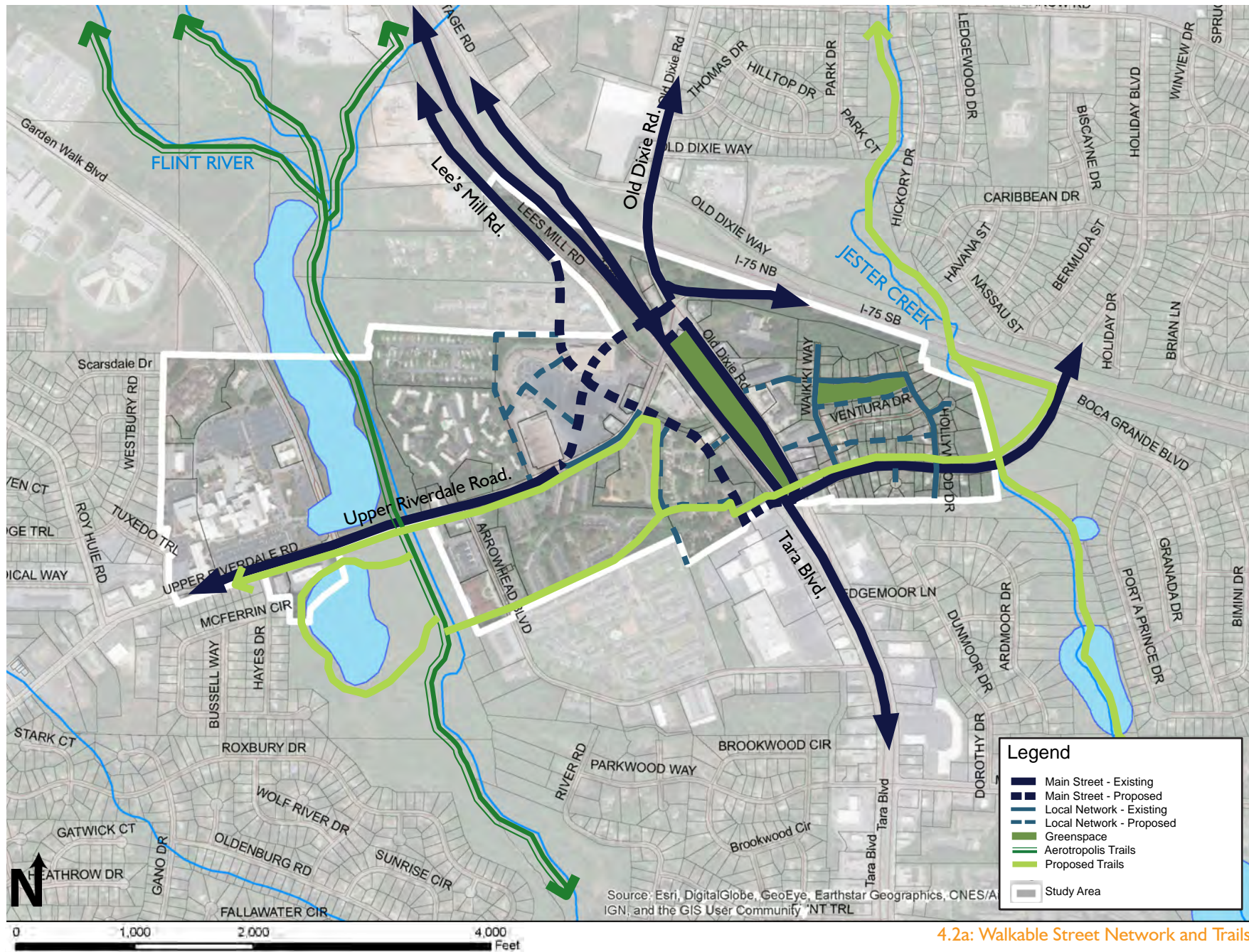


4.2c: Wellness Park: Exercise Equipment



4.2d: Wellness Park: Trails





4.2a: Walkable Street Network and Trails

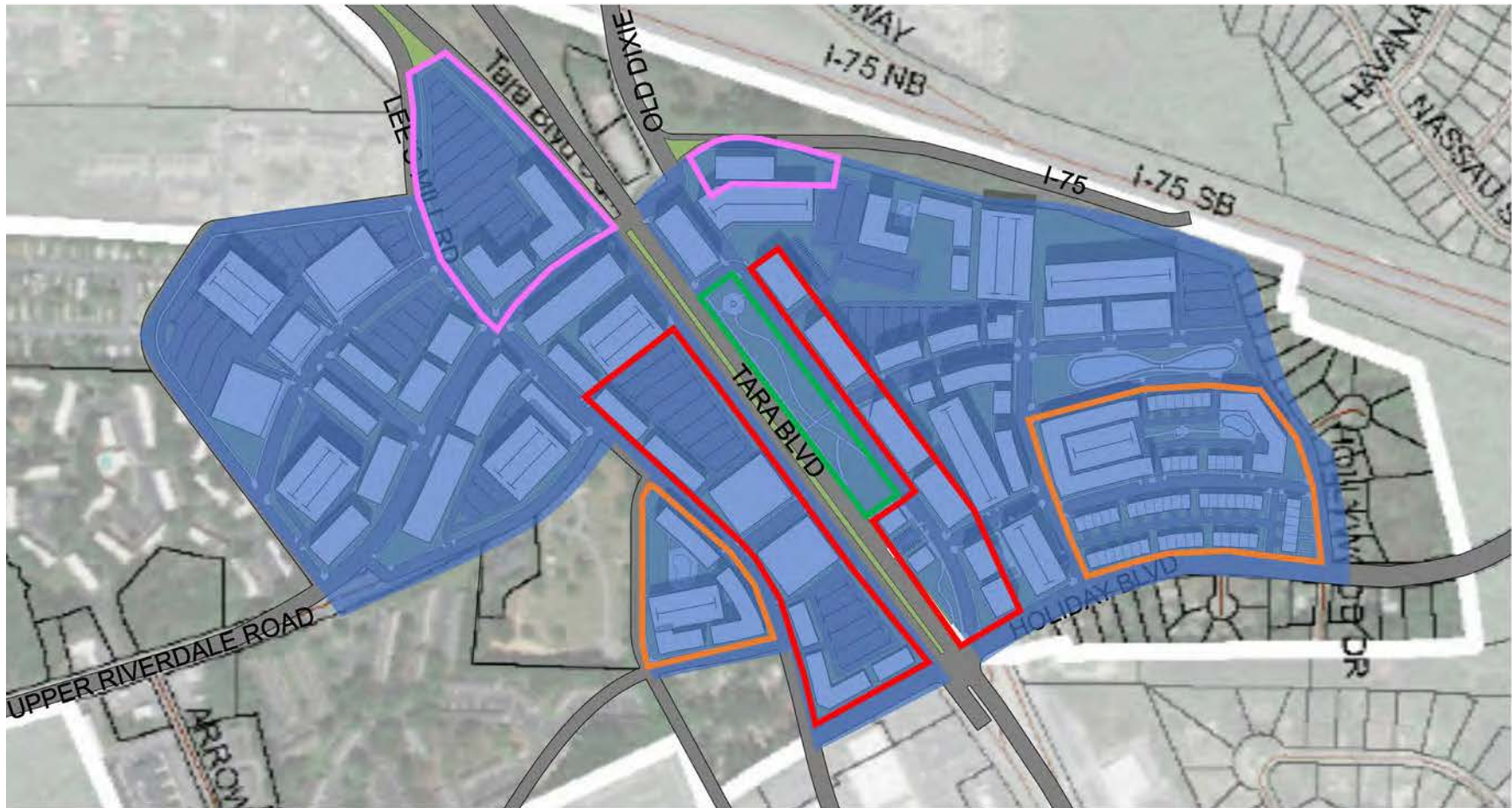
### 4.2.2 Character Areas

Character areas are identified as part of this master plan to determine the appropriate uses throughout the Old Dixie study area. Refer to Figure 4.2e for a Character Area Map. Following is a summary of the character areas, as proposed.

- **Mixed Use Medical District** provides a healthy, livable mix of land uses to support a growing and activated medical office district. Building from adjacency to the Southern Regional Medical Center, this district provides medical office and other complimentary uses to the Medical Center, such as hotels and educational and research facilities. A mix of uses is encouraged to create an active live, work, and play health district, including housing, retail, restaurants, and greenspace. The entire Old Dixie node is envisioned to be included in this character area. Specific areas for hotel, residential, retail, and greenspace have been identified in Figure 4.2e.
  - **Hotel:** Hotels are envisioned adjacent to and visible from the interstate to capture interstate commuters.
  - **Mixed Use Retail:** Mixed-use Retail is encouraged along Tara Boulevard, as part of office development in former Tara Crossings, and on the ground floor of office development throughout the site.

- **Greenspace:** The strip of land between Old Dixie Road and Tara Boulevard is envisioned to be a catalytic greenspace to beautify the area with a gateway park. Greenspace in residential areas and as a means to help with stormwater management is recommended throughout the site.





**Legend**

- Medical Mixed Use District
- Hotel
- Mixed Use Retail
- Greenspace
- Mixed Use Residential



### 4.2.3 Concept Plan

Figure 4.2f provides a concept plan for the character areas with the proposed street grid incorporated. This plan highlights locations for potential uses as described previously.

### 4.2.4 Phase I

Phase I, as depicted in Figures 4.2g and h, focuses on Gateway Park, education, hotel and mixed-use office. Gateway park is the catalyst for this first phase, not only beautifying the area, but also attracting the desired development.

The education component is envisioned as a partnership with a local university, such as Clayton State University (CSU). With adjacency to the Southern Regional Medical Center and interstate access, this site may be suitable for a satellite medical education or research facility. Alternatively, with interstate access, this could host a satellite campus for the Continuing and Professional Education program, focused on after-hours courses for professionals.

A hotel on this site is supported by the market analysis study, particularly by leveraging demand from the Southern Regional Medical Center. Cleaning-up the area will be key to attract a quality hotel. Gateway Park along with attracting a quality mix of uses, such as office and retail will enhance the perception of the area.

Office will also be dependant on the visual perception and mix of uses in the area. There is current demand for approximately 80,000 square feet of office in the study area. This area is best positioned to focus on small neighborhood serving office that can serve the local community. Medical-based office in the area is

generally aging and does not meet current market needs. There is potential to leverage this market and provide higher quality medical office than what is currently provided in the area.

Retail uses on the ground floor of the office is proposed in Phase I to create a true mix of uses in the study area. The market anticipates a demand for approximately 200,000 square feet retail. As with other uses mentioned above, this will require improved area aesthetics and perception. Place-making, including the development of Gateway Park and streetscape improvements will be vital.

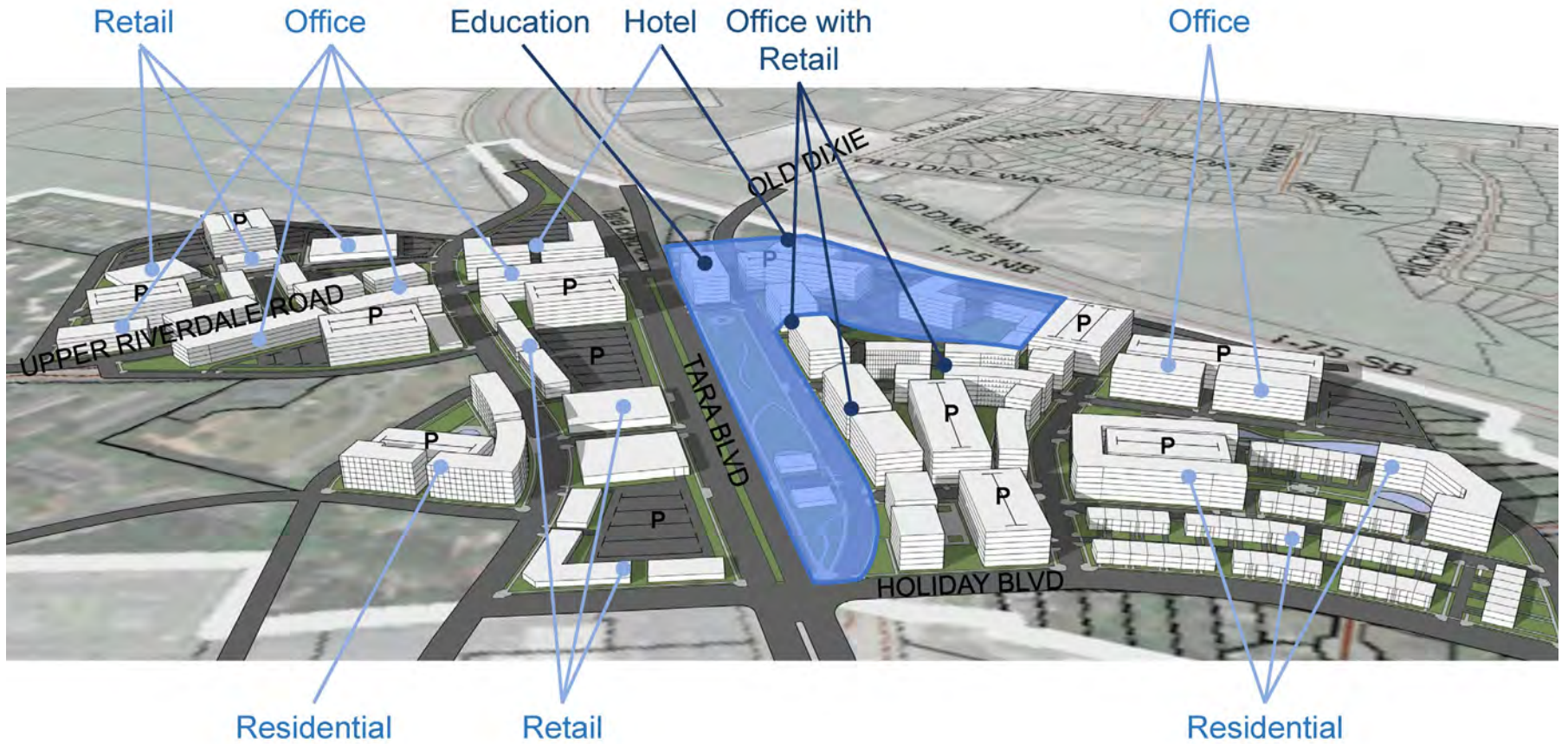












### 4.3 Zoning Recommendations

This section provides zoning recommendations for the Old Dixie area.

An Overlay District is recommended: the Medical District Overlay (refer to Figure 4.3a). An Overlay District will allow the County to incentivize and provide design standards for the types of development desired.

#### Medical District Overlay

The intention of the Medical District Overlay is to provide a healthy, livable mix of land uses to support a growing and activated medical office district, supported by housing, retail, restaurants, and greenspace. The primary use in the study area is medical office, with complementary uses encouraged.

Preferred Uses:

- Medical Office
- Education/Research
- Retail
- Restaurant
- Hotel
- Residential
- Fitness

Heights:

- Minimum: 2 (with exceptions)
- No maximum

Density:

- FAR: Minimum 1.0
- Units/Acre: Minimum 15

#### Streamlined Approval Process

Consider including a streamlined approval process. Instead of the typical public hearing process, consider redevelopment review approval by a specific Old Dixie team that includes Clayton County planning staff and the Development Authority of Clayton County.

#### Design Standards

Design standards are encouraged to be incorporated into the overlay, including:

- Incorporate street connectivity requirements. Include maximum block sizes: 400-600 feet maximum.

Connectivity language may include: New streets must connect two other streets unless natural site conditions make such connection impossible. Restrict or eliminate cul-de-sac streets.

#### Streetscape Standards

For existing right-of-ways, develop street section guidelines that enhance the pedestrian environment and bring buildings closer to the street. Consider a maximum 40' setback from the back of the curb for all new development. Within the setback include:

- 10' maximum landscape buffer
- 10' minimum sidewalk
- 10' minimum supplemental zone

Require the primary entrance to be entered from the primary street

This will encourage parking lots behind the buildings with ample pedestrian right-of-way

and access along the primary street.

For new development, provide streetscape standards for internal street types, including sidewalk widths, landscape buffers, street trees, parallel parking, bicycle access, number of lanes and land widths. A standard streetscape may include:

- 10' drive lanes maximum
- Allow parallel parking on both sides of street
- 5' minimum bicycle lanes or sharrows
- 5' landscape buffer
- 10' minimum sidewalk
- Street trees every 25-50 feet

Increase the minimum caliper for all new street trees to 6" or greater

Require trees within landscape islands in parking lots

Develop street furniture specifications and standards unique to the Old Dixie area.

#### • Parking Standards

Incorporate shared parking standards into the Overlay. Encourage and incentivize shared parking to minimize the addition of new single use parking.

#### • Signage Standards

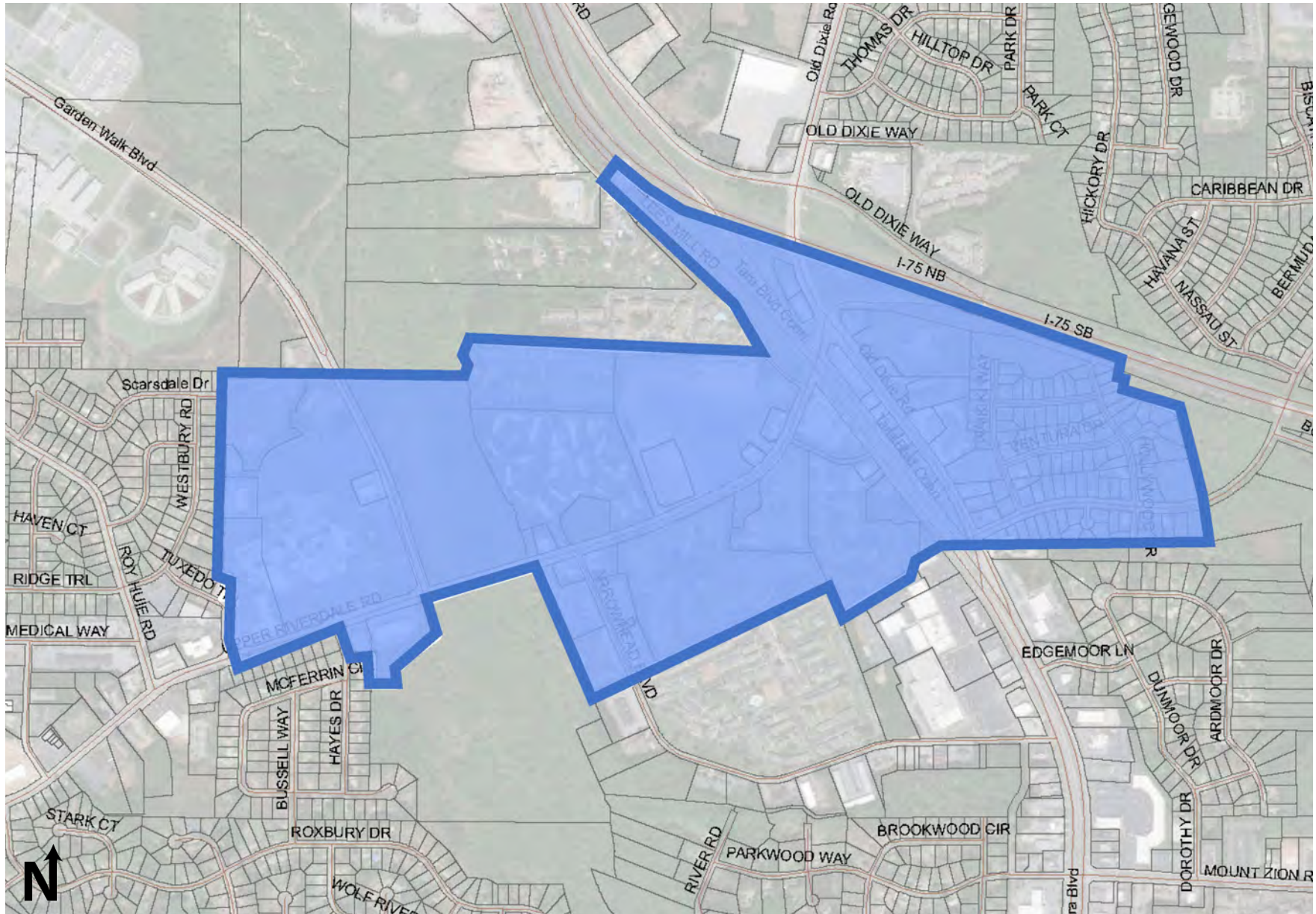
Consider the incorporation of signage standards, including size, materials, and setbacks from the road.

#### • Greenspace Standards

Consider including greenspace requirements in the Overlay, such as a ratio of 10 acres per 1,000 residents. Encourage a variety of park sizes.



# Proposed Zoning Overlay



4.3a: Proposed Medical District Overlay Map

### 4.4 Transportation Recommendations

This section provides an overview transportation recommendations for the Old Dixie study area.

#### 4.4.1 Realignment of Thoroughfares

To promote economic development of the district and introduce a local street character important in promoting walkability, the master plan recommends that the major thoroughfares of the district be realigned to connect Old Dixie Road and its state route designation to Tara Boulevard at an existing northern intersection. This is based on the following steps and actions. Refer to Figures 4.4b and c.

- Relocate SR 3 designation from Old Dixie Road to Tara Boulevard between the existing Old Dixie/Tara intersection and Upper Riverdale Road, returning this extent of Old Dixie Road to Clayton County ownership and maintenance.
- Realign Old Dixie Road to connect directly with Upper Riverdale Road at the intersection with Tara Boulevard. This may use part of the Upper Riverdale extent between Old Dixie and Tara Boulevard, though it will likely involve acquisition of new right-of-way.
- Realign Upper Riverdale Road to intersect with Tara Boulevard at an angle closer to 90 degrees. This involves significant right-of-way acquisition to the west of Tara Boulevard, though much of this is in the single property containing the Tara Crossings shopping center (a large portion of which is currently vacant).
- Repurpose the extent of Old Dixie Road previously carrying the SR 3 designation as a local street with a design appropriate to local land uses.

Movement	Previous Travel Time (min)	New Network Travel Time (min)
Southbound Old Dixie Highway to Tara Blvd	3.2	3.5
Southbound Old Dixie Highway to Westbound Upper Riverdale Road	2.7	2.5
Eastbound Upper Riverdale to Northbound Old Dixie Highway	1.9	2.6
Northbound Tara Boulevard to Old Dixie Highway	2.1	1.7
Northbound Tara Boulevard to Northbound I-75	2.3	2

4.4a: Traffic Operations

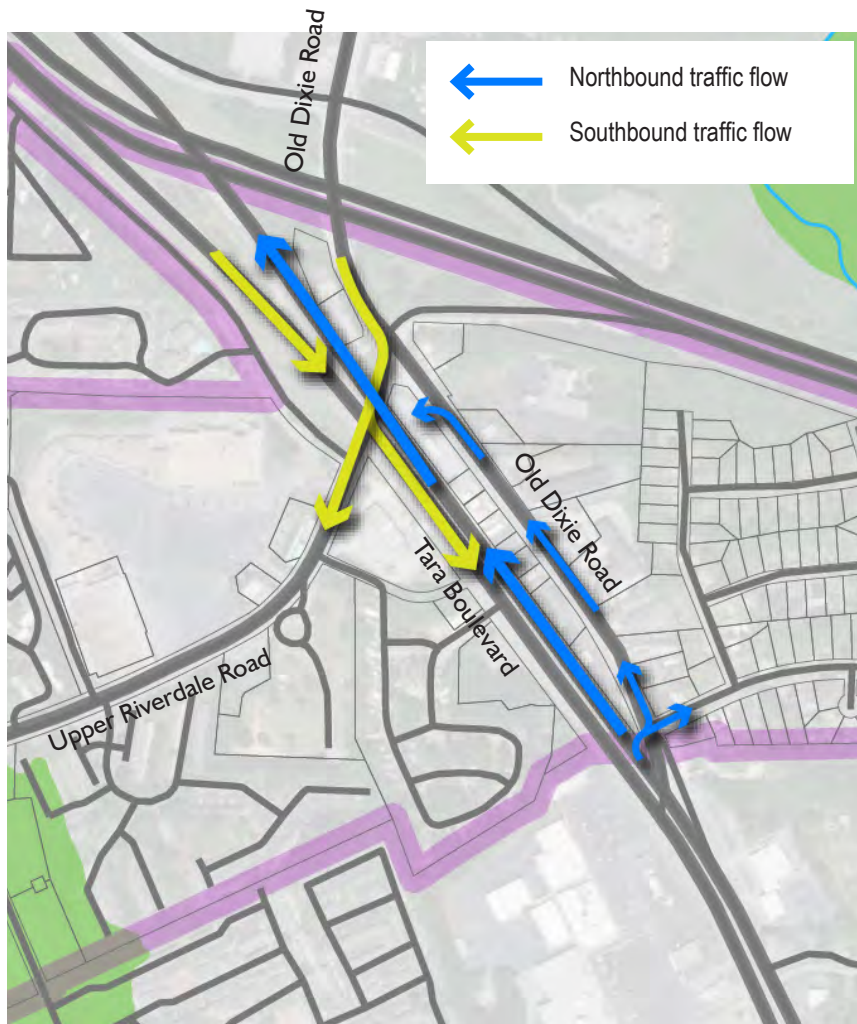
This realignment represents a significant change to the roadway network, but allows several benefits. First and foremost, it allows the Old Dixie corridor to be better positioned as a catalyst site for district-wide redevelopment, something limited by the current road network and the small parcels between Old Dixie Road and Tara Boulevard today.

This intersection and network reconfiguration will require additional study, design, and engineering, along with a partnership between the County and GDOT that should begin discussion prior to any of the above actions being taken. The master plan process performed a high-level traffic operations analysis on the corridor and the Tara Boulevard/Upper Riverdale Road intersection complex, discussed in the following section.

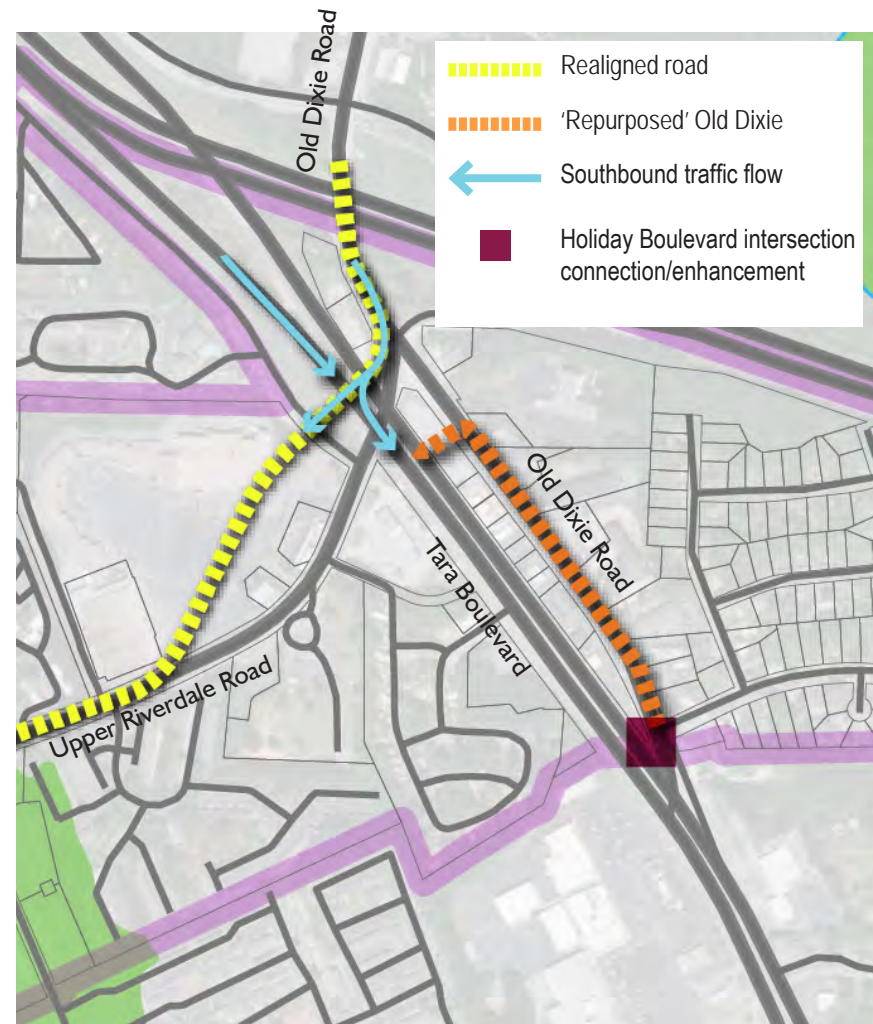
#### Traffic Operations

Refer to Figure 4.4a for a basic Traffic Operations analysis of the Tara Boulevard and Old Dixie Road intersection realignment. While this analysis demonstrated basic feasibility of the realignment with current traffic volumes, it is not a formal traffic study as part of a GDOT-approved concept report or project development process. Further study would investigate traffic operations in greater detail, but should also consider safety and how current designs may create safety challenges along the corridor, especially at the angled intersection of Old Dixie Road and Tara Boulevard. The Development Authority, Clayton County, GDOT, and other partner agencies should carefully consider the balance of traffic operations, potential for safety improvements,





4.4b: Existing Traffic Circulation at the Tara Boulevard/Upper Riverdale Road Intersection



4.4c: Realigned Upper Riverdale-Old Dixie connection, with southbound traffic now passing through a single intersection. Old Dixie is repurposed into a local street with right-out access with its northern end at Tara Boulevard. At its southern end, Holiday Boulevard is extended to connect with Tara Boulevard, replacing the current signal at Old Dixie and Tara and eliminating the angle intersection of those two roads.

and prospects for economic development and value capture in advancing this recommended concept—not simply traffic operations and conventional measures of performance like congestion and delay.

#### 4.4.2 Lee’s Mill Road and Tara Boulevard Parallel Streets

The realignment of Upper Riverdale Road would allow opportunities to realign Lee’s Mill Road further from today’s I-75 and Tara Boulevard alignment and begin to position this corridor to serve more of a local access function for land uses along Tara Boulevard. The study area recommends realigning Lee’s Mill north of Upper Riverdale at the time that Upper Riverdale is realigned, and to establish a policy for right-of-way dedication with any redevelopment of major land use change that occurs south of Upper Riverdale to Arrowhead Boulevard. The specific location of this southern extension would likely be determined through a development review process, though the County may also elect to acquire property to set this right-of-way directly. Refer to Figure 4.4d.

#### 4.4.3 Access Management

If the realignments of the major thoroughfare network recommended in Sections 4.4.1 and 4.4.2 are implemented, this creates numerous additional opportunities for access management and driveway consolidation along the Tara Boulevard corridor itself. This is generally consistent with concepts explored in GDOT’s Tara Boulevard study of providing side access lanes to an enhanced ‘super-arterial’ concept, although it focuses private property access to backs and sides of properties with limited

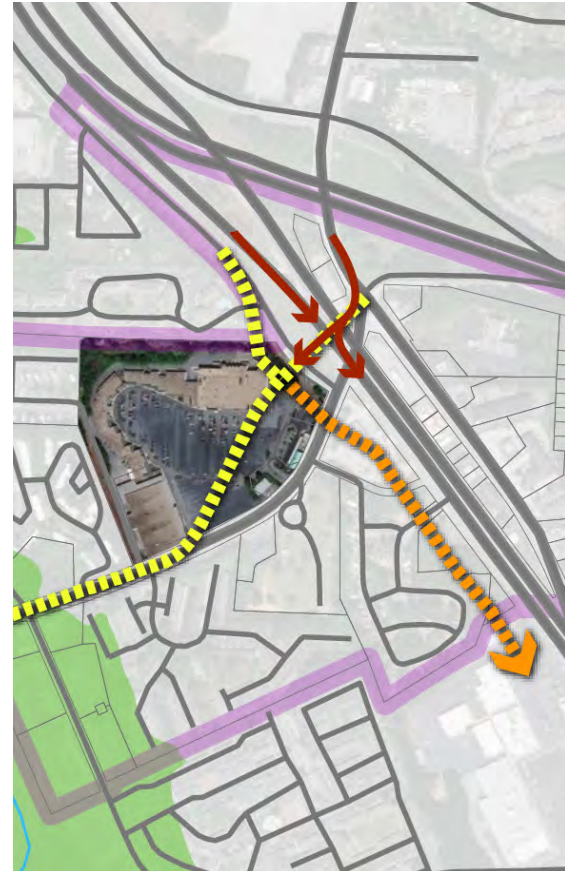
access to Tara Boulevard itself. For example, if Holiday Boulevard is realigned to connect directly with Tara Boulevard, this provides an opportunity for a signalized intersection to allow west-side access and distribute traffic along land uses directly accessed from an extended Lee’s Mill Road.

The master plan recommends that the County amend zoning and development regulations in the district to emphasize access management and driveway locations away from Tara Boulevard to reduce safety conflicts and streamline traffic operations.

#### 4.4.4 Multimodal Connections

The district’s current roadway network combined with its varied topography and two floodplain corridors on either end of Tara Boulevard point to challenges with adding multimodal connections. The few streets that connect in and out of the district are major thoroughfares with high traffic volumes and speeds, as well as significant grade changes that make bicycling difficult in particular. However, the Old Dixie/Tara Boulevard corridor is currently served by bus transit, and GDOT’s Tara Boulevard corridor study has considered transit use in its development of alternatives.





4.4d: These three diagrams illustrate how a realigned Upper Riverdale Road is envisioned to connect to Tara Boulevard and Old Dixie Road and how a further realignment of Lee's Mill Road can position this corridor to continue as a local access street for the Tara Boulevard corridor.

Development Authority of Clayton County

Old Dixie/Tara Boulevard Master Plan

DRAFT





Implementation

### 5.0 Implementation

This section provides recommendations on key next steps to implement the master plan described within this report.

#### Next Steps

##### Short Term (100 day plan)

- Development Authority of Clayton County to approve this Master Plan.
- Present plan to Clayton County Board of Commissioners and discuss next steps.
- Develop Old Dixie Overlay District with zoning updates, including incentives for development that meets the vision set forth in this master plan.
- Identify parcels to acquire, beginning with parcels included in Phase I.
- Leverage economic development incentives, including the existing Tax Allocation District, Tier I State Job Tax Credits, New Market Tax Credits, to attract redevelopment.
- Begin discussions with Clayton State University and other institutions regarding a satellite medical campus or Continuing and Professional Education facility.
- Consider projects from this Master Plan appropriate to include on the Clayton County SPLOST list.

##### Priority Long Term (1-5 years)

- Work closely with the Georgia Department of Transportation (GDOT) to realign the Old Dixie Road/Tara Boulevard intersection, per recommendations within this plan.
- Development Authority of Clayton County, in partnership with the County, to begin consolidating land, primarily parcels in Phase I.
- Design and develop Gateway Park.
- Enhance the Tara Boulevard and Old Dixie Road streetscapes, including wide sidewalks buffered from the road with plantings, street trees, street lights, and street post banners or flags welcoming drivers to Clayton County.
- As parcels are acquired and/or as private development occurs, regulate block size and streetscape design to develop the street grid per this master plan. This will provide developable parcels, while enhancing the desired walkability and connectivity.
- Attract a quality hotel to the study area.
- Coordinate with the AeroATL Greenway Plan for trail connectivity and expansion, particularly along the Flint River.







5.0a: Visionary Master Plan

KEI 2018



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