

Campbellton Community Investment Corridor: A Main Street for Southwest Atlanta

At A Glance

MARTA, in collaboration with the City of Atlanta, is investing in high-capacity transit in the Campbellton Corridor to improve connectivity, accessibility, and mobility in southwest Atlanta. The corridor, which links the Greenbriar Mall area to the Oakland City MARTA Station, is currently served by one of MARTA's busiest bus routes – 83 Campbellton Road.

This historic multimodal investment will greatly enhance the service area and transform how residents travel to points of interest while supporting the community's growth and development for years to come. This project is currently in the planning phase and is projected for completion in 2028.

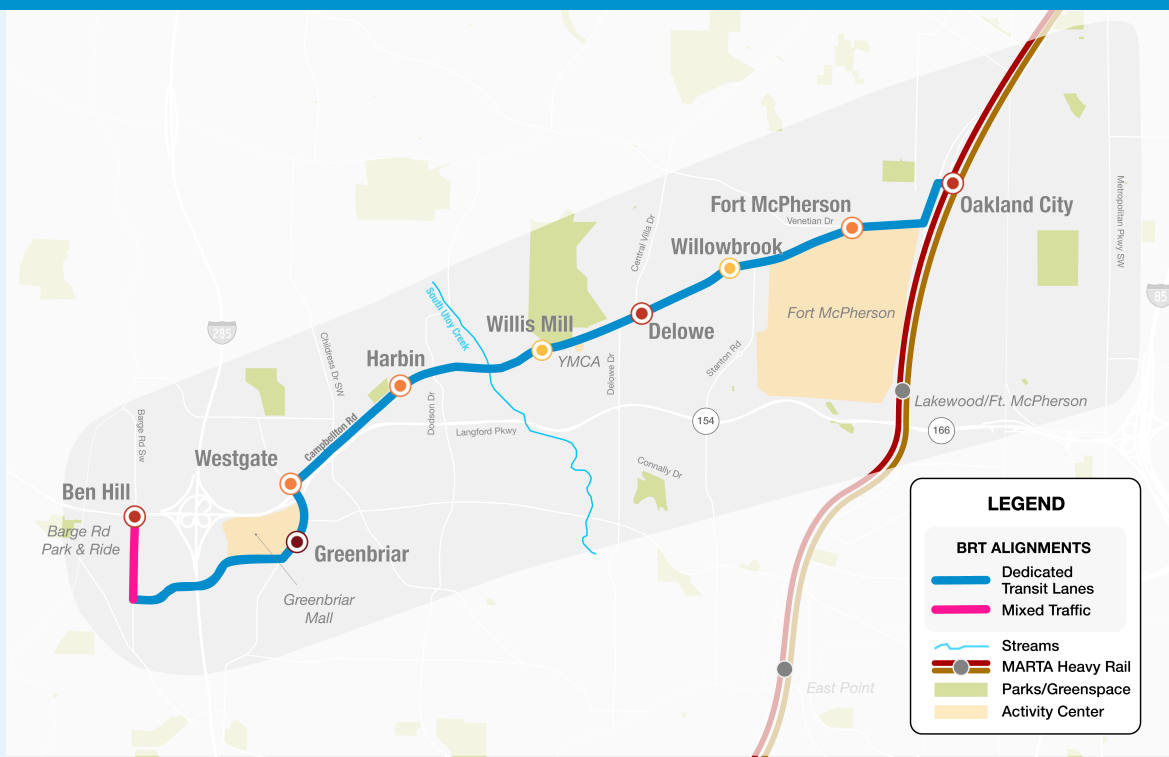
Key Project Goals:

- Increase access to high-capacity transit
- Improve travel times and reliability
- Promote transit-supportive development

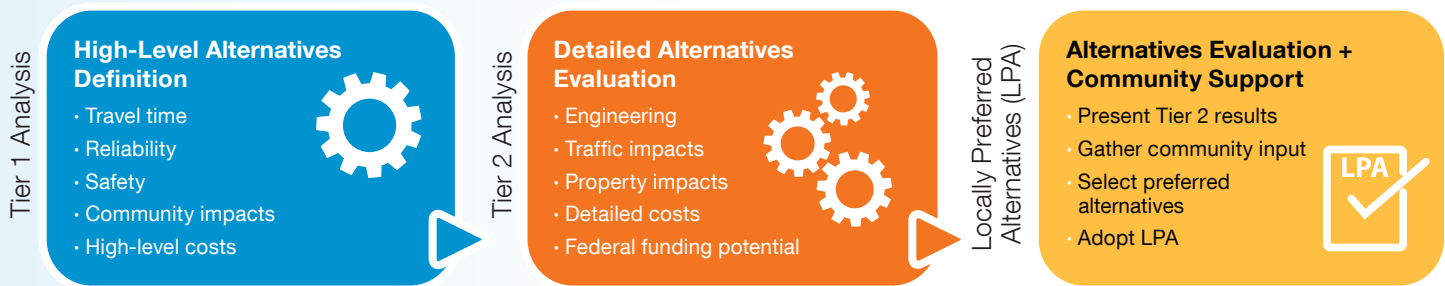
Proposed Center-Running BRT



Project Area Map



Alternatives Analysis Process



1. ALTERNATIVES ANALYSIS

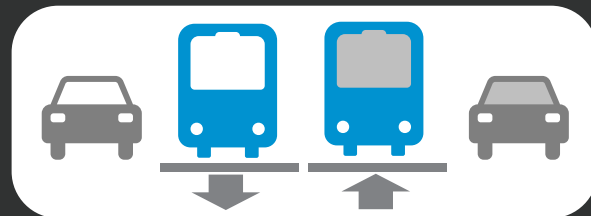
Major transit projects that seek federal funding must go through an “Alternatives Analysis” (AA) process, which considers all realistic options, including vehicle type, travel destinations, and how it operates.

2. PROPOSED STATION LOCATIONS

- Nine potential stations along the corridor have been identified for consideration in the Alternatives Analysis.
- High-priority stations include Greenbriar, Oakland City, and Delowe.

3. LAND USE AND MASTER PLAN

- This project will also examine the economic development potential of the corridor by evaluating transit-oriented development (TOD) and joint-development strategies.
- The project team conducted interviews to help gauge “developer readiness” and economic development opportunities.
- The project team conducted an initial market analysis to evaluate demographics, market trends, and market demand.



Center-Running BRT

- 1 Major Investment:** Part of an estimated \$500 million MARTA investment package in southwest Atlanta.
- 2 More Money for More Stuff:** BRT costs a lot less than rail, so there's money available to build needed features to make the Campbellton Community Investment Corridor a Main Street for southwest Atlanta.
- 3 Faster:** 18-minute travel time, 35% faster than Route 83, and similar travel time as rail.
- 4 Mobility Choices:** 6 miles of curbside, dedicated bike lanes along majority of Campbellton Road and all new sidewalks, curbs, and gutters.
- 5 Exceptional Design:** Center-running, gold standard BRT is a premium transit service, similar to rail.
- 6 Quick Completion:** Can be delivered much faster than rail because it's simpler to construct and funding is easier to obtain.

Community Outreach

Stakeholder Engagement

Stakeholder Engagement launched in October 2019



Stakeholder meetings are continual and consist of face-to-face meetings, virtual meetings, jurisdictional updates, and project-related correspondence

Public Meeting #1

First public meeting held 11/19/19



Summary comments:

- Protection from gentrification/displacement
- Minimize impacts and disruptions to residents and businesses
- Incorporate short-term improvements (bus shelters, etc.)
- Improve safety/security in the area (lighting/more visible employees)

Public Meeting #2

Second public meeting held 6/25/20



Summary comments:

- Quicker project delivery approach
- Improved travel-time and trip reliability
- Greenbriar Mall, Oakland City, and Delowe Drive considered as priority high-capacity station locations

Public Meeting #3

Third public meeting held 6/10/21



Summary comments:

- Faster travel time
- Multiuse bike/pedestrian paths and wider sidewalks
- Connectivity

Community Pop-ups

Community pop-ups held 7/27, 7/28, 7/31, and 8/21 of 2021



Summary comments:

- Wanted to understand difference between local bus and BRT
- High-capacity transit trade-offs
- Optimum service
- Right-of-Way requirements

Additional Outreach

Additional Outreach March, May, and June of 2022



- Two Virtual Meetings on 2/3 & 2/5
- Community bus tour of the corridor on 3/26
- Mt. Carmel town hall meeting on 3/31
- Campbellton open house on 5/21
- Business roundtable 6/16
- Community development roundtable 6/28



Canvassing:

- Posted yard signs along **25** high-ridership bus stops in corridor.
- Posted yard signs along **10** high-traffic intersections in corridor.
- Installed **two** A-frames each at Barge Road Park & Ride and Oakland City MARTA Station.
- Visited schools, businesses, apartments, libraries, and mall in the corridor and distributed flyers and yard signs.



Survey:

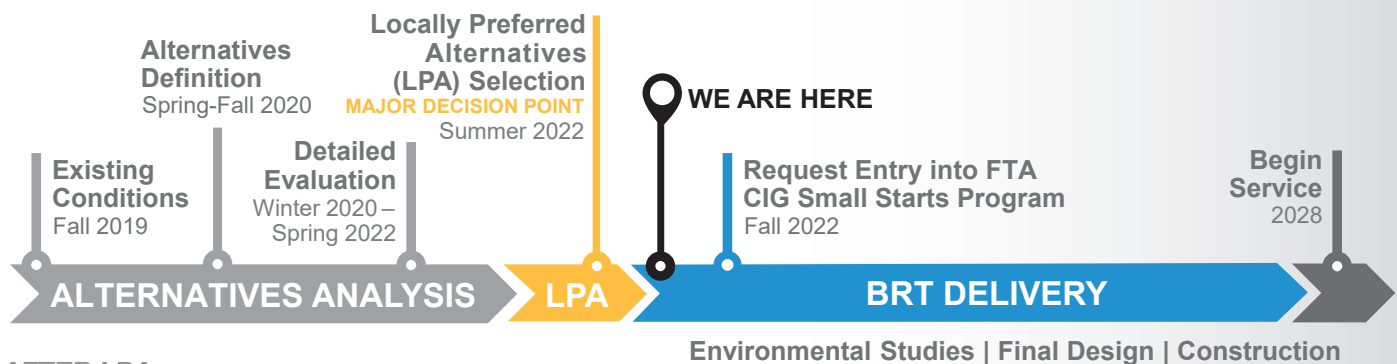
- Conducted survey from **May 28, 2021 – August 31, 2021**.
- Received **621** paper survey results and **317** surveys completed online.
- Responses were evenly split between LRT and BRT.

Next Steps

MARTA has continued to engage the community and stakeholders throughout the study process. Public outreach was conducted during summer 2021 to obtain additional input on the proposed transit alternatives and station locations that will help guide the identification of the Locally Preferred Alternatives (LPA).

ACTIVITY TIMELINE

- Coordinated with stakeholders to refine proposed station area concepts (February 2021-April 2021)
- Presented alternatives analysis for public feedback (June 2021)
- Addressed feedback and incorporate public comments (June 2021-February 2022)
- Complete transit-oriented development (TOD) Master Plan (Ongoing)
- MARTA Board adopted Center Running BRT as the Locally Preferred Alternative (LPA) in July 2022



AFTER LPA

- Environmental studies and engineering activities
- Transit-Oriented Development (TOD) implementation
- Final Design and Construction of selected mode
- Construction of selected mode
- Begin service

To obtain more information on the project please email Marcus Arnold at marnold-vhb@itsmarta.com.

You may also visit <https://www.itsmarta.com/campbellton-corridor.aspx> for updates.

To request this information in a language other than English or in an accessible format, please call [404-848-4037](tel:404-848-4037).



SCAN ME

Learn more about project in the [Virtual Meeting Room](#).