



IMAGINE MEMORIAL

A PARTNERSHIP BETWEEN HON. NATALYN ARCHIBONG AND THE GEORGIA TECH SCHOOL OF CITY AND REGIONAL PLANNING

• Edgewood • Kirkwood • Grant Park • Glenwood Park • Cabbagetown • East Lake • Oakhurst • Reynoldstown • East Atlanta •

What We Will Talk About

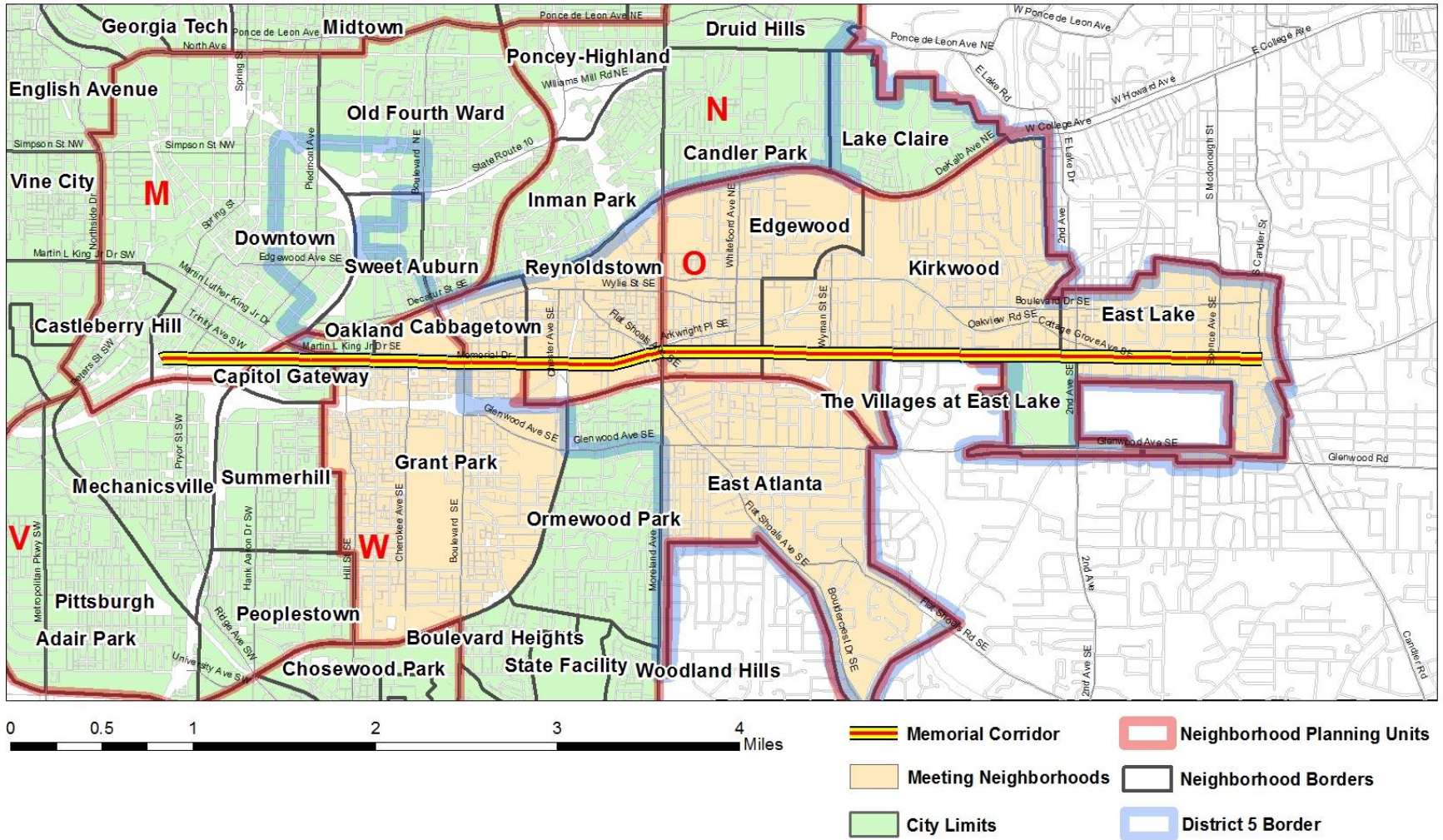
- Imagine Memorial as the Spine of a Diverse Urban Experience
- Outreach – the Foundation of Our Efforts
- Land Use and Development
- Transportation
- Connectivity
- Implementation
- Next Steps: Livable Centers Initiative

Outreach

Goals and Outcomes:

- Listening
- Incorporating:
 - Existing plans
 - Development initiatives
 - Citizen and stakeholder priorities
- Launching community-guided implementation strategy

Outreach Neighborhoods





Residents writing suggestions on a map at a Reynoldstown Civic Improvement League meeting

Outreach Action Plan

- Attended September and October meetings of many neighborhood associations and five NPUs
- Encouraged residents to offer feedback, which was foundation of plan
- Reached out to many public and private sector institutional stakeholders, such as City of Atlanta, GDOT, MARTA, and several developers
- Solicited feedback from community leaders in early September

Land Use and Development

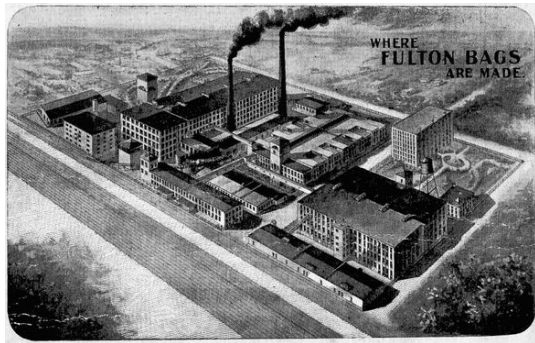
Goals and Outcomes:

- Identify private and public development planned and under way.
- Coordinate development with proposed travelway and intersection improvements
- Consider emerging community needs in future land use planning, zoning, and urban design
- Support existing and diverse jobs, future job creation
- Consider shared parking
- Propose affordable housing strategies, including use of publicly owned property, zoning tools, and tax tools

Memorial Drive Historical Assets



Oakland Cemetery – 1850



Fulton Bag & Cotton Mills - 1857

Name changed in 1940's
from Fair Street in
reference to Oakland
Cemetery and the Battle
of Atlanta

Industrial history starting
in 1850's

Always a major
transportation corridor

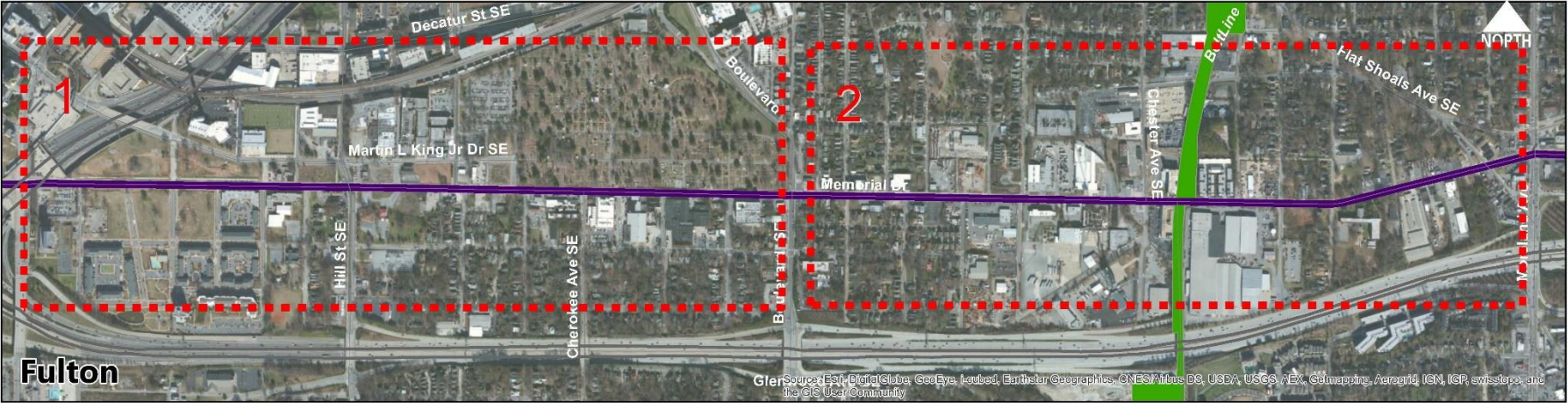


John F. Faith Elementary - 1922



Former Standard Oil Station - 1954

MEMORIAL DRIVE REAL ESTATE FOCUS AREAS



Source: Esri, DigitalGlobe, GeoEye, AeroMap, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroX, GeoMapping, AeroGRID, IGN, ICF, swisstopo, and the GIS User Community

THE LEONARD



BOULEVARD TO MORELAND



NEXTRAN



WATERSHED SITE



REYNOLDSTOWN CROSSING PHASE II



FUTURE TOWNHOMES



FUTURE WONDERROOT



THE CUBE (COFFEE SHOP)



CABBAGETOWN CHARETTE SITE



EXISTING TOWNHOME FOUNDATIONS



ATLANTA DAIRIES



BOLLWERK RESIDENTIAL



MORELAND AVENUE TO WARREN STREET



VACANT RESIDENTIAL



COMMERCIAL?



POSSIBLE CONDOS



VACANT PARCELS



REVIVED MIXED-USE



PREPPED RESIDENTIAL



VACANT COMMERCIAL



POSSIBLE COMMERCIAL

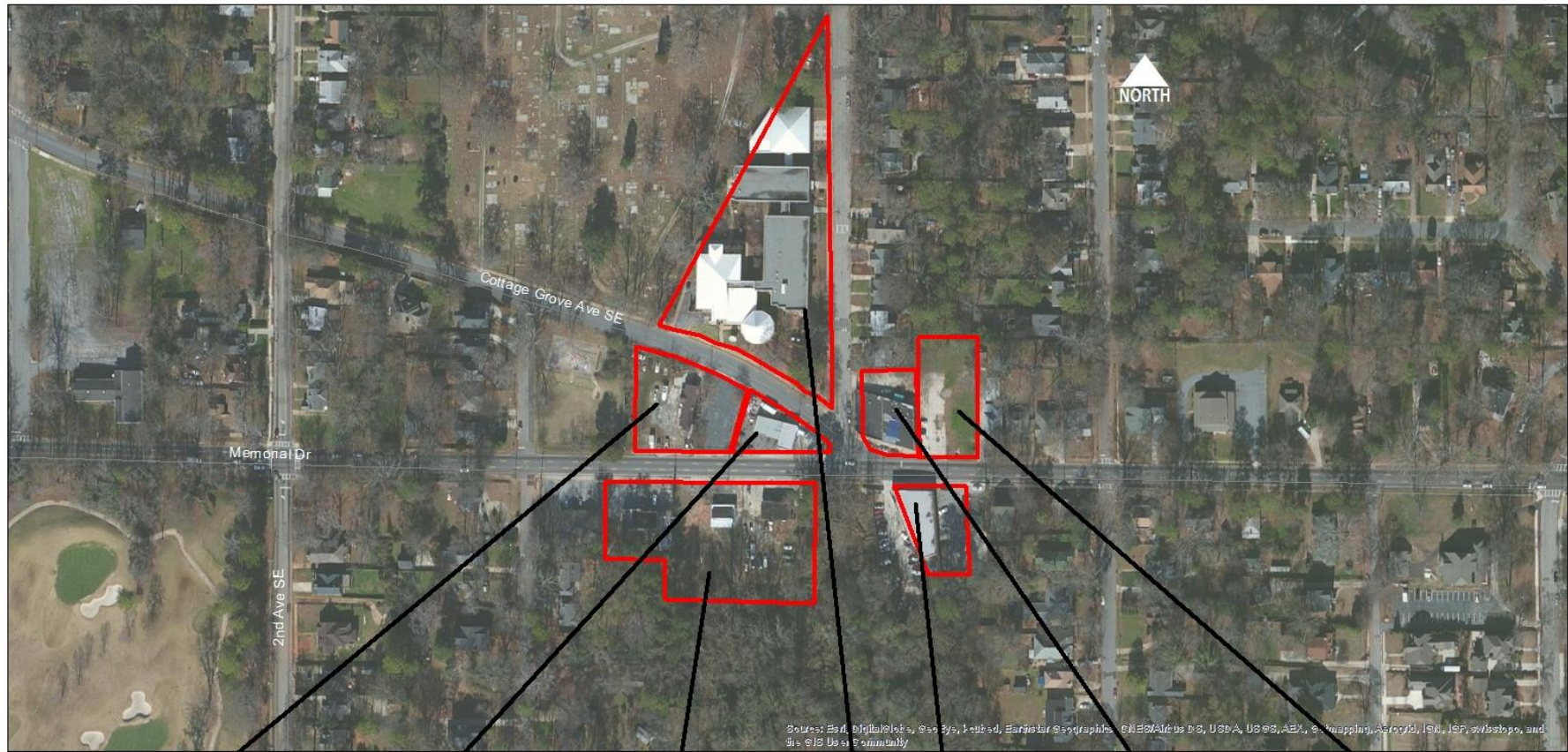


IVY PREP ACADEMY



Source: Esri, DigitalGlobe, GeoEye, AeroVista, Earthstar Geographics, CNR/Airphoto, USDA, USDA, Aerial, GeoMapping, AeroVista, IGN, IGN, and the GIS User Community
Map by Greg Giuffrida, Georgia Tech MCRP 15

WARREN STREET TO CANDLER ROAD - FOCUS ON COTTAGE GROVE POTENTIAL



Map by Greg Giuffrida, Georgia Tech MCRP '15

UNDERUSED
COMMERCIAL



UNDERUSED
COMMERCIAL



UNDERUSED
COMMERCIAL



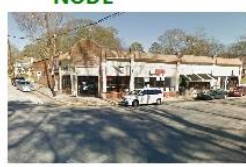
VACANT
SCHOOL



UNDERUSED
COMMERCIAL



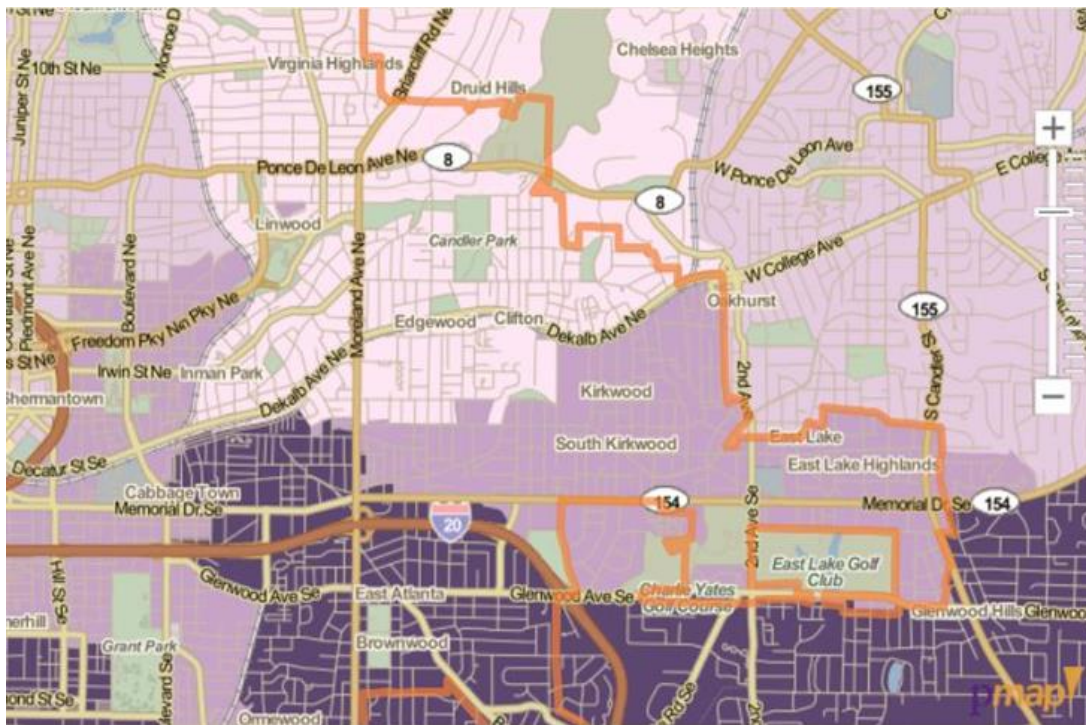
COMMERCIAL
NODE



VACANT
RESIDENTIAL



Housing Issues



LISC Composite Foreclosure Risk Score, September 2013 (PolicyMap.org)

- Density: More single-family homes than rest of city, but that's changing as more multifamily projects come
- Affordability: Growing market pressure in BeltLine neighborhoods
- Continued foreclosure vulnerability to south, east (see map)
- Transit/multimodal accessibility still lags away from MARTA rail
- Jobs-housing match relatively weak

LCI 5-year Housing Strategy

LCI PRIORITIES FOR HOUSING:

- Affordability
- Economic diversity
- Job-housing match
- Aging in place
- Efficient use of transportation facilities

GOALS OF HOUSING STRATEGY

- Help existing residents stay in their homes if they choose
- Preserve and improve existing affordable stock options
- Promote development of new affordable units
- Promote development that is accessible to transit and other alternative modes
- Infrastructure and services that allow elderly residents to remain in their communities

LCI 5-year Housing Strategy

Issue	Tools
New Affordable Development	LIHTC, BAHTF, Invest Atlanta tools
Seniors	Low-cost loans, grants for home repairs, energy efficiency Property tax freezes; Shared Housing
Transit Accessibility	MARTA TOD program, density bonuses near transit
Future zoning	Exploring inclusionary zoning for affordability

Transportation Improvements

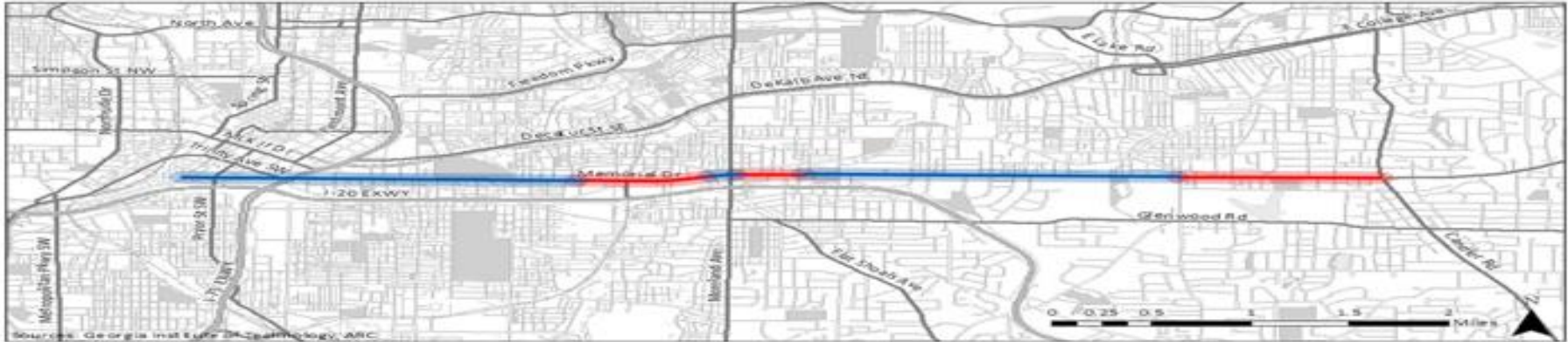
Goals and Outcomes:

- Improving pedestrian and vehicular safety
- Providing consistency in lane treatments
- Using intersection redesigns to better control access, moderate travel speeds, provide for safer pedestrian and vehicular crossings, and shape new development opportunities
- Enhancing transit serviceability and experience for now and the future
- Developing consistent design guides for traffic controls, sidewalks, lighting, signage, transit stops, on-street parking, and tree planting to imagine a grand boulevard over time

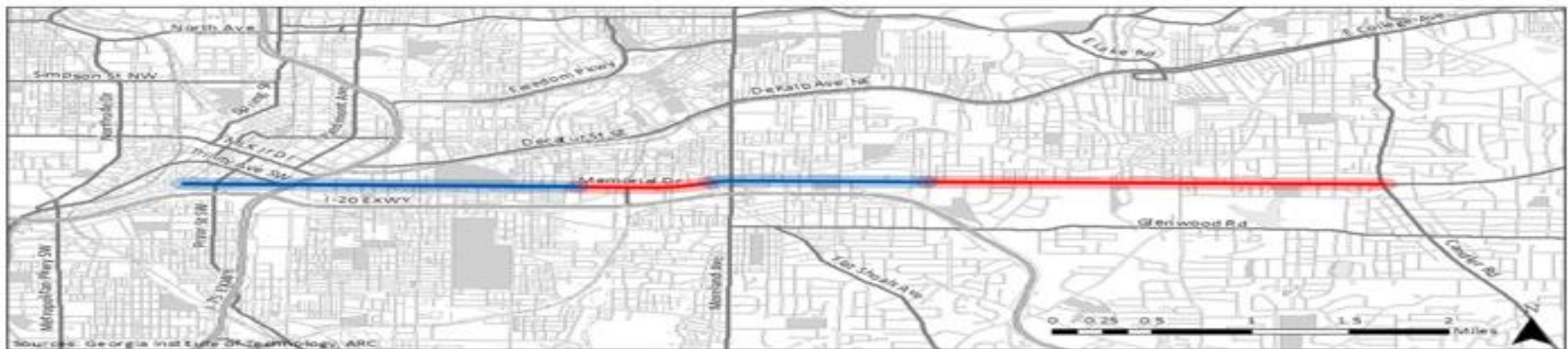
Roadway and Intersection Considerations



Eastbound perspective
from Howard St



Existing Configuration Segments



Proposed Configuration Segments

The “Speed Section”



Maynard Terrace and Clifton

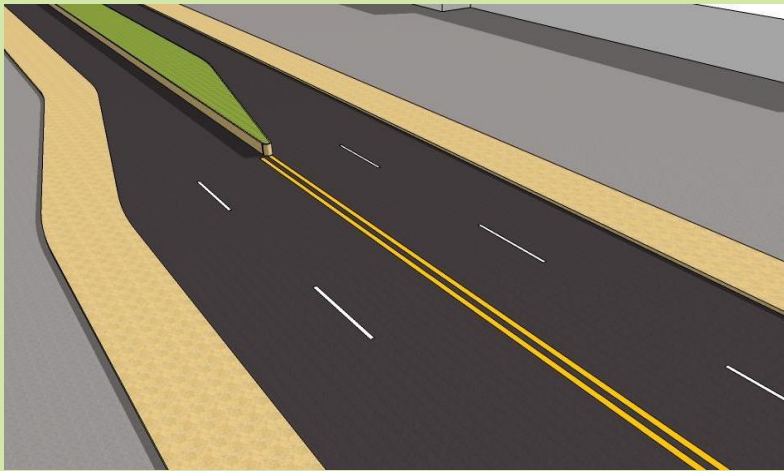
- Adequate pedestrian access
- No disappearing lane at reversible transition
- Access management
- Level of Service

Examples of speed-reducing strategies



Intersection Design Alternatives

Moreland



Whitefoord "Ovalabout"



Intersection Design Alternatives

Cottage Grove



Howard St



Transit

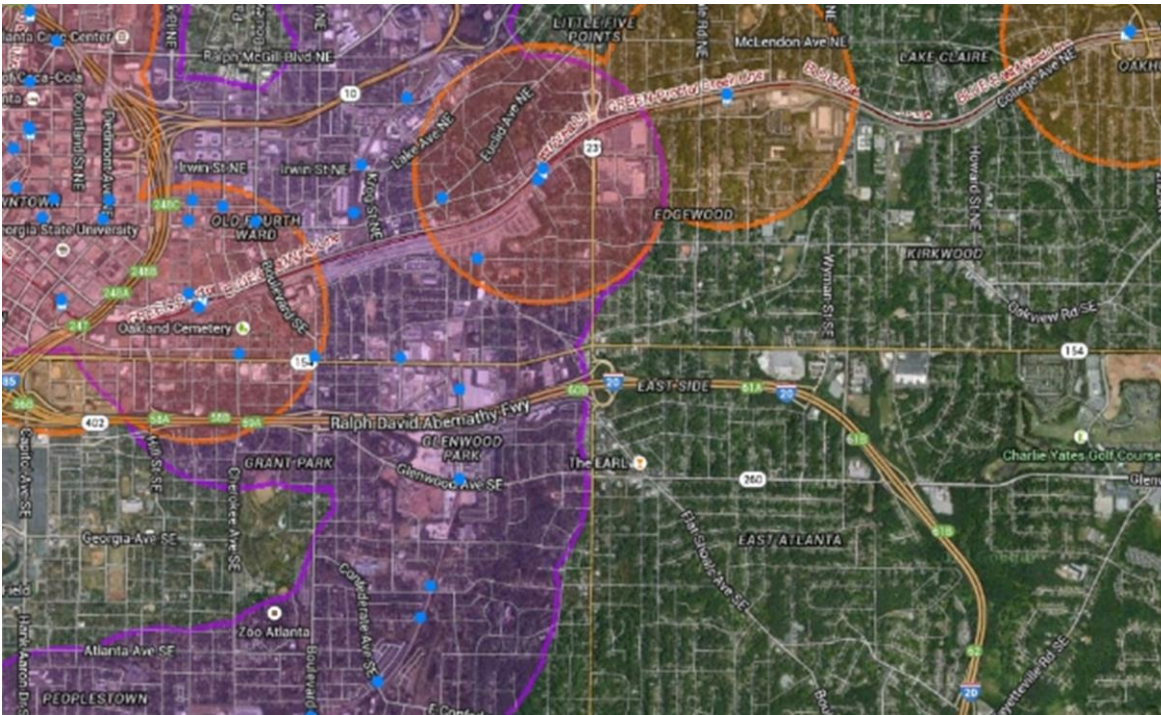
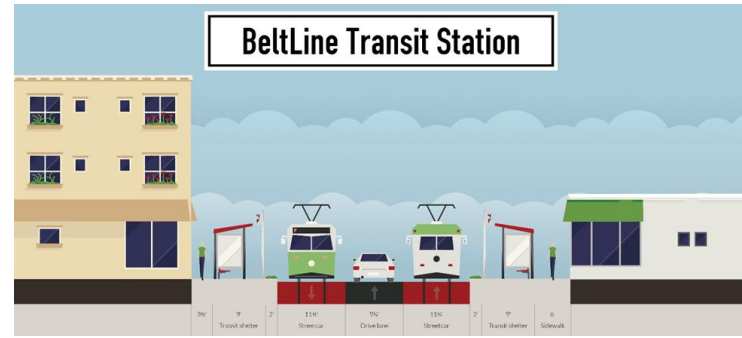
Goals and Outcomes:

- Recognizing and building on Memorial as an already heavily used transit corridor
- Establishing a regular sequence of bus shelters and sidewalks to enhance transit functionality and desirability
- Guide alternatives selection to incorporate optimum visions for the corridor's future for both BeltLine and MARTA BRT long range initiatives

Moreland Avenue BRT Station



BeltLine Transit Station



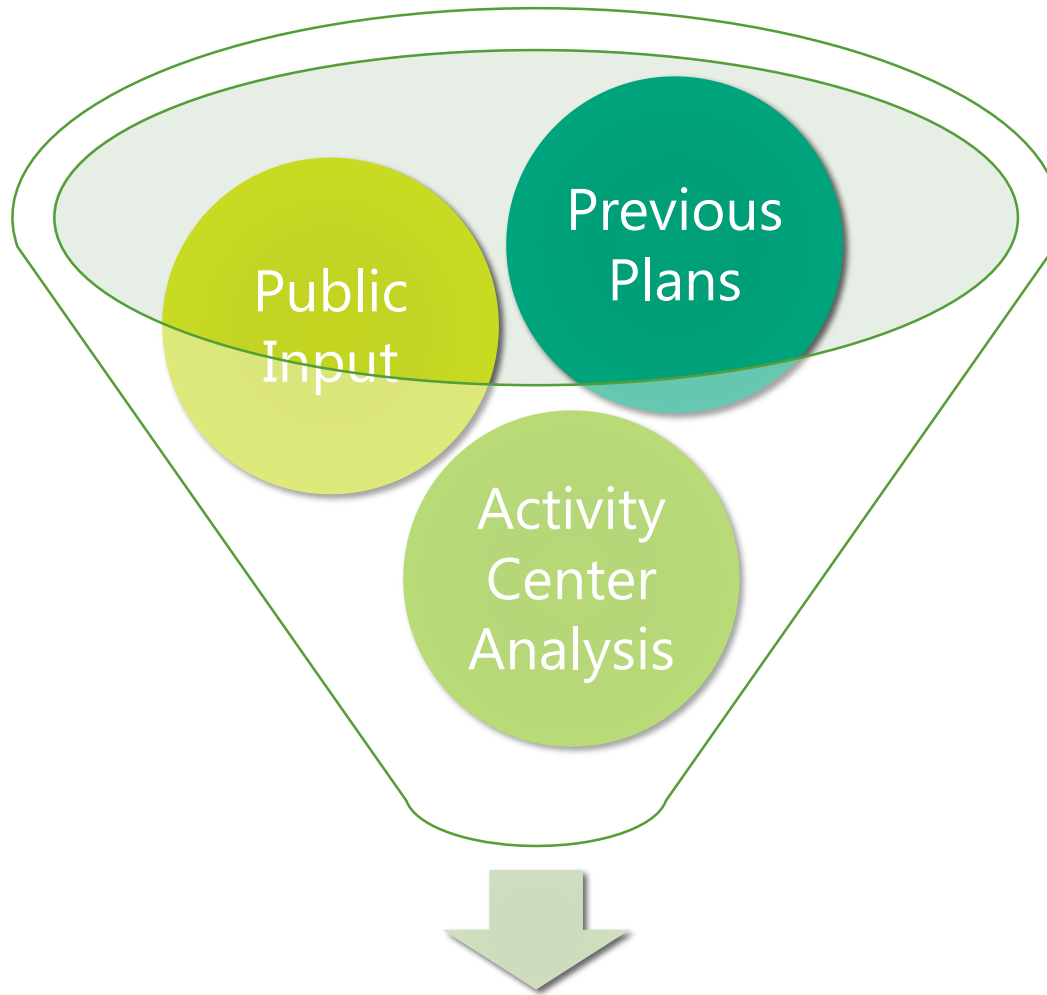
Transit Vision

- Bus Rapid Transit service intersecting Memorial Drive corridor
- Walkability within ½ mile of transit station
- Queue jumping lanes

Multimodal Connectivity Plan

Goals and Outcomes:

- Developing routes for slower traffic, with emphasis on pedestrian and bicycle modes, paralleling Memorial Drive both to north and south
- Prioritizing filling in gaps in already existing and planned bike and ped routes
- Working with intersection designs to establish safer, clearer crossings of both Memorial and I-20
- Using enhanced connectivity to highlight access to existing and future neighborhood amenities, like shopping nodes, parks, schools, creek ways, and tree stands
- Recognizing and connecting the whole corridor to its rich history with interpretive signage and monuments (like the McPherson monument)



Final Connectivity Network

Activity Center Analysis

Activity centers prioritized as major connections points

- Activity centers defined by major commercial, recreational, and community facilities
- Existing and planned developments considered in analysis

Existing vs needed bicycle and pedestrian connections

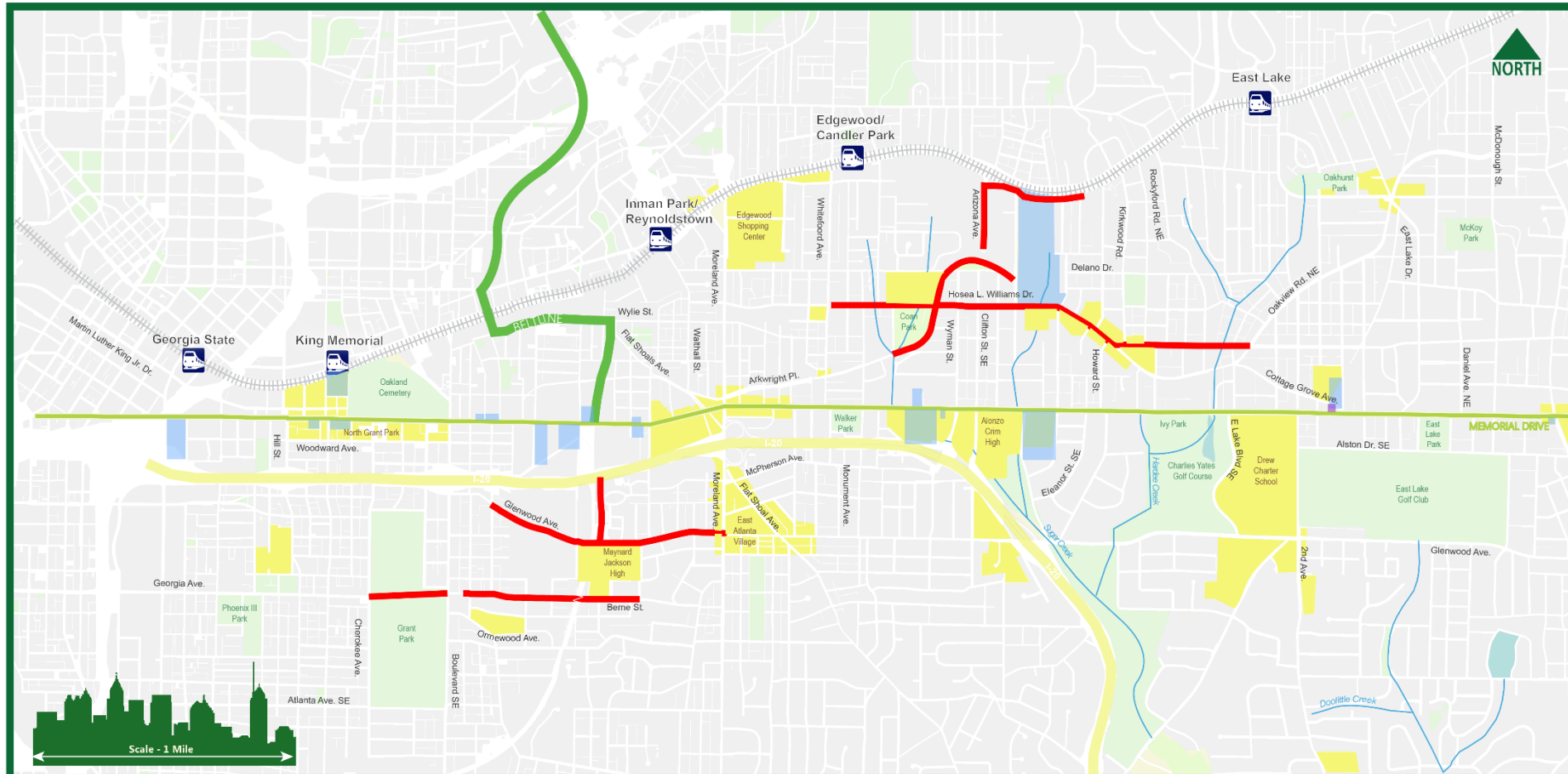
- Existing and adequate routes considered
- Activity centers lacking adequate bike/ped connections identified

Stakeholder input and previous plans

- Stakeholder and public input used to identify small scale easy to miss problems
- Prior studies, neighborhood plan recommendations comprehensively reviewed

IMAGINE MEMORIAL - CONNECTIVITY VISION

By Corentin Auguin, GA Tech MCRP 2014



EXISTING

- Activity Center
- BeltLine
- Park
- Bike Lane



MARTA Rail station



Upcoming Activity Center

SOURCES

This map represents the pedestrian and bike facilities vision for the future of Memorial Drive. The map incorporates parts of plans developed by the neighborhoods, local governments as well as Connect Atlanta, the MLK Jr. Dr. revitalization study, the Beltline subarea 4 study and the Regional Transportation Referendum along with the students' recommendations.

Bicycle and Pedestrian Connectivity Plan

Prioritized safe, efficient routes

- Corridors parallel to Memorial (Glenwood, Arkwright, etc.) prioritized as bicycle pedestrian primary routes
- Prioritized expansions and upgrades of existing network
- Emphasis on community facility access

Avoiding vehicle and pedestrian conflict

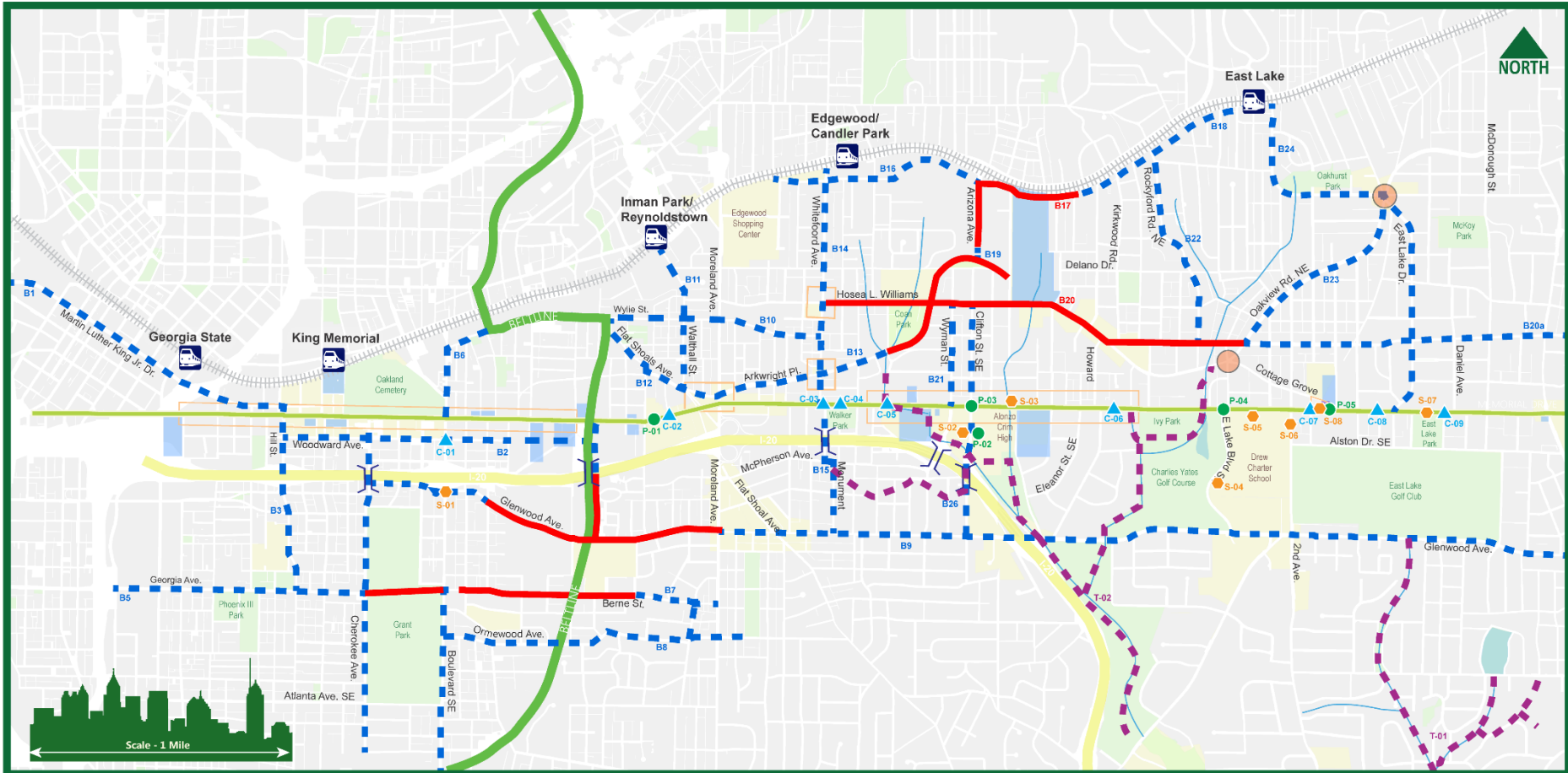
- Quieter, safer, slower routes given priority

Comprehensive network

- All activity centers must be accessible from unified route system
- Bicycles, pedestrians, and other users must be accommodated equally

IMAGINE MEMORIAL - CONNECTIVITY VISION

By Corentin Auguin, GA Tech MCRP 2014



PROPOSED

- Sidewalk Project
- Safety Project
- Crosswalk Project

Shared Space

- Shared Space
- Candidate for Complete Street

- Upcoming Activity Center
- Improved Pedestrian Bridge

- Proposed Bike Way or Upgrade
- Proposed Multi-Use Trail
- S-01 Project Number

EXISTING

- Activity Center
- BeltLine
- MARTA Rail station
- Park
- Bike Lane

SOURCES

This map represents the pedestrian and bike facilities vision for the future of Memorial Drive. The map incorporates parts of plans developed by the neighborhoods, local governments as well as Connect Atlanta, the MLK Jr. Dr. revitalization study, the Beltline subarea 4 study and the Regional Transportation Referendum along with the students' recommendations.

COMPLETE STREETS

Increased accessibility

Accommodates all travel modes
Accessible for limited mobility individuals
Transit and alternative modes improved



Increased safety

Visible bike lanes and boxes
Sidewalks with barriers and trees
Slower travel speeds



Complete Streets Bike Boxes, New Haven

Neighborhood-friendly environment

Gathering place for community
Commercial and activity hub
Public landmark opportunity

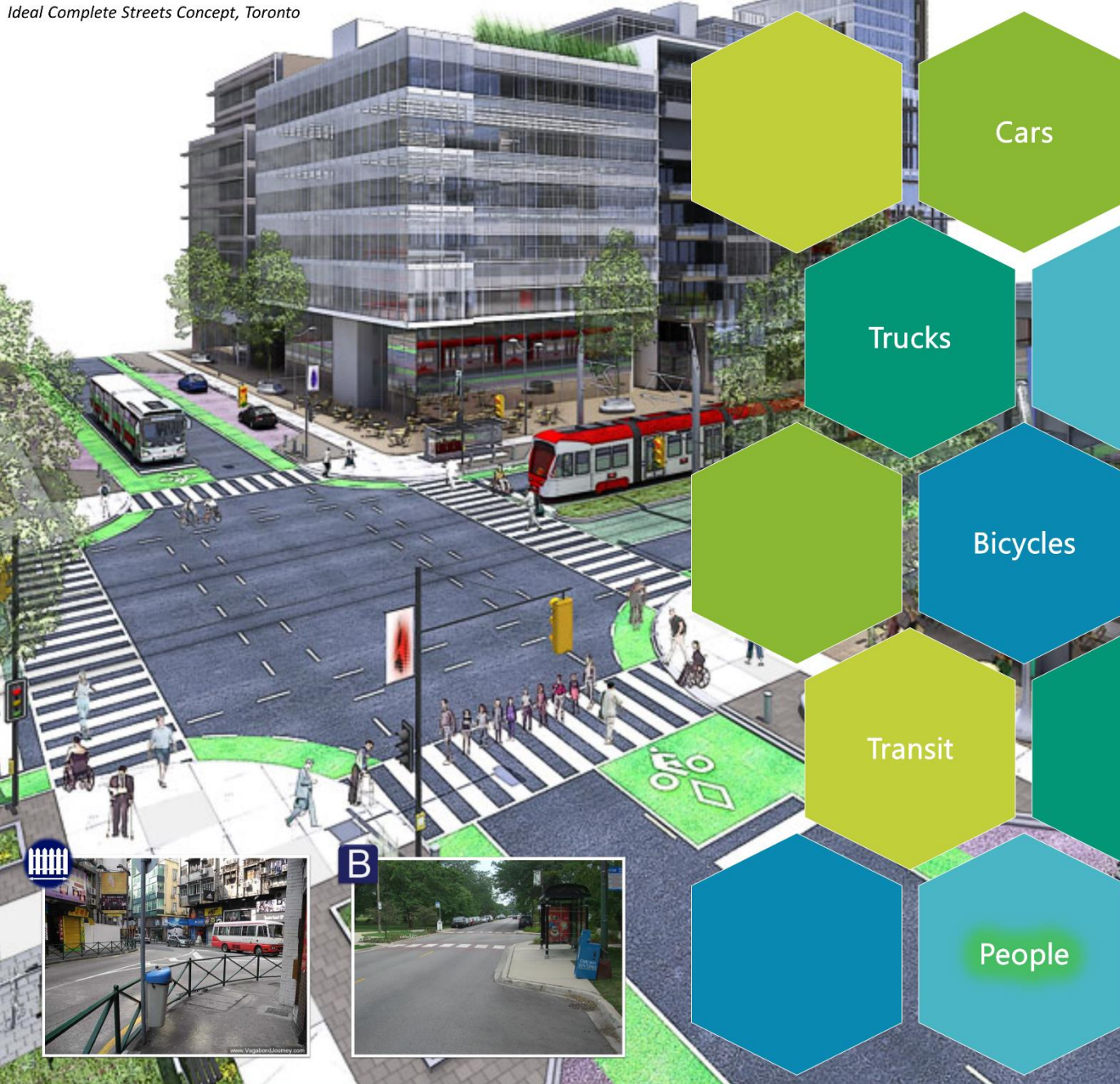
Cars

Trucks

Bicycles

Transit

People



PEDESTRIAN FACILITIES

Cars

Reconnect neighborhoods
Shorten travel times
Increase walkability
Promote neighborhood collaboration

Trucks

Bicycles

Transit

People

Increase safety
Separate peds from high speed roads
Provide safe access for children, elderly
Promote healthy activity

Low-impact designs
Affordable implementation
Maintain neighborhood character
Enhance existing travelways



Hazel St Pedestrian Bridge, Macon, GA



*Pedestrian path, creek right-of-way, Japan
See Dekalb County Shoal Creek Trail*

S



Hazel St Pedestrian Bridge, Macon, GA



04/23/2010

Implementation

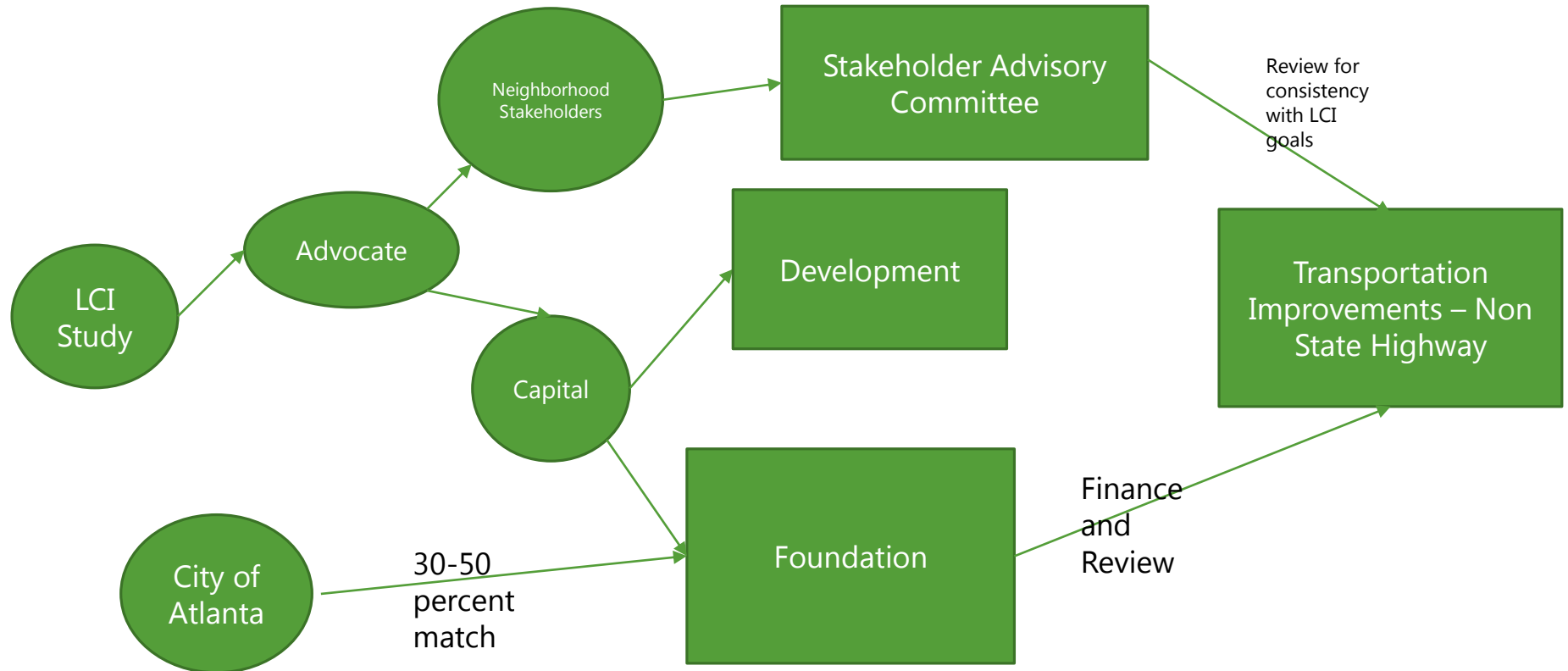
Goals and Outcomes:

- Identifying next steps
- Listing private and public projects in the works, with approximate cost ranges and timelines
- Sharing and updating this information so that private, public, and community stakeholders can inform their judgments on a common information base
- Identifying and encouraging possible collaborations necessary to move forward, step by step, toward realization of the Imagine Memorial vision
- Preparing this report in the form of a Livable Centers Initiative funding application to the City and the Atlanta Regional Commission

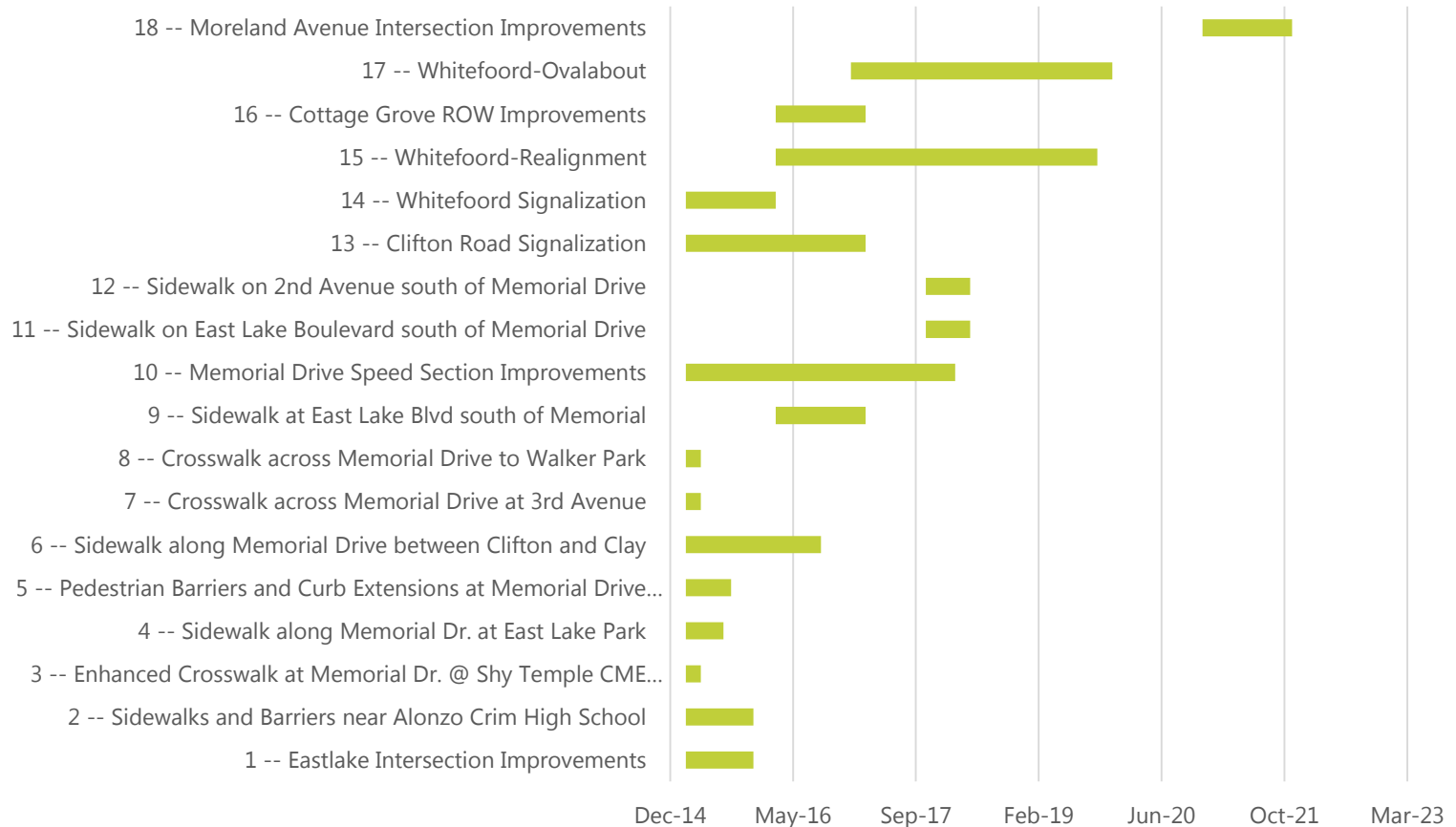
Maintaining Consistent Outreach

Phase	Dates	Purpose	Institution for Outreach
Create	March 2015-March 2016	<ul style="list-style-type: none"> Educate general public and neighborhood groups Work with city and state agencies to identify funding opportunities Attract investors for foundation and/or CID 	<ul style="list-style-type: none"> Council district #5 incumbent Georgia Tech School of City and Regional Planning (through graduate study program) Media, mostly through real estate trade publications
Inspire	March 2016- March 2018	<ul style="list-style-type: none"> Continue to accelerate program support Entice investors with corridor potential Emphasize to community the progress that is being made, why, and how it is improving lives 	<ul style="list-style-type: none"> Foundation staff Council district #5 incumbent City of Atlanta Office of Planning and Community Development AND Department of Public Works
Inform	March 2016- March 2018	<ul style="list-style-type: none"> Emphasize benefits of corridor-wide improvements Create consensus for LCI study area renewal 	<ul style="list-style-type: none"> Private foundation Council district #5 incumbent Property owner(s) whose lives are positively impacted
Recreate	March 2018 – March 2020	<ul style="list-style-type: none"> Prepare case for LCI renewal along corridor 	<ul style="list-style-type: none"> Neighborhood and/or community advocates Business owners who have experienced a return on investment

Investment Policy – Public/Private Synergies



5 Year Transportation Strategy -- Timeline



Five Year Transportation Strategy-- Investments

Improvement	Investment
18 -- Moreland Avenue Intersection Improvements	\$ 148,104.00
17 -- Whitefoord-Ovalabout	\$ 1,435,732.80
16 -- Cottage Grove ROW Improvements	\$ 2,534.40
15 -- Whitefoord-Realignment	\$ 1,107,628.80
14 -- Whitefoord Signalization	\$ 315,748.80
13 -- Clifton Road Signalization	\$ 499,468.80
12 -- Sidewalk on 2nd Avenue south of Memorial Drive	\$ 21,750.00
11 -- Sidewalk on East Lake Boulevard south of Memorial Drive	\$ 32,000.00
10 -- Memorial Drive Speed Section Improvements	\$ 3,285,196.80
9 -- Sidewalk at East Lake Blvd south of Memorial	\$ 32,000.00
8 -- Crosswalk across Memorial Drive to Walker Park	\$ 3,000.00
7 -- Crosswalk across Memorial Drive at 3rd Avenue	\$ 3,000.00
6 -- Sidewalk along Memorial Drive between Clifton and Clay	\$ 11,610.00
5 -- Pedestrian Barriers and Curb Extensions at Memorial Drive and Clifton	\$ 20,910.00
4 -- Sidewalk along Memorial Dr. at East Lake Park	\$ 98,110.00
3 -- Enhanced Crosswalk at Memorial Dr. @ Shy Temple CME Church	\$ 3,000.00
2 -- Sidewalks and Barriers near Alonzo Crim High School	\$ 52,440.00
1 -- Eastlake Intersection Improvements	\$ 107,760.00

Project Team

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