



# SOUTH DOWNTOWN TRANSIT STATION ENHANCEMENT PLAN RECOMMENDATIONS FOR FIVE POINTS & GARNETT STATIONS



## ACKNOWLEDGMENTS

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Central Atlanta Progress [CAP]

Atlanta Downtown Improvement District [ADID]

MARTA

City of Atlanta

Atlanta Regional Commission [ARC]

Atlanta Downtown Neighborhood Association [ADNA]

Castleberry Hill Neighborhood Association [CHNA]

## Consultant Team



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Five Points Station looking East down Alabama Street from Forsyth Street (Proposed)



Garnett Station looking south from Trinity Avenue



# 1.0 Existing Conditions

## 1.1 PROJECT BACKGROUND AND PURPOSE

### Project Background

Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District (ADID) hired a consultant team led by TSW that included Contente Consulting, Nelson \ Nygaard, and Gabler Youngston ("Project Team") to research, evaluate, design, document, and execute creative placemaking and 'tactical urbanism' enhancements for Downtown Atlanta's South central business district's MARTA rail stations, specifically the Five Points and Garnett stations. This study identifies and illustrates immediate-, short-, and long-term projects to transform the appearance of and experience at the two rail stations.

The Atlanta Regional Commission's (ARC) Livable Centers Initiatives (LCI) Supplemental Study Program provided funding for this study. The ARC developed the LCI program to provide assistance to communities seeking to create new plans for quality growth, by developing innovative policies that support more vibrant, connected communities. Once LCI studies and plans are complete, those communities are eligible for additional LCI funding. ARC rewards past recipients by offering additional funding resources for transportation projects

and supplemental studies to help implement the LCI plans.

CAP / ADID completed the Imagine Downtown Encore/ Downtown Atlanta LCI Plan in 2009, which was adopted by reference into the City of Atlanta's Comprehensive Development Plan and received approval from the ARC as a grandfathered LCI Plan (referred to as the Downtown Atlanta LCI Plan). CAP and its affiliate organization ADID, and the City of Atlanta are committed to implementing the recommendations and projects identified by the Downtown Atlanta LCI plan. The Downtown Atlanta LCI plan includes a recommendation in the short-term work program to improve the appearance and operations of the Five Points MARTA rail station and recommendations related to encouraging transit-oriented development around the Garnett MARTA rail station.

In 2013, the Atlanta City Council's Downtown Development Technical Advisory Group (DDTAG) - a group focused on tactics to attract private investment to South Downtown - identified the need for a collaborative community effort to improve the appearance and operations of the Five Points Station. In April 2014, during the American Planning Association National Conference held in Atlanta, the American Institute of Certified Planners (AICP) hosted a planning workshop to identify specific

obstacles that have deterred implementation of the community's LCI vision. The workshop focused on the six-block stretch along Broad Street SW that connects the Five Points and Garnett stations - from Upper Alabama Street to Trinity Avenue. Together these efforts have produced a groundswell of interest in revitalizing South Downtown, beginning with strategies to implement quick, inexpensive projects, referred to as "tactical urbanism," that make a small part of the city more vibrant and enjoyable.

Tactical urbanism is a deliberate and phased approach to improve and instigate change in urban environments. The methodology usually includes:

- Local solutions for local planning challenges
- Short-term commitment and realistic expectations
- Low-risk with the possibility of high-reward investments
- Social capital between individuals, communities, organizations, institutions, and their constituents.

Beyond Downtown Atlanta, cities, transit agencies, and other related organizations across the United States are engaging communities to help build 'transit cultures' - a concept wherein public transit is universally accepted as a viable transportation option, and the experience is appreciated. CAP/ADID seeks to integrate this concept in the development of the South Downtown Transit



Station Enhancement Plan. The end goal of the study is to increase ridership for the MARTA system by using these two stations as assets to drive adjacent real estate investment. Another primary project goal is improving the current identity and experience of MARTA rail service – specifically at the Five Points and Garnett stations – through the enhancement of the physical environments of the station areas with designs that are contextual and unique to Downtown Atlanta.



Five Points Station at Peachtree Street

## 1.2 PROJECT TEAM STATION TOUR

The Project Team visited the Five Points and Garnett stations in July 2014 with MARTA representatives, City of Atlanta representatives, MARTA Police, and CAP / ADID to gain a better understanding of how the stations function and any efforts currently underway to improve them. At MARTA's request, all improvements must be easy to maintain, safe, secure, and ADA-compliant.

### Current / Recently Completed MARTA Efforts

Projects currently underway or recently completed include:

- Bus coordination system-wide
- Vending and retailing concessions study for Five Points Station
- Landscaping and irrigation improvements study at all rail stations
- Stone façade polishing at Five Points
- Planter fencing additions at Five Points
- Light fixture conversion to LED prioritized in order of train platforms, concourses, then outdoor areas
- Interior and exterior signage improvements by station
- Audio Visual Information System (AVIS) project for exterior real time bus and train information signs for all stations within MARTA property lines



- LED light advertising and art wraps (City of Atlanta initiative)

### Five Points Observation Highlights

#### Station Uses

In addition to serving as the central hub of MARTA rail service, Five Points Station houses many uses inside the structure, including MARTA offices, meeting rooms, lost and found facilities, a police precinct, the ride store, storage facilities, and public restrooms.

#### Safety and Security Issues

Oversized spaces and structures and other unique design features in the station plazas create a number of security challenges, resulting in the closure to public use. These spaces have become significant dead zones within the station and detract from the overall station experience. An adequate amount of seating is not currently provided at the station in order to keep people moving and to



Figure 1.1: The design team on the station tour of the Five Points MARTA station in July 2014 (TSW, 2014).

Figure 1.2: The “dead zone” created in the Upper Plaza area at Five Points (TSW, 2014).

Figure 1.3: The blank wall on Forsyth Street at Five Points that could be used for public art (TSW, 2014).



Figure 1.4



Figure 1.5

Figure 1.4: At the intersection of Alabama and Forsyth Streets, one bus map is visible at the corner, but a detailed map (not visible in this photo) is hidden behind the vent and trees (TSW, 2014).

Figure 1.5: The lack of an uninterrupted central axis at Garnett Station makes circulation to the station entrance a challenge (TSW, 2014).

prevent loitering; however, loitering has decreased with the recent removal of the vending stations outside the stations. Conduits and other exposed elements sticking out from the concrete create many tripping hazards on the surrounding sidewalks.

### Materials + Physical Elements

The exterior walls of the station are comprised of solid concrete and some tile and have not been altered since the station was built in 1978. These surfaces offer a unique opportunity for painting murals or covering with other temporary and attractive materials. Additionally, the City of Atlanta has been conducting studies on the use of LED wraps for advertising and wayfinding on blank building faces. CAP / ADID is in the process of replacing cobra head street lights on Peachtree Street with the City of Atlanta decorative standard.

### Circulation, Signage + Wayfinding

The existing signage around the station is not adequate to effectively direct visitors to the station. The sidewalk along the west side of Peachtree Street approaching the station is narrow, particularly in front of the Five Points Plaza and Two Peachtree Tower buildings. This sidewalk receives heavy pedestrian traffic and serves as a primary access route to the station. It is also difficult for MARTA users to locate the bus stops because signs are small and hidden.

## Garnett Observation Highlights

### Circulation, Signage + Wayfinding

At the Trinity Avenue entrance, most users walk along the edges of the main plaza, rarely utilizing the central walking space. This is likely a result of the lack of a direct central path, which reduces lines of sight and the desire to linger in that space. The spiral staircases at each side of the station have been fenced and closed to prevent loitering and crime, but they can be opened in the event of an emergency. The side walkways on the former Garnett Street right-of-way leading to the spiral staircases are well-shaded and provide convenient access, but they appear to be dark and uncomfortable at night. Many users walk to the Brotherton Street entrance and the Greyhound Station along the sides of the station, rather than using the Trinity Avenue main plaza entrance. Cars are frequently parked under the station in an un-marked area with no clear identification as to whether or not they are permitted to do so.

### Development Opportunities

Long-term changes should stem from catalytic investment that will ignite interest in the area, and it would be ideal to capture development energy from Castleberry Hill. Nearby parcels, including the large vacant building at 222 Mitchell Street and the surface parking lots surrounding Garnett

Station, offer opportunities for redevelopment.

### Greyhound Bus Station

The Greyhound Station poses challenges for the success of the Garnett Station. As it currently sits, Greyhound lies between Garnett Station and the Castleberry Hill neighborhood. Vehicular traffic is restricted to bus-only traveling westbound on Brotherton Street, creating a barrier for motorists and discouraging pedestrian access. As a result of a lack of proper waiting area in the Greyhound Station, the loitering that occurs on the sidewalk serves as a deterrent to healthy pedestrian activity.

## 1.3 OVERARCHING CHALLENGES AND PROJECT GOALS

### Overall Challenges for Both Stations

Five Points and Garnett stations, both located in the Southern part of Downtown Atlanta (see Map 1.1), have similar elements that inhibit their success. Each station has individual issues and opportunities, all of which will be discussed in more detail in Section 2.1, Station Area Assessments. The following are the challenges identified during the site visit for both Five Points and Garnett.

### Real and Perceived Security Barriers

- Loitering at the stations and at nearby establishments
- Perceived lack of security walking at night in the station areas
- Appearance of disinvestment and minimal station maintenance

### Underutilized and Blocked Public Space

- Large vacant plazas at each station
- Blocked / gated access points as a reaction to loitering and security issues
- Blocked and gated plazas
- Circulation issues stemming from disorganized public spaces

### Ineffective Wayfinding, Signage, Connectivity

- Hidden or no MARTA signage on station exteriors
- Intermittent and unclear signage to and from the stations
- Minimal wayfinding inside and outside of stations to nearby attractions
- Hidden signs with bus and train route and schedule information
- Lack of station visibility from the surrounding streets

### Unattractive Station Appearance and Maintenance

- Lack of aesthetically-pleasing landscape materials



Figure 1.6



Figure 1.7

Figure 1.6: The Greyhound Station waiting area flows onto the sidewalk on Brotherton Street, reducing effective pedestrian circulation between Garnett Station and Greyhound, and along Brotherton (TSW, 2015).

Figure 1.7: The fenced staircases on the station sides reduce available entrances for passengers, increasing circulation and wayfinding issues (TSW, 2014).

and site furnishings

- Lack of hardscape maintenance
- Minimal color on station surfaces
- Few iconic elements at the stations to create a recognizable landmark
- Lack of adequate lighting

### Overall Guiding Principles

The following Guiding Principles seek to promote design and planning recommendations that address the issues outlined in the above section and to increase station ridership. See Section 3.5 for more detailed information about the Guiding Principles and Design Themes.

- Improve the real and perceived security issues at the stations
- Open the plazas for community events and public use
- Enhance the signage, and wayfinding inside, to, and from the stations
- Enhance the appearance and maintenance of both stations
- Increase connectivity and access to the stations

MARTA's overarching goal of increasing ridership includes targeting and encouraging choice riders to use MARTA more. Through the physical design enhancements, described in Chapter 4, the Project Team aims to instill



**MAP 1.1 | SITE CONTEXT**

a sense of pride about using MARTA and to market the positive qualities about MARTA. Long-term and short-term recommendations to address station-specific Guiding Principles are in Chapter 4, Plan Refinement.

#### Map 1.1 Legend

-  MARTA Station
-  MARTA Rail Line
-  Station Study Area
-  Downtown Atlanta LCI Study Area



## 1.4 PREVIOUS PLANNING EFFORTS

Numerous studies have been conducted and plans developed that focus on the areas surrounding the South Downtown MARTA stations. This section summarizes key recommendations or developments from those plans and studies that impact the Five Points and Garnett Station areas (compiled on Map 1.2). Previous planning efforts include:

- Multi-Modal Passenger Terminal (MMPT) [On-Going]
- Atlanta Streetcar [On-Going]
- Broad Street SW / Garnett AICP Community Planning Workshop Report [2014]
- Peachtree Street Corridor Plan [2014]
- Downtown Parking Management Plans [2014, 2007]
- Downtown Development Technical Advisory Group Recommendations [2013]
- Georgia State University Master Plans [2012 update, 2005]
- Georgia World Congress Center Master Plans [2012, 2011, 2010, 2009]
- Imagine Downtown Encore [2009]
- The Green Line [2007]
- Connect Atlanta [2005] and Cycle Atlanta Phase 1.0 [2012-2013] - Supplement to Connect Atlanta
- Eastside and Westside TAD Redevelopment Plans [2003, 1998]
- Government Walk Plan [1980's]

Many of the plans offer similar recommendations for the Downtown area, particularly in terms of street network improvements. The South Downtown Transit Station Area Enhancements Plan aims to synthesize these recommendations and create new recommendations for the station study area that complement the previous planning efforts.

### Map 1.2 Legend

#### Transit Recommendations

 Atlanta Streetcar (Existing)

 Transit Lines (Conceptual)\*\*

 Multi-Modal Passenger Terminal (MMPT)

*\*\* Proposed Streetcar routes have changed during current planning processes*

#### Major Development Projects

 New Falcons' Stadium (Under Construction)

 Underground Atlanta (Sold)

 143 Alabama Street - Atlanta Constitution Building (For Sale)

 Atlanta Civic Center (For Sale)

 TOD Development Opportunity (Imagine Downtown)

#### Street Network

 (White) One-Way Street Conversions

 New Streets

 Alabama Street to Allow Vehicular Traffic

 Interstate Configuration Changes

#### Open / Green Space

 Existing Parks / Open Space

 Proposed Open Space

#### Bicycle Accommodations

 Existing Bike Ways

 Core Bike Connections

 Secondary Bike Connections

 Separated Bike Facilities

 Shared Bike Facilities

#### Streetscape Enhancements

 Traffic Calming

 Pedestrian Improvements

 Complete Streets


 Road Diets

 "Great" Streets (Imagine Downtown) - Pedestrian Amenities, Visual Interest, Transit

#### Plan Boundaries

 Parking Management Study

 Georgia State University Master Plans

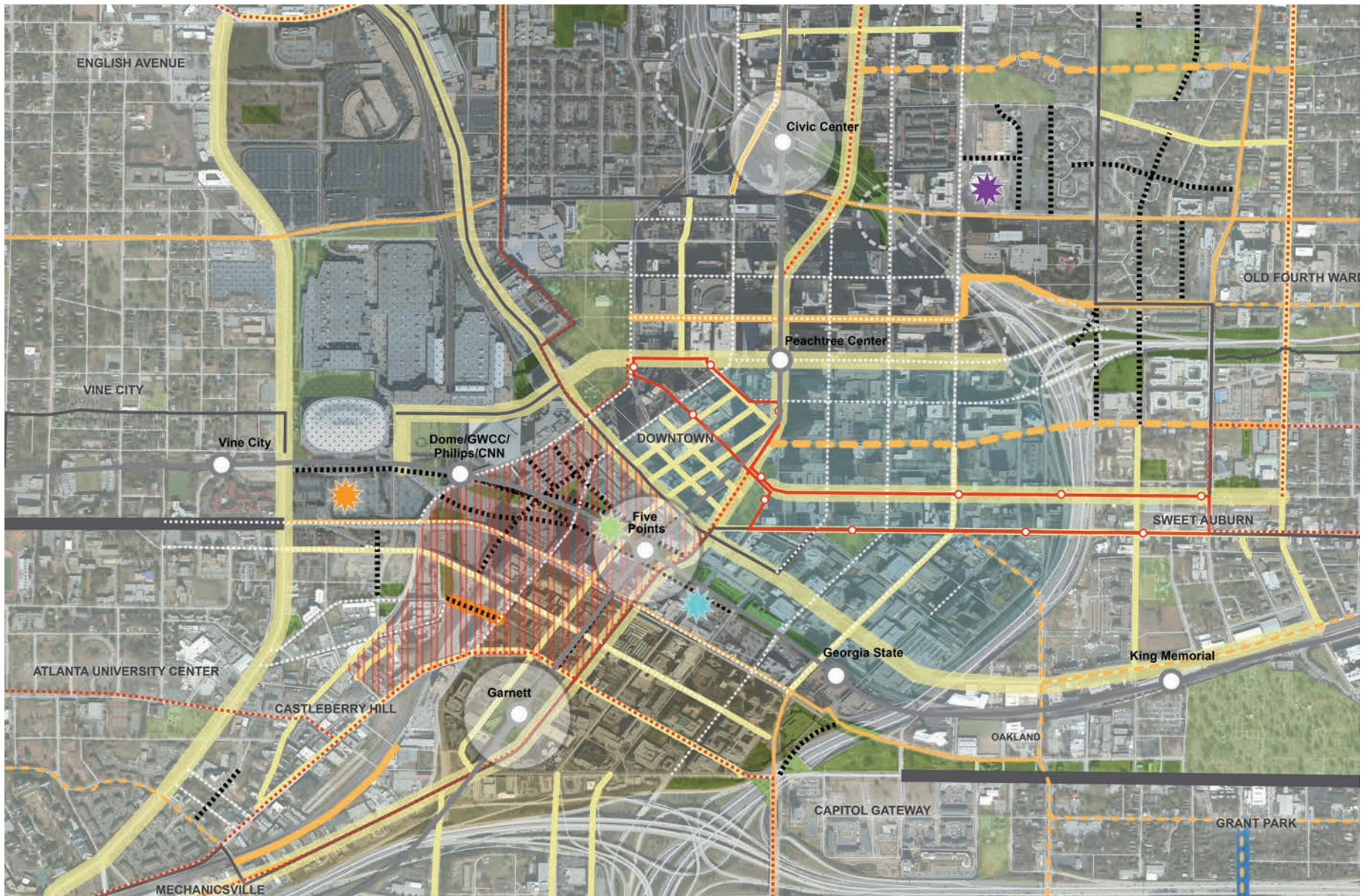
 AICP Broad Street Planning Effort

 GWCCA Master Plans

#### Base Information

 MARTA Stations

 MARTA Rail Line



MAP 1.2 | SUMMARY OF PREVIOUS PLANNING EFFORTS

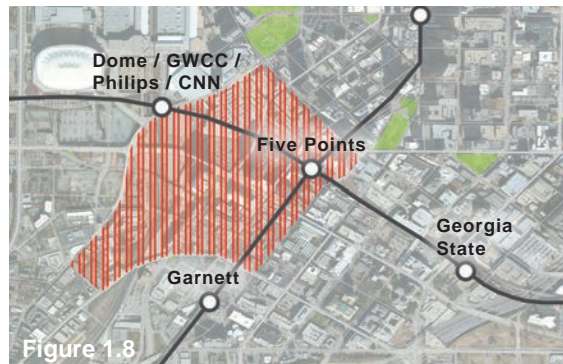


### MMPT [On-Going]

The Multi-Modal Passenger Terminal (MMPT) project covers 119 acres in Downtown Atlanta, comprising the "Railroad Gulch," shown in Figures 1.8 and 1.9. The terminal would accommodate bus transit, streetcars, bike lanes, and rail transportation while also including green space and offices directly linked to the terminal. The current plan includes park space and a concert venue on the roof of the structure. The MMPT would connect directly to the Five Points MARTA Station and Green Line plan efforts. It is estimated to cost \$1.5 billion to construct and construction is expected to take three and a half years. Review by the Federal Transit Administration (FTA) is required, environmental reviews are in progress, and the project is a joint effort with the Georgia Department of Transportation (GDOT) and the FTA.

### Atlanta Streetcar [On-Going]

Plans for the Atlanta Streetcar offer an alternative mode of transportation and extend throughout the region to connect to MARTA and the Atlanta BeltLine. Phase one, which is 2.7 miles with twelve stops Downtown, was completed in late 2014. The route for phase one was designed to provide the "last mile" connectivity, linking residents, workers, students, and visitors to MARTA and a number of Downtown's major destinations. Electric streetcar vehicles are bike- and wheelchair-friendly, and



are powered by an overhead power system, which allows the cars to flow in existing travel lanes with other forms of traffic. The project was funded by TIGER II Federal Transit Administration Grant Funds, City of Atlanta Recovery Zone Bond funds, Department of Watershed Management in Clean Water program, ADID, and the ARC LCI Program. Additional routes and phases that will provide connections to the Atlanta BeltLine and other parts of the city are still being planned.



Figure 1.8: The desired limits of the MMPT in "the Gulch" area of Downtown, connecting to the Five Points Station.

Figure 1.9: The conceptual idea for the MMPT design and surrounding area (Curbed.com, courtesy of FXFOWLE <http://vimeo.com/89638667>, 2013).

Figure 1.10: The Atlanta Streetcar route (solid line) opened at the end of 2014.

Figure 1.11: Additional lines are proposed for the streetcar throughout Atlanta, shown with dashed lines on the map.

Figure 1.12: The AICP workshop at the APA National Conference 2014 discussed ways to improve the area on Broad Street and the surrounding neighborhood in the Southern CBD. The area, outlined on the map, is directly affected by the Five Points and Garnett MARTA Stations.





### Broad Street SW / Garnett Station AICP Community Planning Workshop [2014]

This workshop took place during the April 2014 American Planning Association (APA) National Conference as a Community Planning exercise.

#### Key Findings

- Important resources surround the area
- Many historic buildings exist Downtown
- Many deterrents, such as the Atlanta City Detention Center and homeless shelter, also occupy the area
- Broad Street was an important street in early Atlanta history (originally named Market Street)
- The construction of Five Points Station cut off north and south Broad Street
- The MARTA rail system construction led to the demolition of many historic structures along Broad Street



#### Five Big Ideas

- Hire a full-time coordinator for an organization to handle event planning, marketing, branding, and working with government agencies, arts groups, and social services
- Use tactical urbanism to improve parking lots and Garnett Station with performances, murals, and pop-up shops

- Name the area to brand and market the area for development
- Offer compassion and cooperation by working with groups and activities that cause issues and improving quality of life through a community center and job-training
- Promote the area to Georgia State University (GSU) and the government offices by working with student clubs and social services at GSU and reaching out to the art and music communities for events

### Peachtree Street Corridor [2014]

This is CAP / ADID's effort to implement streetscape features that help establish Peachtree Street as Atlanta's "signature street" and provide an attractive, walkable environment.

#### Recommendations Relevant to South Downtown MARTA Station Area

- Raise the Peachtree Street bed from Wall Street to Alabama Street to create a pedestrian speed table
- Raise intersections at Alabama and Wall Streets
- Improve views and connectivity between Five Points MARTA Station and Underground Atlanta
- Install pedestrian lighting along the entire corridor
- Add bump-outs along Peachtree Street between Alabama Street and Martin Luther King, Jr. Drive to provide wider sidewalks for landscaping, outdoor

- seating, and curbside loading zones
- Reduce the street to one lane in both directions plus designated turn lanes
- Make the State of Georgia Plaza more open, and add public art and food trucks

### Downtown Parking Management Plans [2014, 2007]

The two assessments were efforts by CAP / ADID to plan for the future of Downtown's parking assets and improve the parking experience. For the 2014 plan, pilot programs were developed to test the efficiency of recommendations (CAP, 2014). The 2007 plan's purpose was to understand Downtown Atlanta's parking needs and identify strategies to maximize the available parking supply to enhance Downtown economic development and increase the attractiveness of all transportation modes.

#### 2014 Plan Recommendations

- Create an effective management structure with collaboration between the City of Atlanta, ParkAtlanta, and CAP / ADID to make an easily-accessible parking program that maximizes the use of available parking and balances the use of parking with other transportation modes
- Improve the customer experience
- Use technology (smartphones, websites, applications) for parking locations, rates, and availability

- Reduce demand by allocating on-street parking to car-sharing
- Brand and market the new parking program with a name, logo, and color scheme
- Implement a parking collaborative
- Create a parking meter rate structure with floor and ceiling rates
- Use meter revenue to fund larger-scale projects
- Allow overnight parking and eliminate peak hour parking restrictions
- Use education, rather than citations, as the first method for parking violations

#### 2007 Plan Recommendations

- Optimize the availability and use of Downtown's existing parking resources
- Identify parking management policies that will increase the use of alternative transportation modes
- Preserve and expand on-street parking to create a pedestrian- and retail-friendly Downtown
- Develop initiatives that support public / private collaboration to promote parking availability
- Promote parking accessibility to Downtown visitors and reduce congestion related to special event traffic
- Provide more, higher-quality, and long-term bike parking, and add some at MARTA Stations
- Construct parking structures to replace surface parking lots and close street frontage gaps



### Downtown Development Technical Advisory Group (DDTAG) Recommendations [2013]

This effort was envisioned by Councilman H. Lamar Willis and legislated by Atlanta City Council. The DDTAG was tasked with developing recommendations that would ensure the successful revitalization of Downtown Atlanta, specifically the area south of Five Points, with significant, planned investments.

#### Goals

- The main goal for DDTAG was to recommend a strategy that would help leverage \$2.5 billion of planned investment into \$5 billion of realized investment that:
- Instills confidence to attract private capital
  - Conforms with neighborhood plans and visions
  - Is coordinated, connected, supported, and incentivized



Figure 1.14



Figure 1.15

Figure 1.13: The boundaries of the DDTAG Planning area, including important development projects mentioned in the plan (Underground Atlanta and 222 Mitchell Street).

Figure 1.14: The Sasaki-designed Georgia State University Campus Master Plan from 2012. The planning area was expanded from the 2005 Master Plan (Sasaki, 2012).

Figure 1.15: The planning boundaries for the 2005 Georgia State University Campus Master Plan.

- Delivers a public / government return on investment
- The focus area is bounded by Marietta Street, I-75/85, I-20, Spring Street, and Centennial Olympic Park Drive, but the impact area includes Turner Field, the new Falcons' Stadium, and the surrounding neighborhoods of Vine City, Castleberry Hill, Mechanicsville, and Summerhill.

### Recommendations Relevant to South Downtown MARTA Station Area

- Form a South Downtown Implementation Task Force (appointed by Mayor Reed) to include: the Mayor's office, Invest Atlanta, MARTA, Atlanta City Council Districts 1 & 4, and CAP / ADID, in order to develop an action plan, assign tasks, accept responsibility, deliver progress, and allocate funds to Invest Atlanta to support Task Force projects
- Enforce laws and deploy operational resources to improve quality of life in the area by reducing loitering, redirecting parking lot homeless feeding, increasing building and zoning code compliance, and assisting the homeless
- Reposition Underground Atlanta as an asset
- Transform the appearance and user experience of Five Points MARTA Station
- Support large-scale transformative projects adjacent to the focus area, such as the MMPT, the redevelopment

- of the Turner Field parking lots, and community benefits
- Target public infrastructure projects to enhance connectivity by developing a list of needs for public infrastructure and providing priority streetcar expansion to the Atlanta University Center, new Falcons' stadium, and Turner Field
- Deploy strategic incentives toward specific real estate projects
- Ensure unique and authentic neighborhood character through branding, naming, marketing, and place-making events

### GSU Master Plans [2012, 2005] 2012 Plan

The master plan was created to prepare for the university's goal of growing from 32,000 to 40,000 students. Current classroom space is sufficient to accommodate the growth, but 10-15 teaching laboratories making up an estimated 100,000 assignable square feet are needed. An additional 229,000 square feet of laboratory space is needed to accommodate \$40 million dollars of additional research. The university currently needs 30,000 to 50,000 more square feet of student housing, and more is required for the planned increase of 4,000 residential students. The plan addresses the goals of improving physical conditions and creating a sense of place for the campus by making it more convenient,

secure, and attractive. Three districts are created: the Campus Core, Woodruff Park, and Piedmont Corridor. The recommendations include landscaped gateways, rebuilding a street viaduct, site design for major capital projects, and a greenway from the Petit Science Center to Hurt Plaza.

### 2005 Plan

All of the elements from the 1997 Main Street Master Plan have been implemented, and this plan followed the 1997 Plan's theme. The 2005 Plan goals were to:

- Integrate the university into the city
- Use structures and systems to connect campus functions
- House 20% of a 36,000 pupil student body on campus by 2015
- Support transportation patterns that encourage pedestrian traffic and use of mass transit
- Create a sense of place and identity
- Establish a central core of campus facilities and a secondary zone for support services
- Create a series of useful capital planning tools

### Georgia World Congress Center Master Plans [2012, 2011, 2010, 2009]

The 2009 plan presents five comprehensive scenarios for future improvements that offer alternatives for Georgia Dome expansion, the construction of a new stadium, the addition of exhibit halls and a conference center, the addition of a hotel, public space, ballrooms, and current facility renovations. The subsequent master plans provide more details for the development of a new stadium for the Falcons, including: architectural design (2010), traffic flow improvements (2011), and a feasibility analysis (2012).

### Imagine Downtown Encore [2009 Update]

The original Imagine Downtown plan was created in 2004 and was updated in 2009 as an LCI. The study area is bounded by North Avenue to the North, I-20 to the South, Northside Drive to the West, and Boulevard to the East. Downtown was divided into smaller areas to facilitate detailed examination and recommendations (Jones / Simpson / Alexander - McGill Corridor, Eastside / Auburn Avenue, Peachtree Corridor, Terminus, South Central Business District).

#### Goals for Downtown Atlanta to be:

- The center of a world-class city that welcomes diversity
- A model of progressive growth for the region

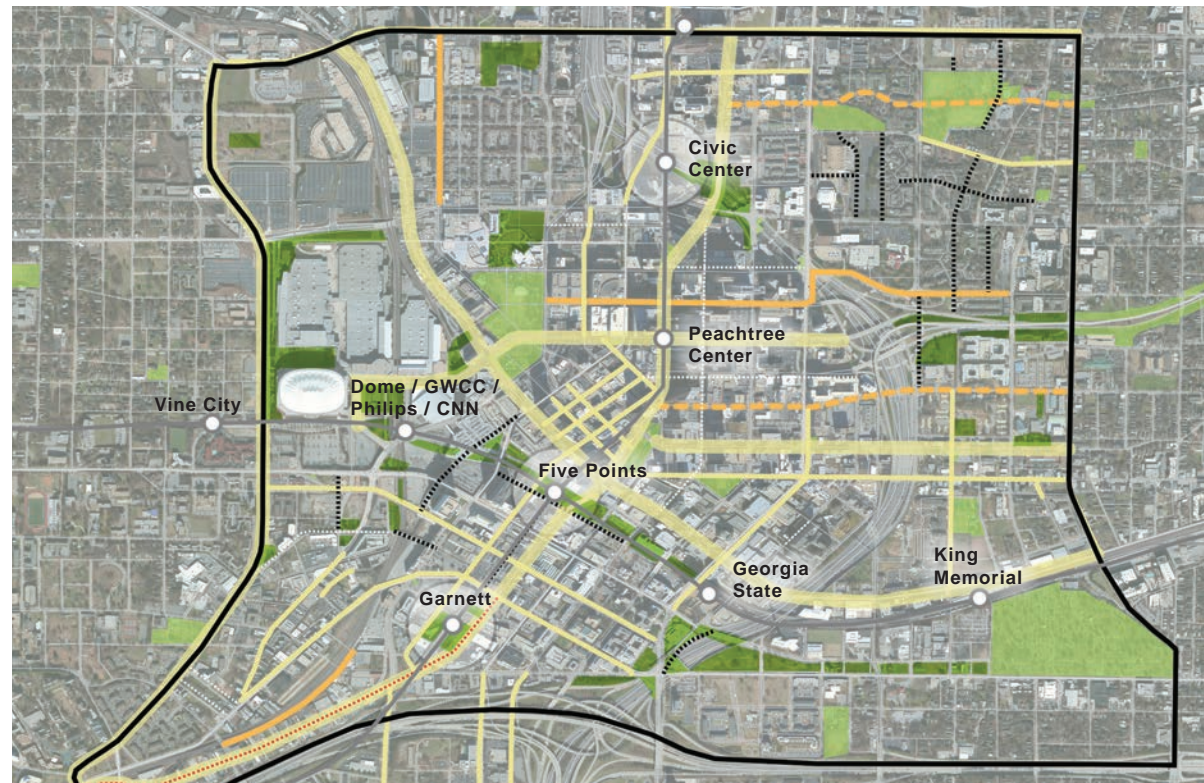
- Reflective of the rich cultural traditions of the South
- The bridge between neighborhoods to the north, south, east, and west
- The location of choice for urban living in the metro area
- Safe and barrier-free for working families and seniors

#### Five Mandates to Accomplish the Goals:

- Connect the city, region, and all of Georgia through a state of the art, MMPT at the Atlanta Terminus area / "the Gulch"
- Elevate the status, appearance, and function of Peachtree Street as Atlanta and the Southeast's premier "Main Street"
- Expand urban living options by the creation of diverse, affordable, sustainable neighborhoods and workforce housing
- Become a cultural and entertainment destination rooted in Centennial Olympic Park and enhanced by the vitality of the Auburn, Edgewood, Luckie, and Marietta corridors
- Approach the physical form with honesty and openness to unconventional beauty and overcome design obstacles with creative solutions that build on uniqueness and authenticity

## Recommendations Relevant to South Downtown MARTA Station Area (Map 1.3)

- Create retail and residential development in the South Central Business District with compatible infill development
- Create transit-oriented development around the Downtown stations and focus high-density redevelopment around the MMPT and Green Line areas
- Enhance the transportation network to serve pedestrians, bicycles, cars, buses, and transit users through a phased implementation of MMPT
- Ensure minimum quality standards for sidewalks, create an enhanced streetscape, re-establish Downtown's small block street network by adding new streets around the Gulch and Five Points Station, encourage on-street parking, and create preferred bike routes
- Create additional public space with new parks: add green space over the Downtown connector (I-75/85) at Peachtree and near the State Capitol; build the Green Line linear park; and create pocket parks at Garnett Station, in Castleberry Hill, and other residential areas
- Encourage infill residential development to improve the character of the neighborhood and activate dead spaces
- Encourage the conversion of the Norfolk Southern and 222 Mitchell buildings to residential uses



**MAP 1.3 | IMAGINE DOWNTOWN KEY ELEMENTS [2009]**

- Plan for redevelopment of vacant lots around Garnett Station to become a transit-oriented activity node
- Improve the Nelson Street viaduct as a direct pedestrian connection to Castleberry Hill
- Convert Spring Street to two-way to foster connections to Centennial Olympic Park
- Improve the Mitchell Street streetscape
- Establish a façade grant program to support renovation of existing structures

### Map 1.3 Legend

	Existing Park / Open Space		Shared Bike Facilities
	Proposed Open Space		Transit Lines (Proposed)
	New Street		Proposed Area for TOD
	"Great" Street		MARTA Station
	Pedestrian Improvements		MARTA Rail Line
	One-Way Street Conversion (White)		Planning Boundary
	Separated Bike Facilities		

## The Green Line [2007]

The Green Line concept was designed to create an implementable plan that envisioned an iconic destination, stitched the city together through public space, transit, and daily uses, and fostered public / private investment. Study area landmarks include the Railroad Gulch (23 acres), the Sam Nunn Federal Building, the former Atlanta Journal-Constitution building, the Five Points and Georgia State MARTA Stations, Underground Atlanta, the former World of Coca-Cola building, and the Georgia Railroad Freight Depot. Public spaces within a city make up the identity of a 'Great City,' and the Green Line Plan presented an opportunity to generate a unique identity for Downtown Atlanta.

### Goals for Downtown Atlanta

- Create a new MMPT linked to the Five Points Station
- Create new entrances to Underground Atlanta
- Revitalize the former World of Coca-Cola site
- Extend Alabama and Wall Streets
- Create a new West Spring Street
- Span the rail lines and "the Gulch" to create recreational and green space above transit with parking below
- Revitalize Five Points MARTA Station

### Five Points Station Area Plan

- Transform the Five Points Station structure with new

platform access and a programmed plaza

- Reconnect and extend streets around the new plaza
- Preserve and expand Underground Atlanta with mixed-use development above the existing structure
- Create concourse connections between the MMPT and Five Points Station

### Georgia State University (GSU) Plan

- Program the southern expansion of the GSU campus master plan and leverage external investment to energize mixed-use retail and entertainment
- Transform Steve Polk Plaza
- Build a new hotel / conference center and a Georgia Welcome and History Center
- Create an entertainment district and a new location for retail and GSU student housing

### Benefits of the Green Line

- Expanded park and recreational space to include bicycle and pedestrian facilities
- Mixed-use retail opportunities
- New regional transit system connecting with MARTA
- Additional office space, amenities, housing, residence halls, and hospitality venues
- Development catalyst to surrounding areas
- Connectivity within the east-west corridor

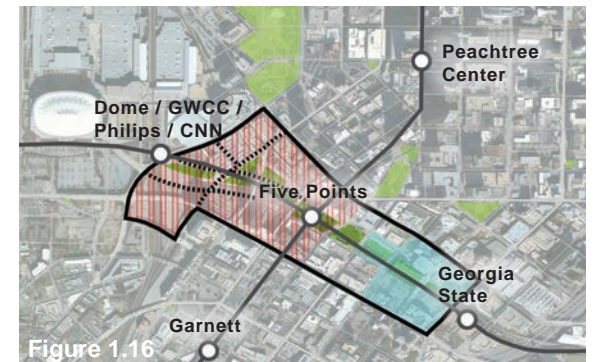


Figure 1.16: A summarized version of the Green Line Plan with the MMPT (red), development centered around Georgia State University (light blue), and the addition of new streets (dashed black lines) and new open space (dark green).

Figure 1.17: A conceptual rendering of what the Green Line proposed, with the addition of green space and adjacent development (Central Atlanta Progress, 2007).

## Connect Atlanta [2005]

This plan was an effort of the City of Atlanta Department of Planning & Community Development to develop a Comprehensive Transportation Plan that “insures mobility, continued economic growth, and desired quality of life for citizens and visitors alike” (City of Atlanta, 2005). Map 1.4 shows the summary of elements affecting the South Downtown area.

### Overall Plan Goals

- Build transit to areas of growth
- Build the MMPT for commuter and intercity rail
- Rethink transit routes to be geared toward a “centers and corridors” model that connects high-density nodes with rapid transit lines, providing users with a two-seat ride for most city origin-destination trips
- Expand rail and bus fleet
- Improve bicycle and pedestrian facilities
- Untangle congestion ‘hotspots’ by partnering with private developers, creating and managing alternative travel routes, and pursuing goods / freight movement strategies
- Manage intersections
- Fix inadequate and dilapidated bridges
- Coordinate funding and administration of the Transportation Plan



**MAP 1.4 | CONNECT ATLANTA PLAN (DOWNTOWN AREA)**

#### Map 1.4 Legend

	Existing Park / Open Space
	Core Bike Connections
	Secondary Bike Connections
	One-Way Street Conversion
	New Street
	Transit Lines (Proposed)
	Road Diet

	Complete Streets
	Traffic Calming
	MARTA Station
	MARTA Rail Line

**Recommendations Relevant to South Downtown MARTA Station Area (Map 1.4)**

- Allow tourism and entertainment facilities west of Downtown Atlanta better access to hotels and offices
- Convert selected one-way streets to two-way operation: Centennial Olympic Park Drive, Spring Street, Andrew Young International Boulevard, Ellis Street, Martin Luther King, Jr. Drive, Mitchell Street, Trenholm Street, Harris (John Portman) Street, Baker Street, Hills Avenue, Nelson Street, Chapel Street
- Extend Larkin Street
- Add streetcar service to Peachtree Street
- Offer Edgewood-Auburn transit connecting Downtown to the BeltLine

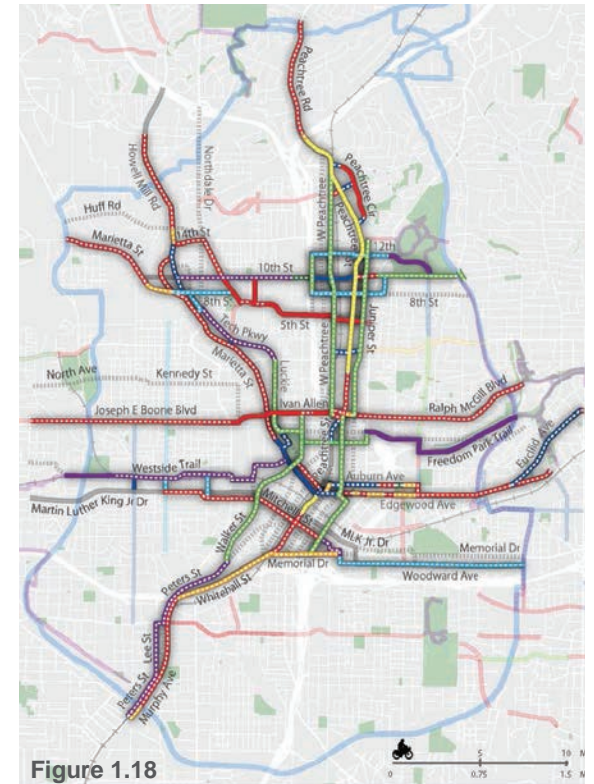
The Connect Atlanta plan focuses on transportation network improvements for all modes of transportation, and many of the recommendations have been or will be implemented. If the existing one-way streets in the station study area are converted to two-way corridors, this would increase connectivity and provide more access to the Downtown neighborhoods. The recommended bike connections provide accommodations for an alternative mode of transportation throughout the city and offer additional connectivity to the Downtown MARTA stations.

**Cycle Atlanta Phase 1.0 [2012-2013]**

This plan serves as a supplement to and implementation strategy of the Connect Atlanta Plan and aims to create a connected network of bicycle facilities, focusing on five major corridors, called "Core Bicycle Corridors" in the Connect Atlanta Plan, that extend from the Atlanta BeltLine loop to the central city. The network will connect 35 neighborhoods, jobs (particularly the high concentration in Midtown and Downtown), transit stations, and daily destinations. This plan adds 31 miles of bikeways within the core of the city, connects all of the transit stations within the study area and the Atlanta Streetcar, and will provide a supportive environment for the forthcoming bike share program. The network design offers a range of bicycle facility types ranging in scale from shared lane markings to multi-use paths.

**Cycle Atlanta Goals**

- Prioritize high-quality bikeway projects
- Design bikeway networks and facilities to attract riders
- Expand bike connectivity to all areas of the city
- Emphasize connectivity and accessibility for bikeway networks
- Develop baseline data for cycling rates, activities, and users to track the impact of investment in bicycle infrastructure
- Raise awareness of the bikeability of Atlanta through education and promotion



**Figure 1.18**

Figure 1.18: Cycle Atlanta Phase 1.0 Study Network Map (Alta Planning & Design, 2013).

Figure 1.17: A conceptual rendering of what the Green Line proposed, with the addition of green space and adjacent development (Central Atlanta Progress, 2007).



## Recommendations Relevant to South

### Downtown MARTA Station Area

- Corridor A (Peachtree Road to West Peachtree Street) is 7.1 miles of bikeways along Peachtree Street that extends Downtown and includes facilities on Whitehall, Peters, Mitchell, Courtland and other Downtown streets that complete a primarily north-south connection
- Corridor D (Martin Luther King, Jr. Drive to Woodward Avenue) is 4.3 miles and shows facilities on Mitchell Street, continuing an east-west connection
- Corridor E (Howell Mill Road - Marietta Street - Edgewood Avenue - Euclid Avenue) is 6.7 miles of bikeways that brings users from the northwest part of the city through Downtown to Inman Park

### Eastside and Westside TAD Redevelopment Plans [2003, 1998]

The East- and Westside Tax Allocation Districts (TADs) allow Atlanta to compete with suburban markets to build new offices and attract business, help the city remain the Southeast's commercial center, and allow the city to pursue in-town affordable housing and improve the infrastructure. TADs pay for public improvement within a designated district through increases in tax revenue resulting from the district's revitalization. Tax allocation bonds finance redevelopment costs on the basis that the bonds will be repaid by the district's increased tax revenue.

## East- and Westside TADs Vision

- Improve infrastructure, streetscapes, and linkages between Downtown's business, residential, government, retail, and hospitality areas
- Enable development that better connects all of users of Downtown to work, retail, and service centers, and to parks, greenways, civic resources
- Transform abandoned and dilapidated properties and parking lots into lively centers
- Combine public and private resources to support new development

### Eastside TAD Recommendations Relevant to South Downtown MARTA Station Area

- Increase the supply of multi-family housing
- Construct pocket parks, plazas, public green spaces, Martin Luther King Jr., Drive corridor streetscape improvements
- Install street lighting, parking facilities, landscaping, trees, and sidewalks

### Westside TAD Recommendations Relevant to South Downtown MARTA Station Area

- Redevelop the areas around and near Centennial Olympic Park into 24-hour environments
- Use the Gulch to fill development gaps, particularly between the AUC and Downtown, for parking decks,

plazas, tourism uses, and office and retail uses

- Create and enhance connections between Georgia Tech, GSU, AUC, employment centers, and residential areas through a trail network and improved MARTA access

### Government Walk [1980s]

The purpose of the plan was to promote public and private investment in the South Central Business District, known as the "Heart of Atlanta," through street improvements and amenities, and linkages between key buildings. Phase 1 included streetscape improvements on Mitchell Street and Martin Luther King, Jr. Drive, and Phase 2 was a midblock mall from the Richard B. Russell building to the State Capitol Building.

### Recommendations

The overall recommendations include streetscape enhancements with curb extensions at specific intersections along Mitchell and Martin Luther King, Jr. Drive, midblock pedestrian spaces, reducing surface parking lots by constructing parking structures, and eliminating parking and service lanes. The plan also calls for "arcades" on Broad Street and Peachtree Street that would be open, versatile facilities with small specialty shops and food items.

## 1.5 BASE MAPPING

### Downtown Area and Station Study Area Site Context

This project focuses around the Five Points and Garnett MARTA Stations, particularly the spaces outside the fare gates. The station study area includes a one-block radius around the stations and the connecting blocks between them (0.18 square mile). The Five Points and Garnett stations are close together, separated by three blocks on Broad Street, as shown in Map 1.5. A larger study area encompassing more of Downtown is defined by the CAP / ADID Downtown LCI boundary (3.61 square miles).

Five Points Station is the hub of the MARTA rail system, which warrants a significant amount of connecting bus traffic, and much of the bus staging for transfers at Five Points occurs south of the station on Alabama Street. Garnett shares a similar challenge being located next to the Atlanta Greyhound Terminal, which contributes to bus staging around the station. Transportation and transit are discussed in more detail later.

The Five Points Station is primarily surrounded by office and destination value retail uses; however, the product mix is not diverse and may not serve all riders. A number of nearby sites offer redevelopment opportunities that



could provide more convenience for transit riders' daily needs with additional retail that riders could visit on their ways to and from their destinations.

In contrast, Garnett Station is surrounded by multiple surface parking lots that primarily serve government employees, MARTA, and nearby businesses. Many of the properties around the station are vacant (see Map 1.11) and in disrepair, discouraging positive activity or investment in the area. Garnett provides easy access to the federal, state, and local government offices, all within a few blocks of the station (Maps 1.8 and 1.9).



Map 1.5: The Downtown Atlanta context with the station study area indicated in orange around the Five Points and Garnett stations. This area is adjacent to the "Gulch," I-20, and is near Castleberry Hill, the Georgia Dome, the GWCC, and the majority of federal, state, and local government offices.

Figure 1.19: View south on Broad Street from the Alabama Street entrance to Five Points Station. Bus staging for the station occurs on both streets (TSW, 2014).

Figure 1.20: View from the platform of Garnett Station to the southeast side of the station, where many users walk to the Brotherton Street entrance (TSW, 2014).

#### Map 1.5 Legend

-  MARTA Station
-  MARTA Rail Line
-  Station Study Area
-  Downtown Atlanta LCI Study Area



MAP 1.5 | DOWNTOWN AND STATION STUDY AREAS CONTEXT



## Downtown Existing Land Use

The Downtown Atlanta area primarily consists of commercial (office and retail), and institutional land uses. The office and retail development is focused in the northern part of Downtown, while the institutional and governmental uses are in the South Downtown, where Five Points and Garnett stations are located.

GSU, located east of the station study area, offers a significant and influential presence for both stations, particularly as the university continues to expand throughout Downtown. Many of the state, federal, and local government offices are within a couple blocks east of Garnett Station and also offer a significant presence Downtown. Five Points is primarily surrounded by high-density commercial and office uses, and some federal institutional development. The area known as “the Gulch” lies just outside of the study area, but directly affects both stations, particularly in terms of the MMPT development. The property is currently identified as vacant commercial and transportation utility land, but is primarily used for parking.

Little usable public space surrounds the stations, aside from plazas outside of office buildings. Woodruff Park, to the north of the study boundary is the nearest large, usable, park to both stations.

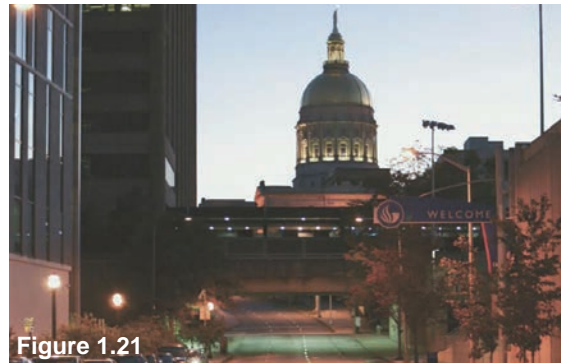
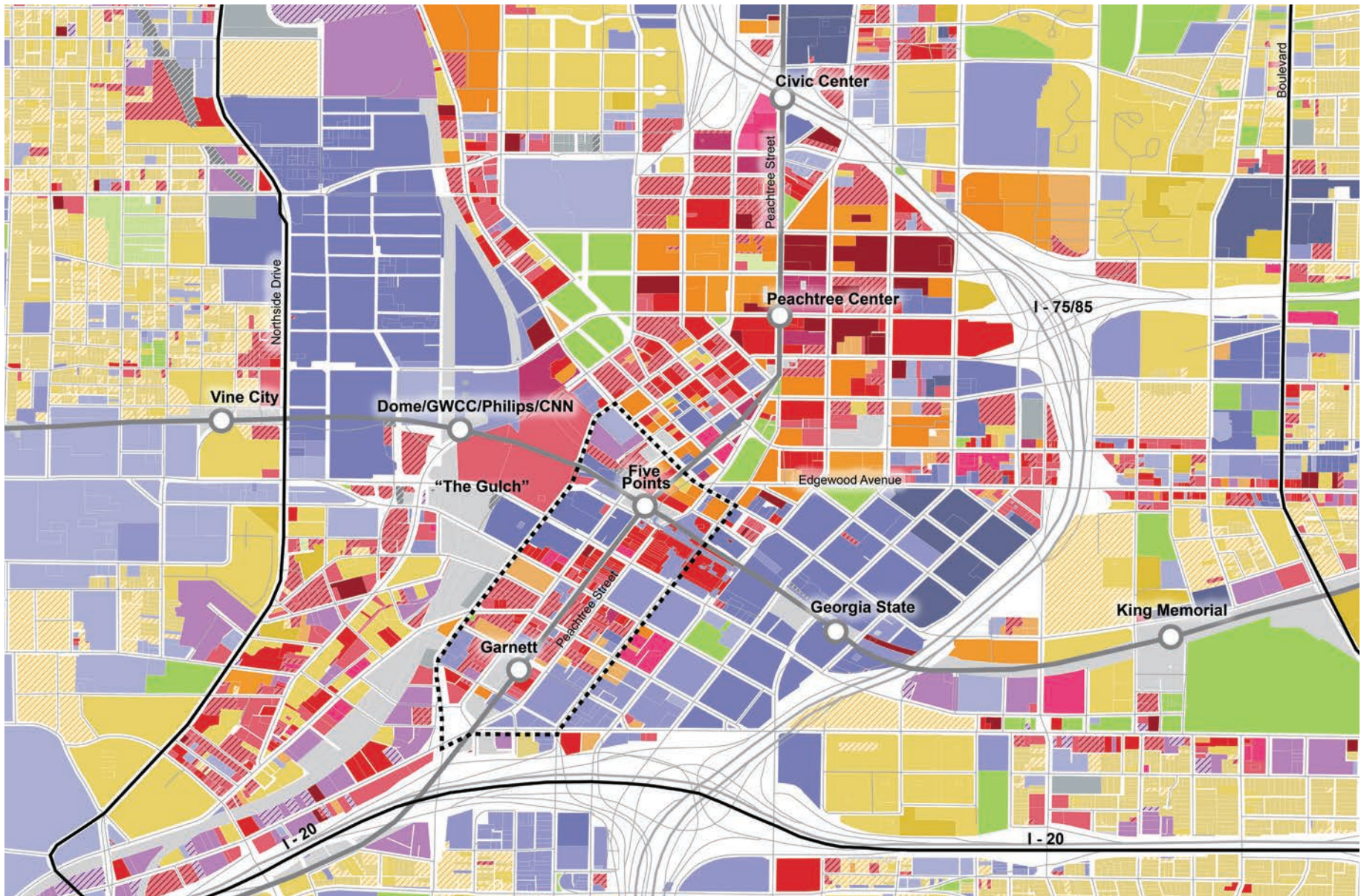


Figure 1.21: The Georgia State Capitol Building, Georgia State University, and other government offices near the Garnett Station (Sinharoy, 2014).

Figure 1.22: The view entrance across “the Gulch” north to the CNN Center and the start of the Midtown skyline (Cape to Milan, 2011).

## Map 1.6 Legend

-  Commercial Vacant
-  Commercial Low Density
-  Commercial Medium Density
-  Commercial High Density
-  Institutional Private
-  Institutional Local
-  Institutional State
-  Institutional Federal
-  Institutional Medical
-  Industrial Vacant
-  Industrial
-  Mixed-use Residential / Retail
-  Mixed-use Retail / Office
-  Office Low Density
-  Office Medium Density
-  Office High Density
-  Residential Vacant
-  Residential Low Density
-  Residential Medium Density
-  Parks Active
-  TCU Vacant
-  TCU Utilities
-  TCU Transportation
-  Station Study Area



MAP 1.6 | DOWNTOWN EXISTING LAND USE



## Station Area Existing Land Use

As shown in Map 1.7, most of the land near the two stations and within the station study area is currently zoned as commercial, office, or institutional. The highest-density commercial land is to the southeast of the Five Points Station, and much of the commercial land around Garnett is currently vacant or used for parking.

Surface parking lots (decks not included) comprise approximately 24.5 acres of the station study area, 22% of the land area. The City of Atlanta currently owns the parking lot to the southwest of Garnett Station and uses it for vehicle staging (one-for-one replacement for City errands), and parts of the other adjacent parking lots. McCall Railroad, LLC owns approximately 20 acres to the northwest of Garnett Station (the majority of the vacant parcels) and aims to acquire other adjoining parcels in an effort to redevelop this area.

This map makes it apparent that the study area lacks usable public space. However, the stations themselves have large plazas that are underutilized and could be the first steps for creating usable, outdoor gathering spots in the area. Adding active uses within and around the station plazas will enhance the success and security of the gathering spaces.



Figure 1.23: The land use context to the northwest of Garnett Station, including the Greyhound Station (foreground), parking lots immediately adjacent to the station, and office and commercial buildings northwest toward Five Points. The large building in the center right of the photo is the vacant 222 Mitchell Street, which is currently for sale (TSW, 2014).

Figure 1.24: The Broad Street streetscape near the Five Points Station (TSW, 2014).

## Map 1.7 Legend

-  Commercial Vacant
-  Commercial Low Density
-  Commercial Medium Density
-  Commercial High Density
-  Institutional Private
-  Institutional Local
-  Institutional State
-  Institutional Federal
-  Institutional Medical
-  Industrial Vacant
-  Industrial
-  Mixed-use Residential / Retail
-  Mixed-use Retail / Office
-  Office Low Density
-  Office Medium Density
-  Office High Density
-  Residential Vacant
-  Residential Low Density
-  Residential Medium Density
-  Parks Active
-  TCU Vacant
-  TCU Utilities
-  TCU Transportation
-  Station Study Area



MAP 1.7 | STATION STUDY AREA EXISTING LAND USE



## Downtown Community Resources

The Five Points and Garnett stations are located near many valuable community resources, though many do not lie within the station study area boundaries. The three closest parks are Centennial Olympic Park, Woodruff Park, and Hurt Park, all of which are closer to Five Points. Few public spaces are near Garnett, except for plaza space outside of government offices, and the station's Main Plaza Ramp and side plazas, which, in their current condition, are not conducive to community events or activities. The Downtown area also has multiple historic buildings and resources that provide interest to the urban fabric. Unused historic buildings could be renovated and re-purposed for future development, like the recent infill of the surrounding art galleries and studios.

Many of the Atlanta Public Schools in the downtown area closed in recent years, and some were converted to charter schools. Within the study area, public schools have not existed. The closest elementary school is Bethune Elementary School in Vine City, and Wesley International Academy east of I-75/85. No K-12 schools are within a feasible distance for students, faculty, or staff to utilize Five Points or Garnett Stations. However, Georgia State University is a significant asset for the area and provides an opportunity to increase ridership for both stations. The university boasts enrollment of over 32,000



students, with plans for growth, and a small percentage of those students currently live on campus. The Atlanta University Center to the west could also provide more patrons for the MARTA stations and retail in the study area. Finally, employees in the numerous government offices near the stations could also provide a significant boost to ridership.

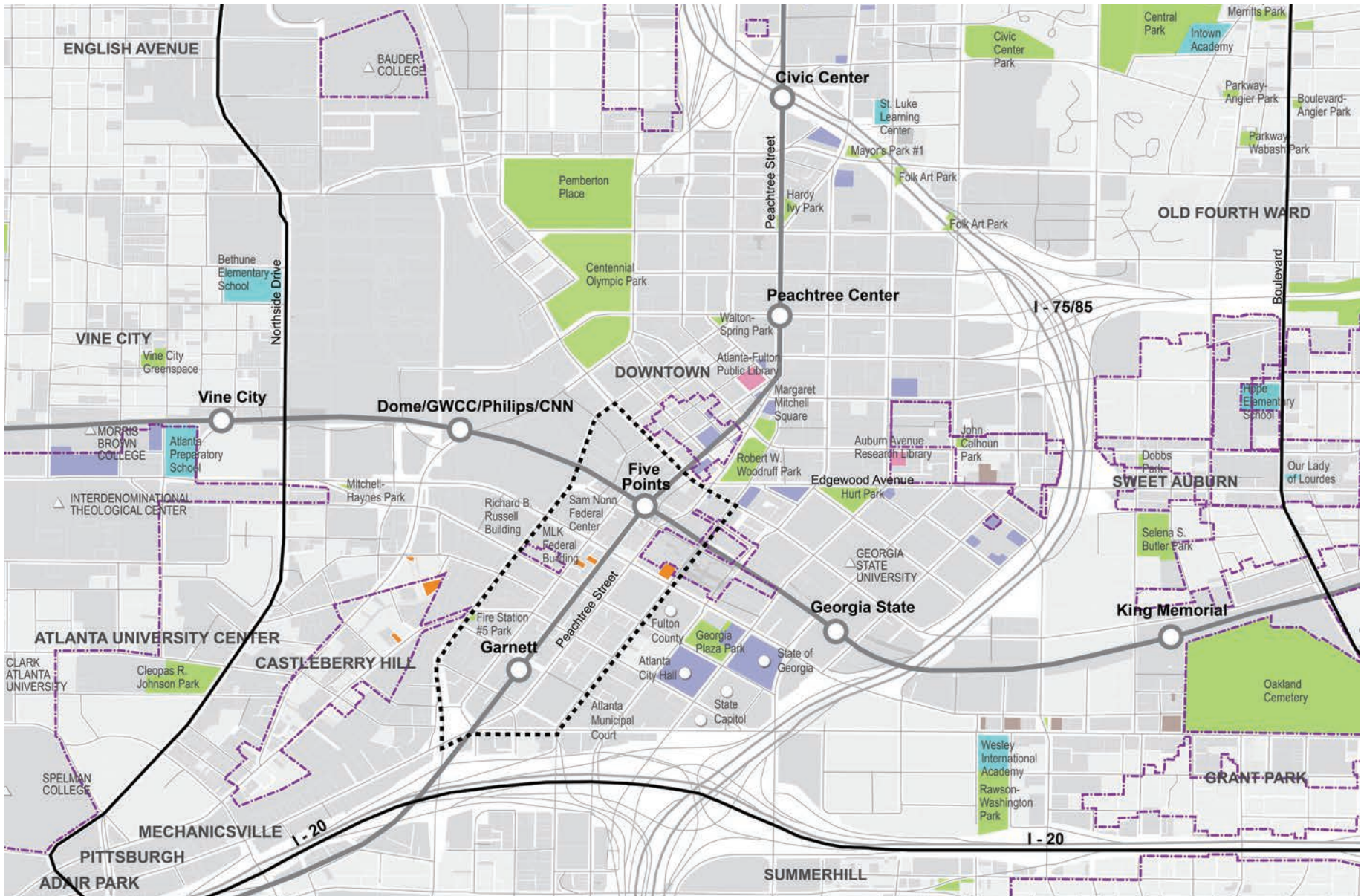
## Map 1.8 Legend

- Historic Resources (Local Designation)
- Park / Green Space
- Existing Residential Land Use
- Existing Non-Residential Land Use
- Art Gallery / Creative Industry
- Elementary, Middle, High, Charter Schools
- Libraries
- Identified Brownfields (ARC)
- Colleges / Universities
- Government Offices
- Medical Facilities / Hospitals
- Historic Districts (National Register)
- MARTA Station
- MARTA Rail Line
- Station Study Area

Figure 1.25: Underground Atlanta from the Alabama Street and Peachtree Street intersection (TSW, 2014).

Figure 1.26: The surrounding context southeast of Garnett Station, including the parking lots immediately adjacent to the station, the Atlanta City Detention Center, and some government buildings (TSW, 2014).





MAP 1.8 | DOWNTOWN COMMUNITY RESOURCES



## Station Area Community Resources

The station study area is located adjacent to the Castleberry Hill neighborhood, which could provide momentum for development and investment within the study area. The art galleries and creative industries located in Castleberry Hill and in the study area offer grassroots effort opportunities to catalyze and increase revitalization in both areas. Some of these nearby creative businesses and organizations include the Dashboard Co-op, Living Walls, EyeDrum, the Mammal Gallery, Creative Loafing, C4, and FLUX. These arts and creative organizations and businesses are important stakeholders in this process, as they have a vested interest in the South Downtown neighborhood.

The government offices located in the study area, identified in blue on Map 1.9, provide opportunities for targeted outreach and incentives to encourage utilization of the two MARTA stations. As illustrated on the map, many of these offices fall within the 1/4-mile walking radius of both stations, and all of them fall within a 1/2-mile walking radius of the stations, which is outside the limits of the map.

Re-branding Garnett Station and the surrounding neighborhood could help to create a more appealing image of the station area, which could help to encourage greater utilization of the station and desired investment



in the area. The map also shows the current locations of bars and restaurants near the station study area (pink). By promoting these establishments and encouraging the clustering of new establishments near them, a 24-hour environment can be created. Castleberry Hill has a large concentration of both creative industries and night life activity, which could increase the use of Garnett Station for transportation to the area for events, if advertised effectively.

## Map 1.9 Legend















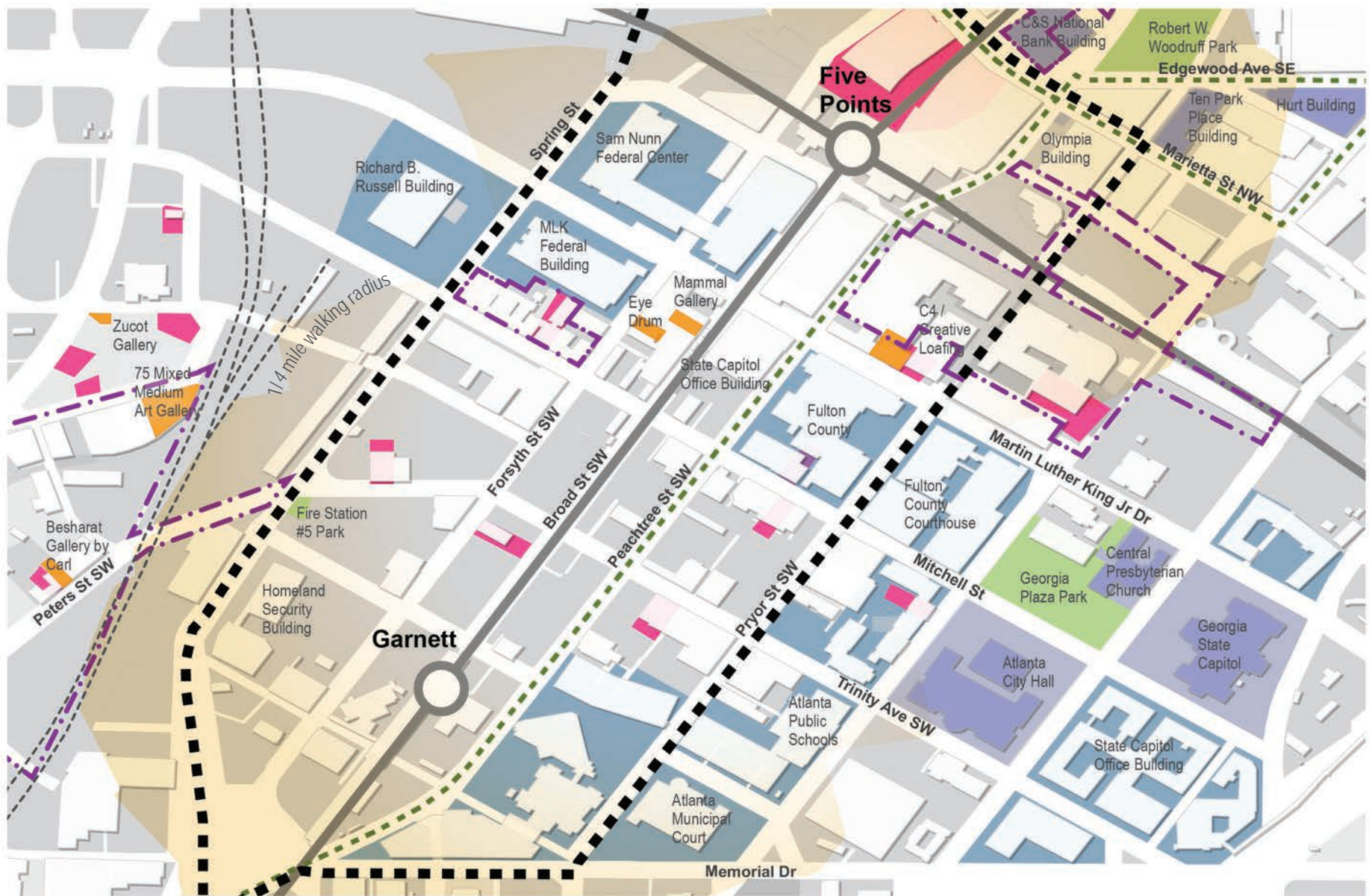
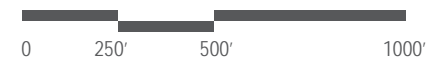
-  Historic Resources (Local Designation)
-  Government Offices
-  Parks
-  Existing Residential Land Use
-  Existing Non-Residential Land Use
-  Art Gallery / Creative Industry
-  Restaurants / Bars
-  1/4-mile Walking Radius from Station Access Points
-  Historic District (National Register)
-  Existing Bikeway
-  MARTA Station
-  MARTA Rail Line
-  Buildings
-  Station Study Area

Figure 1.27: The Mammal Gallery is located on Broad Street between the Five Points and Garnett stations, representing some of the recent investment in South Downtown through the arts and creative industries (TSW, 2014).

Figure 1.28: Peachtree Street can be viewed as a community resource. South of Alabama Street, the historic fabric of storefronts opening to the sidewalks still exists (TSW, 2015).



MAP 1.9 | STATION STUDY AREA COMMUNITY RESOURCES



## Land Ownership and Proposed Developments

Map 1.10 illustrates a summarized view of the land ownership and proposed development projects in the station study area. The categories are divided as follows:

- City of Atlanta Government and Authorities
- Fulton County Government and Authorities
- State Government Agencies
- MARTA
- Park Land
- Federal Agencies
- Georgia Power
- Railroads
- Private Ownership.

The City government and authorities include the City of Atlanta, the Atlanta Development Authority (Invest Atlanta), Atlanta Housing Authority, Atlanta Public Safety, and the Downtown Development Authority. Fulton County agencies include Fulton County, the Fulton County / City of Atlanta Landbank, and the Fulton County Development Authority. The State agencies include the Georgia State government, the Georgia World Congress Center, the Secretary of Housing and Urban Development, and the Regents University System of Georgia.

Much of the land surrounding the stations is owned by State, City, or County governments. However, directly

adjacent to the stations, particularly Garnett, most of the land is owned by private interests. The City owns some of the surface parking lots next to Garnett Station and MARTA owns land to the southeast of the station.

The private land ownership between the two stations presents an opportunity for near-term future private development and an increased tax base for the South CBD. Businesses should be incentivized to move to this area. In order to gain more revenue for South Downtown, these private parcels will be important for development, particularly because many are vacant or currently house parking (see Map 1.11), so a higher and better use could catalyze more revitalization.

Many hotel and residential developments are proposed for Downtown. Potential residential projects in the station study area include the adaptive reuse of the 222 Mitchell Street and Norfolk Southern buildings, and the new construction of a mixed-use, predominantly residential project at Garnett Station. Hotel developments are clustered near the current tourist attractions and new Falcons' Stadium. Most residential proposals are for Georgia State student housing, which could promote student MARTA use.

### Map 1.10 Legend

-  City of Atlanta Government + Authority Ownership
-  Fulton County Government + Authority Ownership
-  State Agency Ownership
-  MARTA Ownership
-  Park Land (City or State)
-  Federal Agency Ownership
-  Georgia Power Ownership
-  Railroad Ownership
-  Private Ownership
-  Potential Future Residential Development
-  Future Hotel Development
-  Future Public Space Development
-  Future Institutional Development
-  High Profile Redevelopment
-  MARTA Station
-  MARTA Rail Line
-  Station Study Area



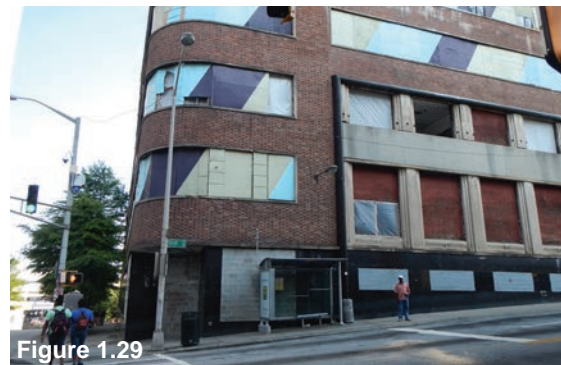
MAP 1.10 | STATION STUDY AREA LAND OWNERSHIP AND PROPOSED DEVELOPMENTS



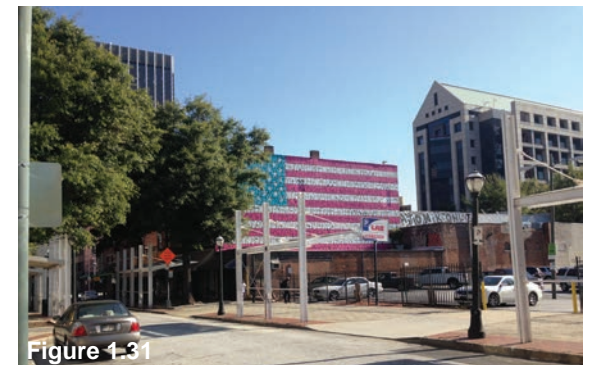
## Station Area Surface Parking and Vacant Parcels

The data in Map 1.11 are summarized from existing land use data from the City of Atlanta. Many parcels were coded as “vacant commercial,” and these are shown in orange or hatched blue. The blue parcels represent surface parking lots - found by site visits and aerial photography. Some “vacant” parcels also serve as parking lots, which are illustrated with hatched blue.

Much of the land surrounding the stations is underutilized and neglected, or completely vacant. Some of the parcels are used for surface parking lots, adding to the desolate appearance, especially around Garnett Station. One noteworthy opportunity site is 143 Alabama Street, the former Atlanta Constitution Building (Figure 1.28), which lies adjacent to Five Points Station and “the Gulch.” The City of Atlanta, the current owner of the property, is in the process of preparing the building for placement on the market. Central Atlanta Progress has identified the building as one of the top opportunities for redevelopment in Downtown. McCall Railroad, LLC owns many acres of land near the stations and hopes implement their master plans for the area in order to increase the investment Downtown and South Downtown.



Investment by art studios and organizations in formerly vacant properties has helped activate the Broad Street and Castleberry Hill areas. Capitalizing on this energy and investment can help define the area around Five Points and Garnett stations, making it more attractive to future investors for development.



### Map 1.11 Legend








-  Parcels Coded as “Vacant”
-  Surface Parking Lots
-  Parcels Coded as “Vacant” and Surface Parking Lot
-  Existing Residential Land Use
-  Existing Non-Residential Land Use
-  MARTA Station
-  MARTA Rail Line

Figure 1.29: The former Atlanta Constitution Building northwest of the Five Points Station and near “the Gulch.” The City of Atlanta is currently cleaning and fixing the building to an acceptable level in order to sell it for redevelopment (TSW, 2014).

Figure 1.30: The southwest corner of Trinity and Forsyth Streets, which has multiple vacant parcels and some commercial uses (TSW, 2014).

Figure 1.31: Murals are painted on multiple buildings near the Garnett Station and along Broad Street (TSW, 2014).



MAP 1.11 | STATION STUDY AREA VACANT PARCELS AND SURFACE PARKING



## Downtown Transportation Network

Downtown Atlanta has a transportation network comprised of many different modes of transportation and, arguably, the best-connected street network in the city. However, the street network loses much of its connectivity west of the study area, as it is interrupted by the railroad, “the Gulch,” and the Georgia World Congress Center. The street grid within the study area, however, is fairly regular, with some exceptions. One-way streets present a barrier within the grid, disrupting access that two-way streets could provide. A second barrier that exists is the streets that have been removed from the network by complete closure to vehicular traffic or by partial closure for bus-only traffic. These streets include: Alabama Street from Forsyth Street to Central Avenue; Broad Street from Marietta Street to Martin Luther King, Jr. Drive; and Garnett Street from Forsyth Street to Pryor Street. The addition of the Atlanta Streetcar and a number of bicycle facilities in Downtown contribute to an expanded transportation system in the Downtown area, but minimally affects the study area’s connectivity.

Map 1.12 also illustrates a hierarchy of bus routes in the station study area, showing which streets have the most bus traffic. Streets with the greatest amount of bus traffic are located around Five Points Station, the interstates, and the Peachtree Center MARTA Station.
















The station study area has an abundance of bus stops to accommodate the bus routes. The map shows half-mile (10-minute) and quarter-mile (5-minute) walking radii from all of the station access points for each station. The sidewalk and street networks were used to create accurate walk sheds. As illustrated, most of the South Downtown area can be reached within a 10-minute walk from the stations.

In terms of average daily ridership, Five Points Station is the highest performing station out of the 38 rail stations in the MARTA system. Garnett Station is one of the lowest performing stations, with some of the lowest ridership numbers in the system. Table 1.1 displays how these two stations rank in comparison to other MARTA stations located in Downtown.

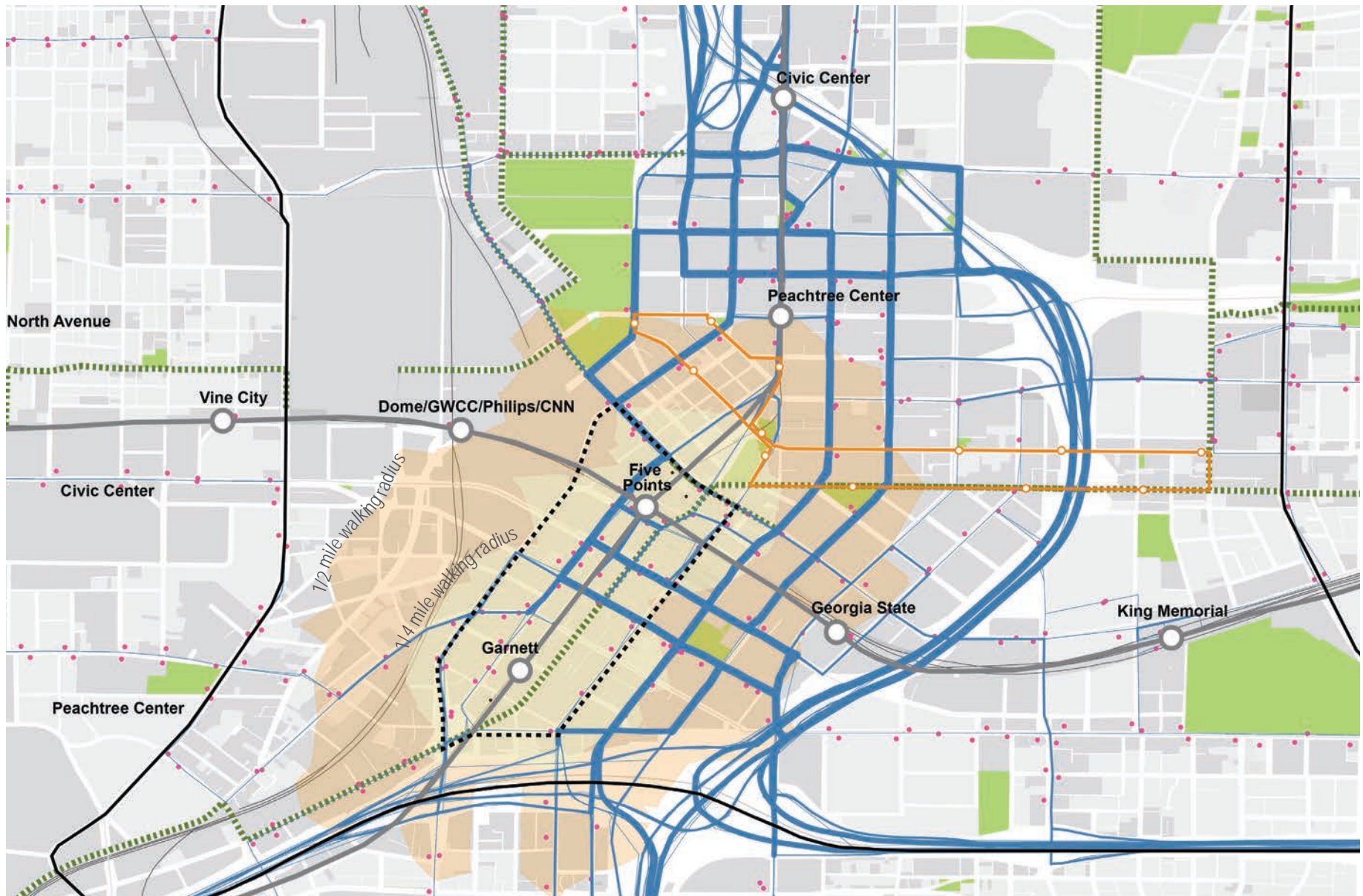
**Table 1.1**  
**Station Performance - Downtown Study Area** \*\* Data source: (MARTA, 2014)

Station Name	Avg. Weekday Daily Entries	Rank (out of 38)	Saturday Avg. Daily Entries	Rank (out of 38)	Sunday Avg. Daily Entries	Rank (out of 38)
<b>Five Points</b>	<b>19,425</b>	<b>1</b>	<b>12,198</b>	<b>1</b>	<b>8,107</b>	<b>1</b>
<b>Garnett</b>	<b>1,492</b>	<b>33</b>	<b>1,027</b>	<b>32</b>	<b>871</b>	<b>31</b>
Peachtree Center	7,203	5	4,398	7	3,539	5
Civic Center	2,633	23	1,246	28	1,103	26
Georgia State	3,928	18	1,535	25	1,234	24
King Memorial	1,334	35	949	34	700	35
Dome / GWCC / Philips	2,379	26	3,094	16	2,790	11

## Map 1.12 Legend

-  Park / Green Space
-  Existing Residential Land Use
-  Existing Non-Residential Land Use
-  1/4-mile Walking Radius from Station Access Points
-  1/2-mile Walking Radius from Station Access Points
-  1 Bus Route
-  2-3 Bus Routes
-  4-5 Bus Routes
-  6-10 Bus Routes
-  11+ Bus Routes
-  Existing Bike Ways
-  Atlanta Streetcar Line + Stops
-  Bus Stops (All Systems)
-  MARTA Station
-  MARTA Rail Line





MAP 1.12 | DOWNTOWN TRANSPORTATION NETWORKS AND STATION ACCESS



## Station Area Transportation Network

Like Map 1.12, Map 1.13 illustrates the transportation networks within the station study area, including a hierarchical diagram of the frequency of bus routes, bus stops, MARTA rail lines and stations, the Atlanta Streetcar, and a quarter-mile (5-minute) walking radius from all station access points at Garnett and Five Points stations. The access level of service within the station study area is nearly completely covered by a quarter-mile walking radius around the stations. However, as shown in Map 1.11, many vacant parcels exist in the South CBD, particularly around Garnett Station, giving few destinations for pedestrians to patronize, aside from the government buildings.

A high concentration of bus traffic exists on the streets in the study area, particularly around Five Points Station and around the government buildings. Many of the buses queue during layovers at Five Points for extended periods of time along Alabama Street and Broad Street, causing loitering issues, as described in multiple focus group meetings and at the intercepts. MARTA is reconfiguring bus layovers at Five Points to relocate all of the buses from Broad Street and many from Alabama Street; these changes should occur in 2015. The Greyhound Station adjacent to Garnett Station causes additional bus traffic on the surrounding streets, bus queuing around the station,



and is often perceived as a barrier to development in the South CBD and around Garnett Station.

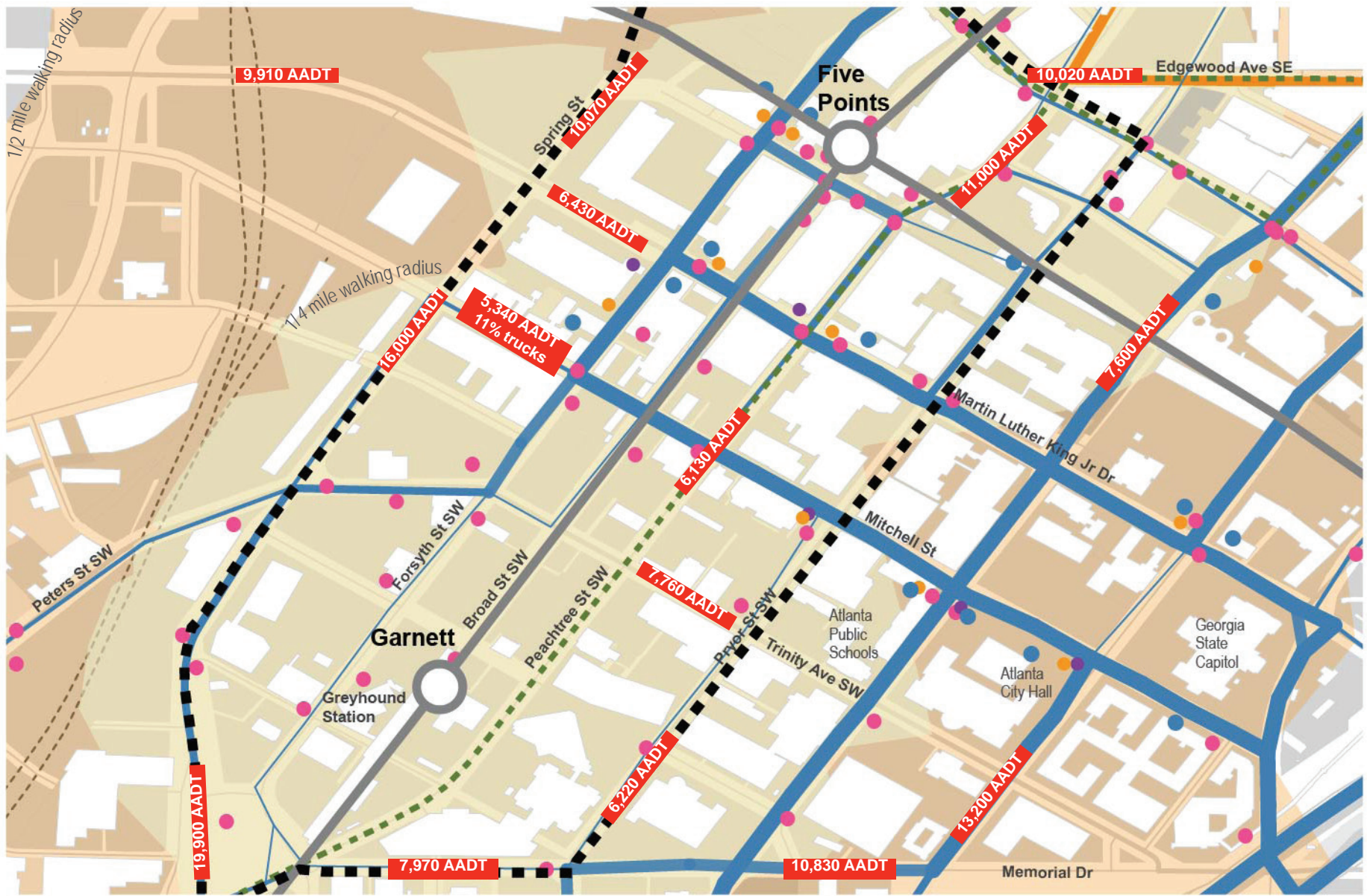
Little bicycle infrastructure exists in the station study area; only two streets (Peachtree and Marietta) visibly accommodate bicycle traffic. However, Peachtree Street does not have designated bike lanes, which makes it less appealing for frequent travel.

## Map 1.13 Legend

- Existing Residential Land Use
- Existing Non-Residential Land Use
- Buildings
- 1/4-mile Walking Radius from Station Access Points
- 1/2-mile Walking Radius from Station Access Points
- 1 Bus Route
- 2-3 Bus Routes
- 4-5 Bus Routes
- 6-10 Bus Routes
- 11+ Bus Routes
- Existing Bike Ways
- Atlanta Streetcar Line + Stops
- MARTA Bus Stops
- GRTA Bus Stops
- CCT Stops
- GCT Stops
- MARTA Station
- MARTA Rail Line
- Station Study Area
- Annual Average Daily Traffic (AADT)

Figure 1.32: The bus queuing during the layover periods at Five Points Station along Broad Street (TSW, 2014).

Figure 1.33: The bus queuing during the layover periods at Five Points Station on Alabama Street encourages extensive loitering (TSW, 2015).



MAP 1.13 | STATION STUDY AREA TRANSPORTATION NETWORK



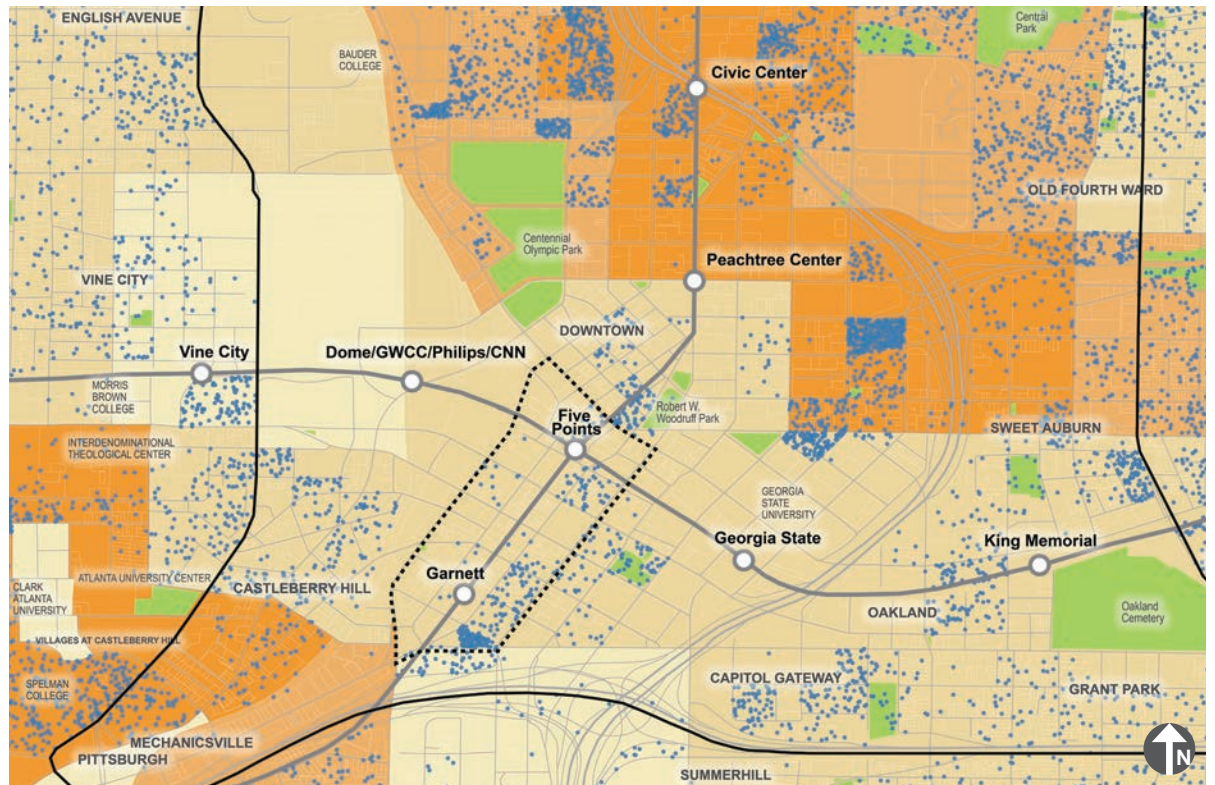
## Demographics Analysis

### Population Density (2010 Data)

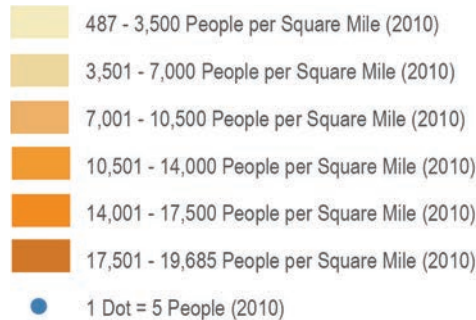
The 2010 city of Atlanta population was 420,279 (U.S. Census Bureau, 2014), the Downtown Atlanta Study Boundary population was 23,356, making up 10,146 households, and the Station Study Area population was 1,283 in 291 households (ArcGIS Business Analyst, 2014). Map 1.14 illustrates the 2010 population density per square mile by Census Tract; the blue dots represent five people each and are located on parcels coded as “residential.” As shown, the Downtown area is less dense than the surrounding neighborhoods of Old Fourth Ward, Castleberry Hill, and Midtown.

### MARTA Users

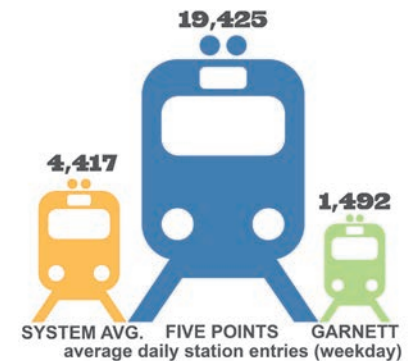
Few people lived within the station study area and near Five Points and Garnett stations in 2010. This indicates that ridership to Garnett, and especially Five Points, comes primarily from neighborhoods outside of Downtown and the station study area. Five Points Station is the most heavily used station seven days a week, and Garnett Station is one of the least used stations. Five Points has an average of 19,425 daily station entries (weekday), compared to Garnett with 1,492 entries, and the system average of 4,417 (infographic, right).

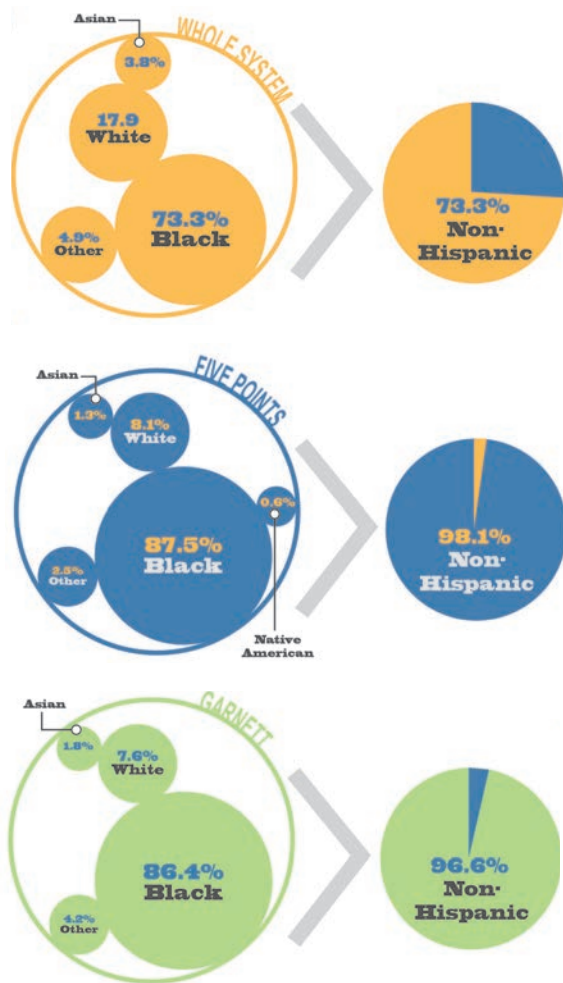


MAP 1.14 | DOWNTOWN POPULATION DENSITY BY CENSUS TRACT (2010)

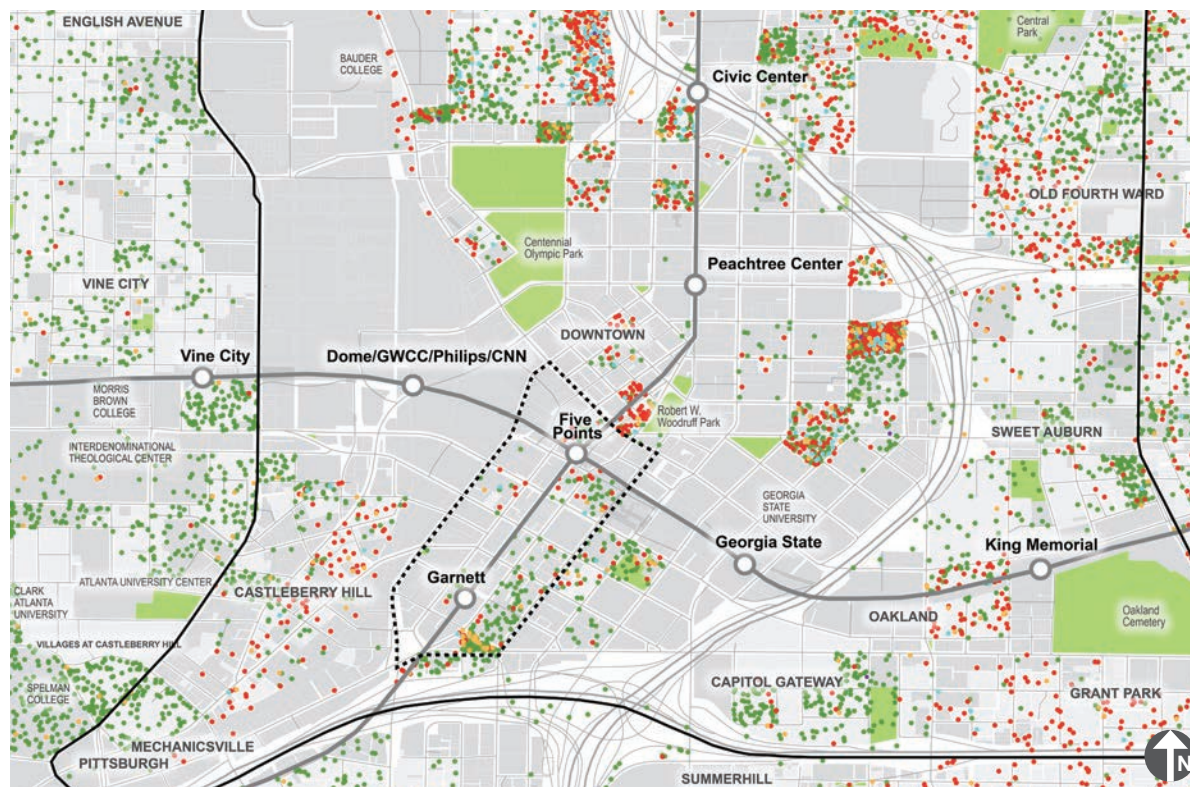


\*\*2010 Demographic data were obtained from Atlanta Regional Commission Neighborhood Nexus WEAVE Program and analyzed in ArcGIS by Census Tract and Block numbers. Dots are placed on Census Blocks that had population in 2010, but they are not located at exact addresses of individuals.





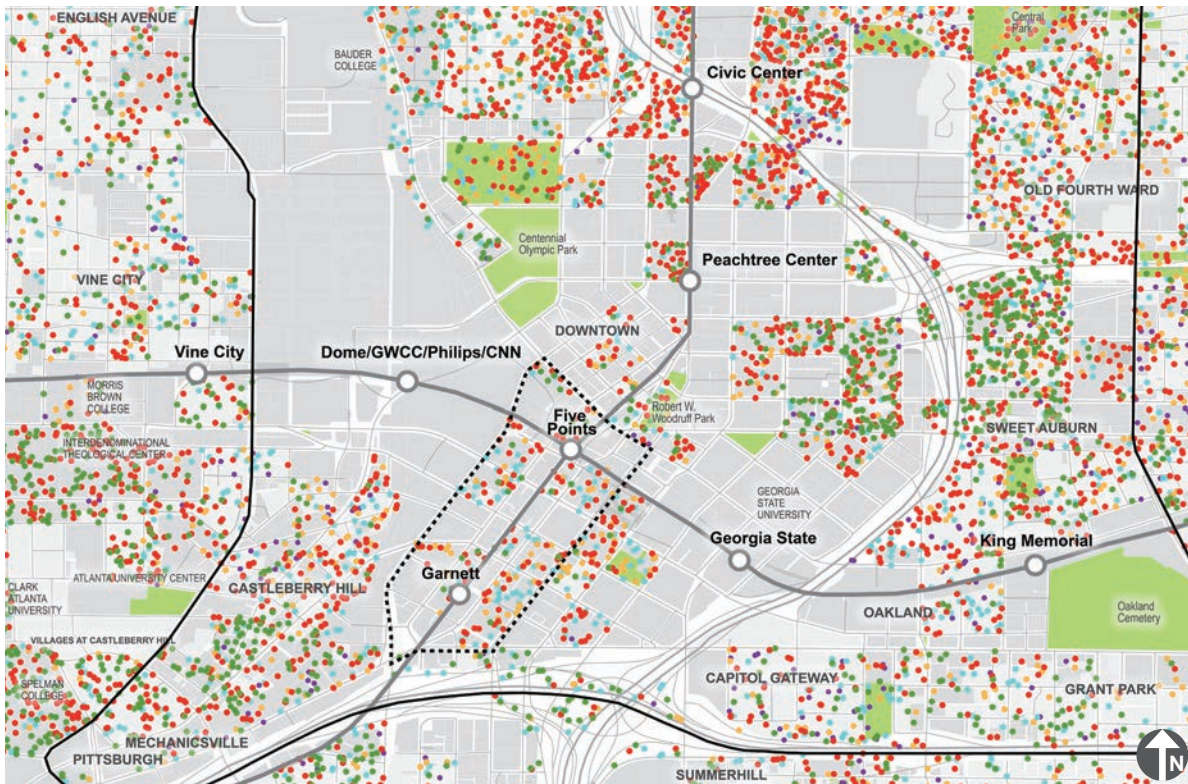
The above infographics illustrate the percentage of MARTA rail users of different races / ethnicities that started trips at the Five Points and Garnett stations compared to the entire rail system. Note: in this data, "Hispanic" was not counted separately from race, so any of the riders who are counted as white or black could also be Hispanic. Data from MARTA.



MAP 1.15 | DOWNTOWN RACE / ETHNICITY DISTRIBUTION BY CENSUS BLOCK (2010)

### Racial / Ethnicity Distribution

Downtown Atlanta has a higher density of Black / African American population than any other race or ethnicity, with White / Caucasian as the second highest. The distribution is similar within the station study area. This data is shown at the Census Block level from the U.S. Census Bureau, but retrieved from ARC. The Five Points and Garnett stations serve a higher percentage of Black / African American riders than the MARTA system as a whole (infographic, left).



**MAP 1.16 | DOWNTOWN AGE DISTRIBUTION BY CENSUS TRACT (2010)**

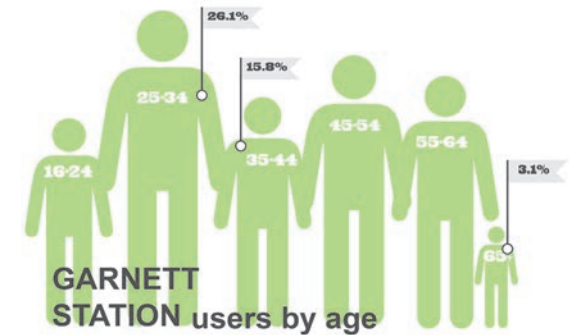
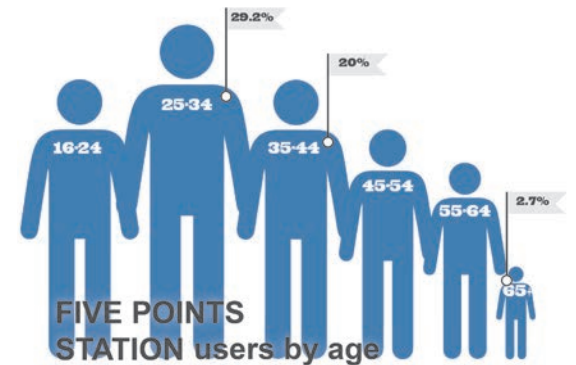
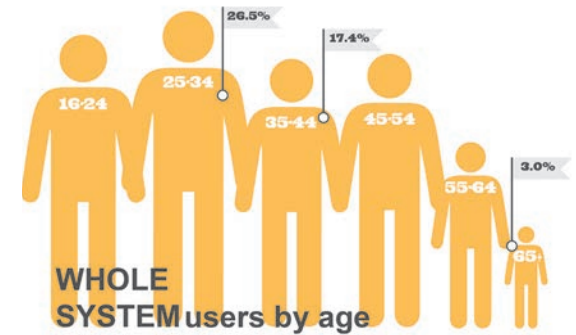
**Age Distribution of MARTA Users**

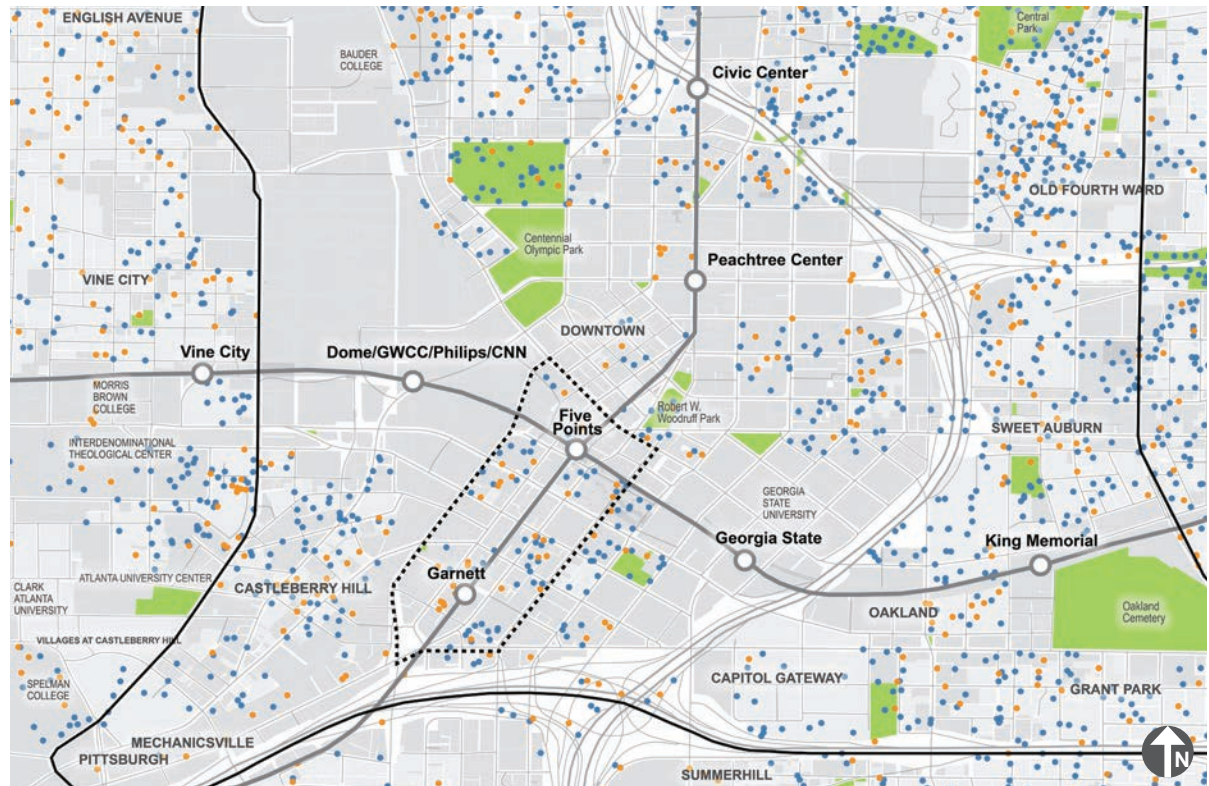
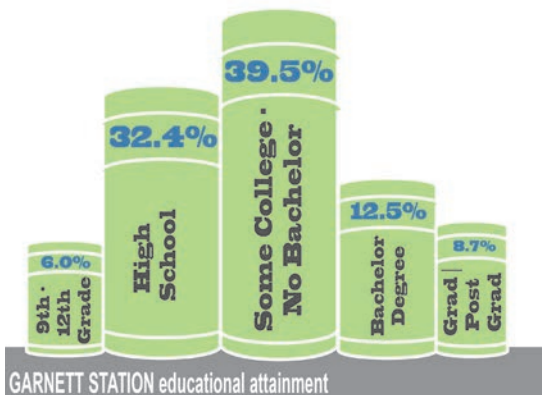
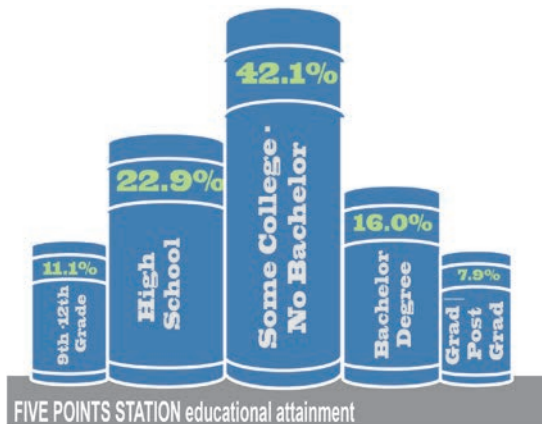
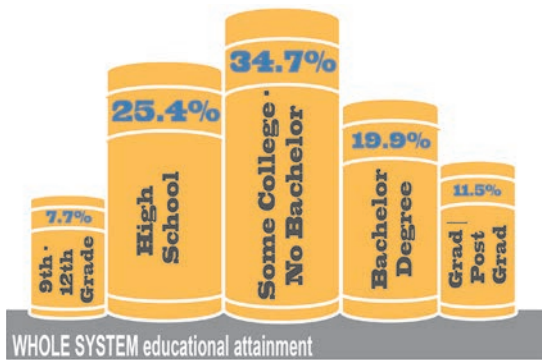
Throughout the entire MARTA rail system, the 25-34 year old cohort is the highest percentage user, which is also true of the Garnett and Five Points stations (infographic, right). Data obtained from MARTA revealed a low percentage of users within the age groups of 0-16 and 65+. The percentages of users within the 16-24, 35-44, and 45-54 age cohorts were fairly similar for both South Downtown stations, and the entire MARTA rail system.

1 Dot = 5 People (2010 Census)

- Age 19 and under
- Age 20 - 34
- Age 35 - 44
- Age 45 - 64
- Age 65 +
- Residential Land Use (Existing)
- Non-Residential Land Use (Existing)

\*\*2010 Demographic data were obtained from Atlanta Regional Commission Neighborhood Nexus WEAVE Program and analyzed in ArcGIS by Census Tract and Block numbers. Dots are placed on Census Blocks that had population in 2010, but they are not located at exact addresses of individuals.





MAP 1.17 | DOWNTOWN EDUCATIONAL ATTAINMENT BY CENSUS TRACT (2010)

### Educational Attainment

Map 1.17 shows the educational attainment of residents over 25 in Downtown Atlanta. The distribution is divided between those with a High School diploma or less and those with a Bachelor's Degree or higher. Many MARTA rail system users have some college education; however, more than 75% of Five Points, 68% of Garnett users, and 68% of all MARTA rail riders have less than a Bachelor's Degree (infographic, left).

1 Dot = 5 People

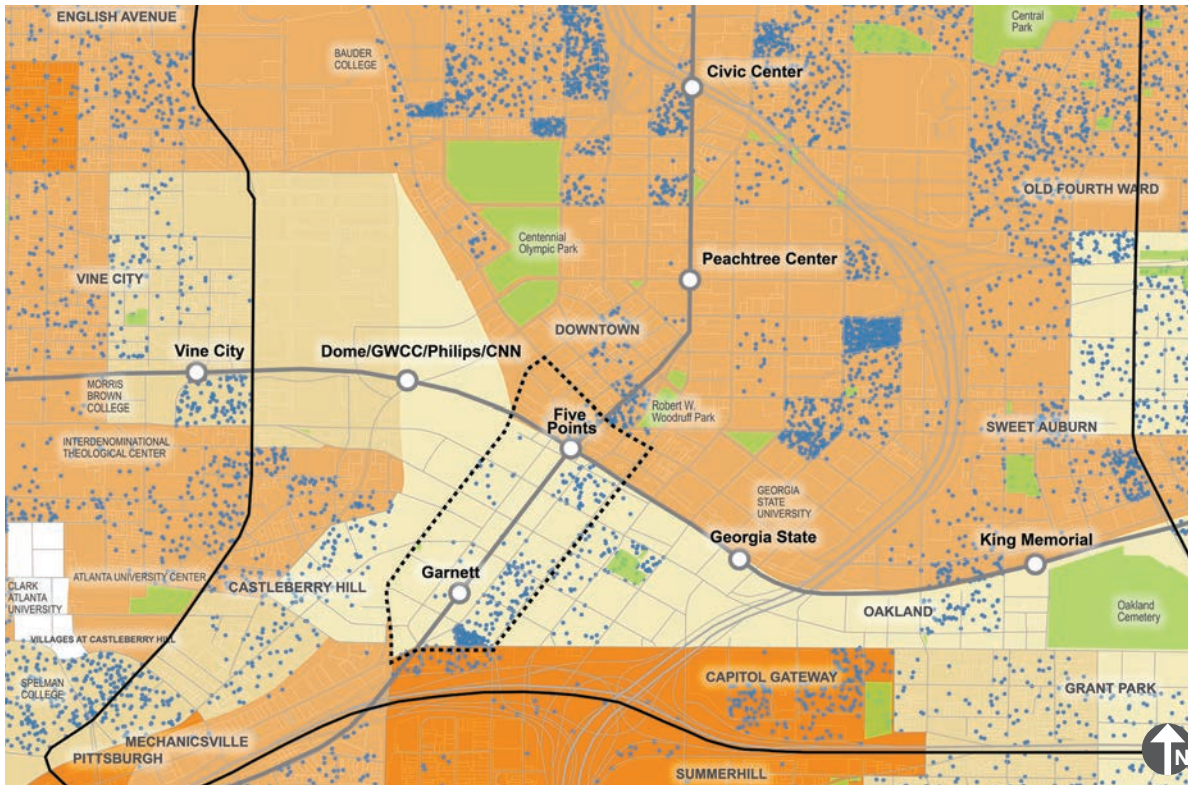
● High School, GED or Less (2010 Census)

● Bachelor's Degree or Higher (2010 Census)

□ Residential Land Use (Existing)

□ Non-Residential Land Use (Existing)

\*\*2010 Demographic data were obtained from Atlanta Regional Commission Neighborhood Nexus WEAVE Program and analyzed in ArcGIS by Census Tract and Block numbers. Dots are placed on Census Blocks that had population in 2010, but they are not located at exact addresses of individuals.



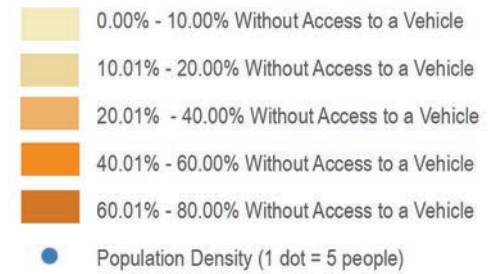
**MAP 1.18 | DOWNTOWN TRANSIT DEPENDENCY BY CENSUS TRACT (2010)**

**Downtown Transit Dependency**

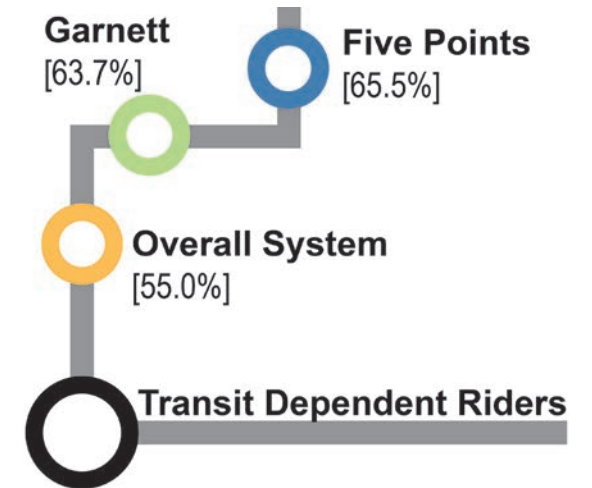
Many residents in the Downtown area do not have access to a vehicle (up to 60% in some Census Tracts), which potentially means that those residents depend on public transportation for their daily needs. Map 1.18 shows the percentage of people without access to a vehicle using 2010 Census Data.

**MARTA User Transit Dependency**

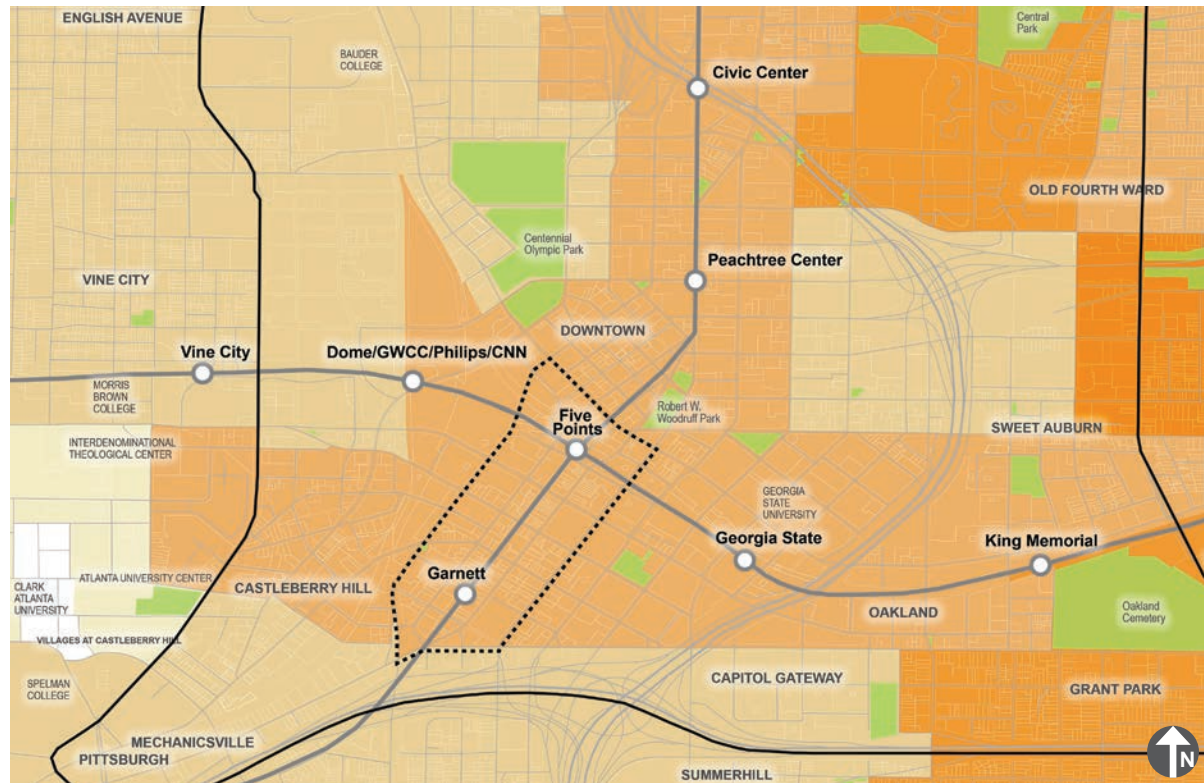
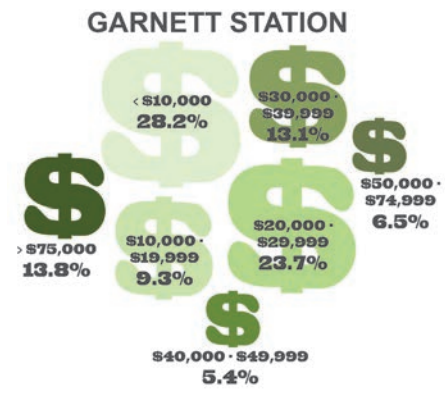
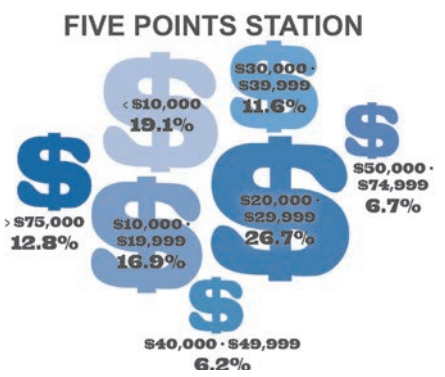
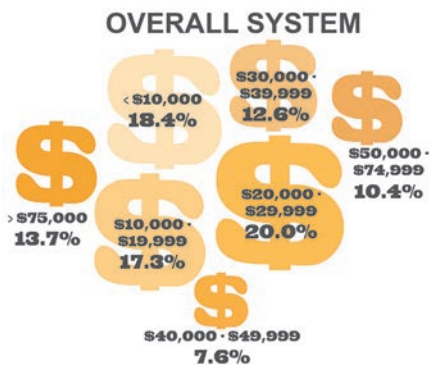
The majority of MARTA users are transit dependent, which means a significant portion of MARTA customers are not using the system by choice. A greater percentage of riders utilizing Five Points and Garnett stations depend on transit as their means of transportation than for the overall MARTA rail system (infographic, right).



\*\*2010 Demographic data spreadsheets were obtained from Atlanta Regional Commission Neighborhood Nexus WEAVE Program and analyzed in ArcGIS by Census Tract number. Dots are placed on current residential parcels within the Census Tracts, but they are not located at exact addresses of individuals.







MAP 1.19 | DOWNTOWN AVERAGE INCOME BY CENSUS TRACT (2010)

#### Average Per Capita Income

Many of the Census Tracts in the Downtown area have an average per capita income less than \$30,000 / year, with a majority of the tracts exhibiting an average of less than \$20,000 per capita, which aligns with the majority of the riders using the Garnett and Five Points stations (infographic, left). More than 60% of riders using the stations make less than \$30,000 / year. System-wide, this statistic only decreases to 55.7% of all rail riders.

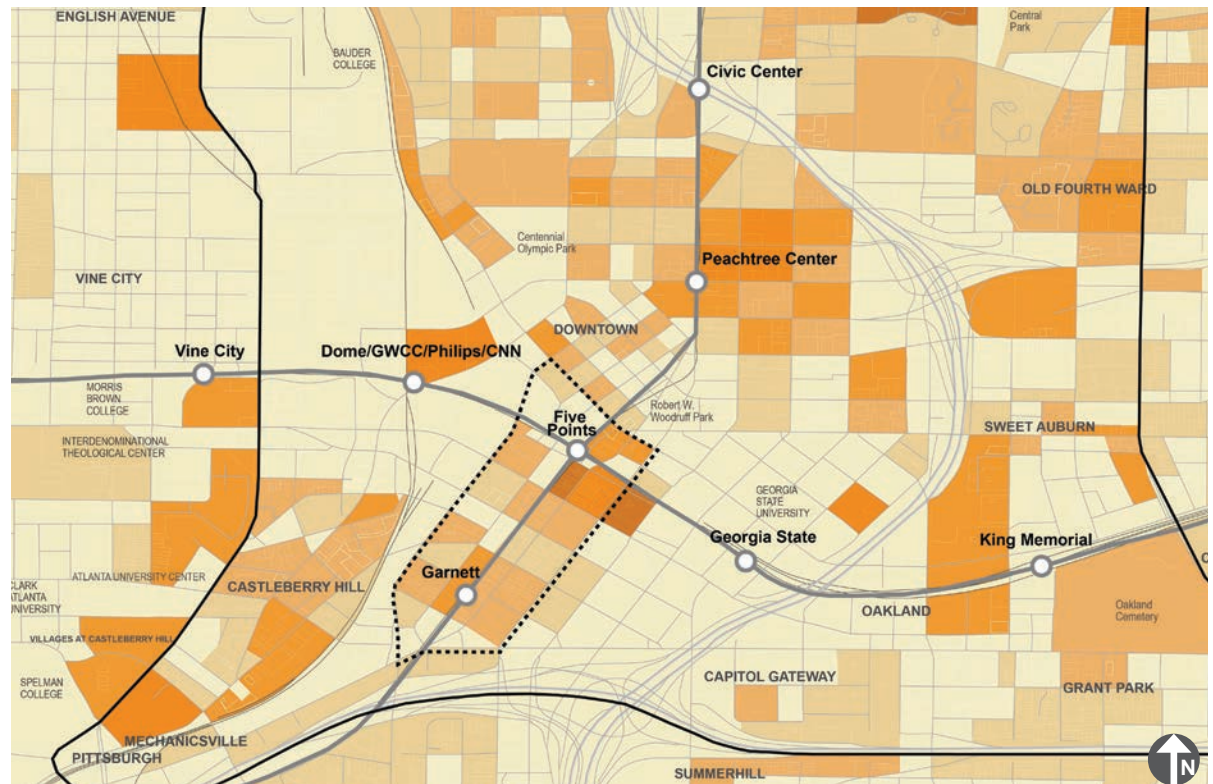


## Crime Statistics | 2010 to 2014

### City of Atlanta + Downtown

The crime data were analyzed for the Downtown and the station study area. Maps 1.20 through 1.23 show the average number of violent and non-violent crimes from 2010 to 2014 for the two areas. Additionally, the two station areas were compared to other stations in the MARTA system, analyzed for an area defined by a 1/8-mile radius around the stations (approximately a one-block radius). The other MARTA stations that were analyzed were Peachtree Center, Civic Center, North Avenue, Midtown, King Memorial, and Georgia Dome / CNN / Philips Arena in order to represent different types of in-town neighborhoods (pages 52 and 53).

Crimes categorized as non-violent include burglary, auto-theft, and larceny. Crimes defined as violent include aggravated assault, rape, robbery, and homicide. Overall, for the city of Atlanta, crime has decreased approximately 18% since 2010 (Atlanta PD Report, 2014). Throughout the five-year period of 2010 to 2014, in Atlanta, the most common non-violent crime was larceny, and this trend is maintained for the Downtown and station study areas. Citywide, aggravated assault and robbery made up the majority of the violent crimes in the time period. This trend continued for the Downtown and station study areas (Tables 1.2 and 1.3).



**MAP 1.20 | DOWNTOWN AVERAGE NUMBER OF NON-VIOLENT CRIMES (2010-2014)**

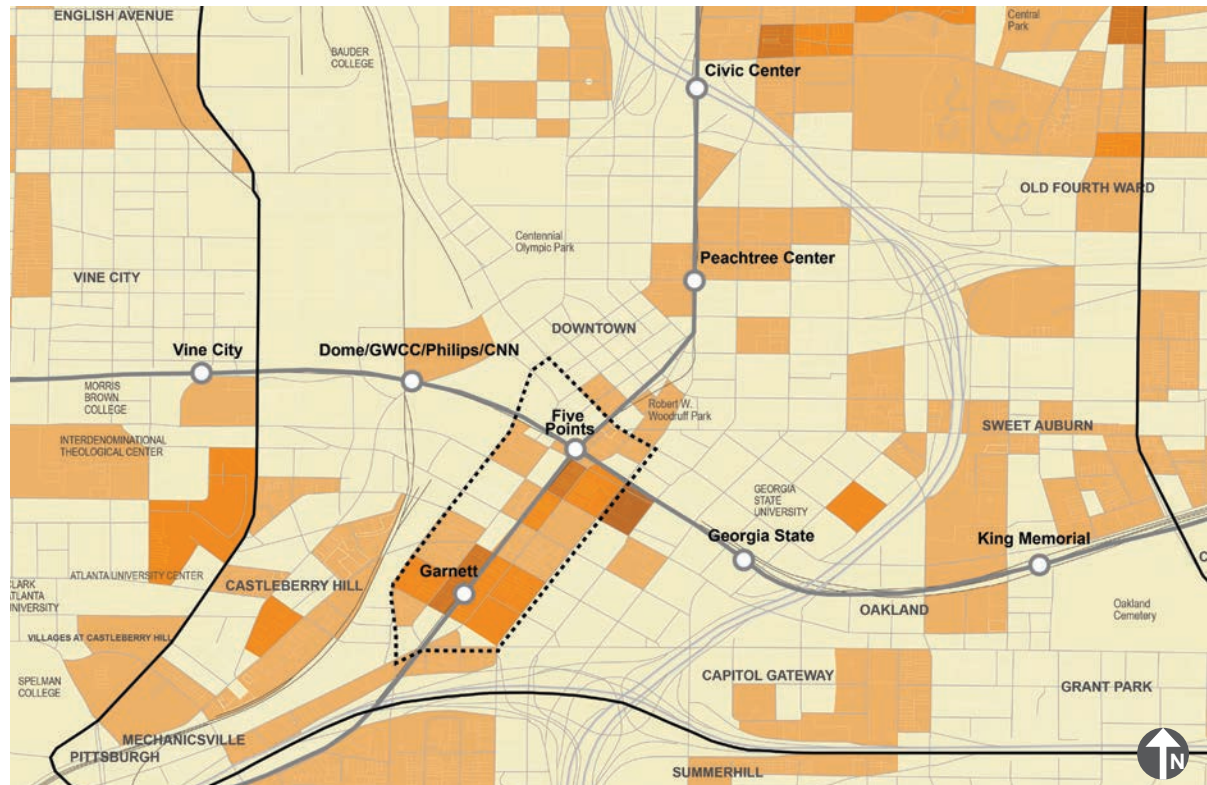
In the Downtown area, for each year throughout 2010 to 2014, violent crime has remained relatively steady, ranging from 516 crimes to 555 crimes. Non-violent crime has also remained relatively steady, with a slight overall decline in the last five years. The average number of violent crimes per 1,000 people in the Downtown area (using 2012 population data from ESRI Business Analyst) was 21.20, and 136.63 for non-violent crimes. Comparatively, in the station study area, the average number of violent crimes



City of Atlanta Statistics					
Crime Type	2010	2011	2012	2013	2014
<b>Total # Crimes</b>	30,930	30,176	28,389	27,478	26,310
<b>Violent (V) %</b>	15%	15%	16%	16%	17%
<b>Non-Violent (NV) %</b>	85%	85%	84%	84%	83%
<b>% of V Agg. Assault</b>	57%	55%	55%	51%	51%
<b>% of V Robbery</b>	40%	42%	41%	45%	45%
<b>% of NV Larceny</b>	58%	58%	61%	63%	64%
Downtown Area Statistics					
<b>Total Crimes</b>	4,096	4,358	3,690	3,734	3,779
<b>Violent (V) %</b>	13%	12%	14%	14%	15%
<b>Non-Violent (NV) %</b>	87%	88%	86%	86%	85%
<b>% of V Agg. Assault</b>	46%	40%	48%	44%	40%
<b>% of V Robbery</b>	51%	56%	50%	52%	53%
<b>% of NV Larceny</b>	79%	78%	79%	81%	79%

**Table 1.2 | Crime Percentage Statistics for the city of Atlanta and Downtown area**

Crime location data points for both maps obtained from City of Atlanta / Atlanta Police Department and analyzed in ArcGIS by locating the address points and calculating the average number of crimes between the five years.



**MAP 1.21 | DOWNTOWN AVERAGE NUMBER OF VIOLENT CRIMES (2010-2014)**

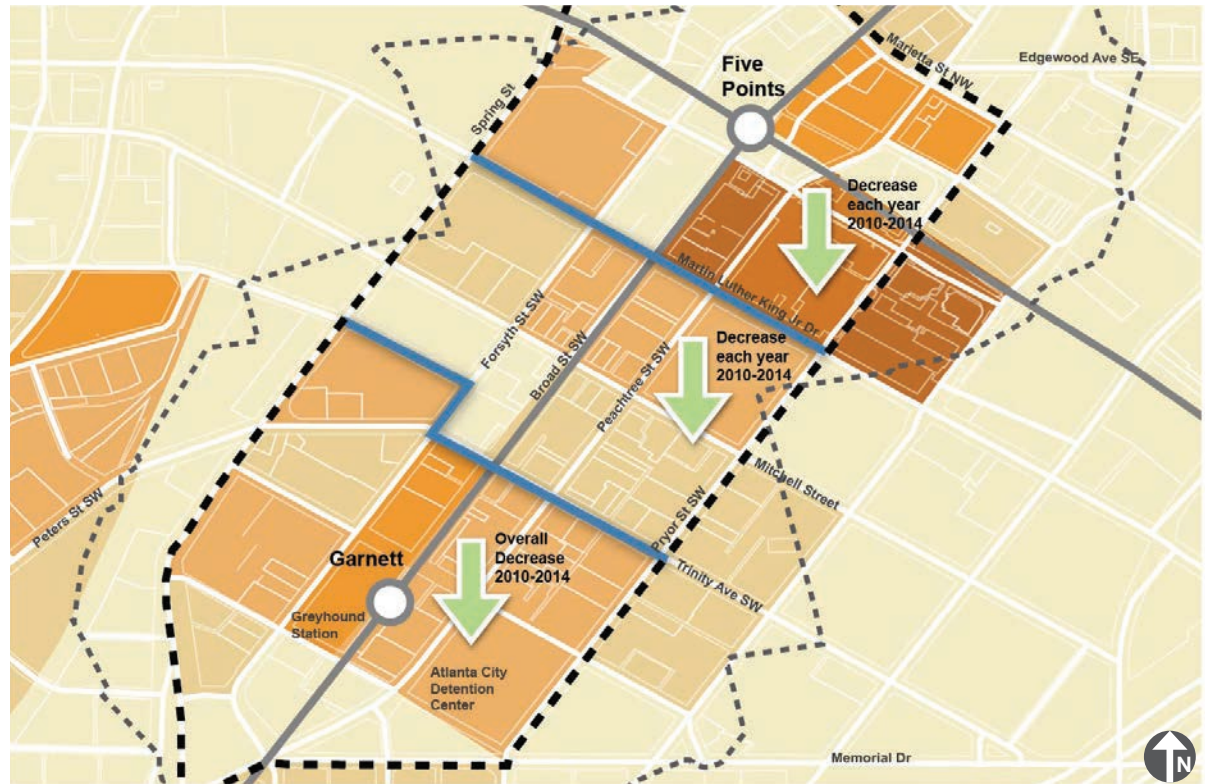
per 1,000 people was 52.52 and 235.86 for non-violent crimes. However, this drastic change in number of crimes per 1,000 people is due to the low residential population in the station study area compared to the rest of the city and Downtown Atlanta. For all areas, non-violent crime makes up the vast majority of crimes throughout the five years.



### Station Study Area

Maps 1.22 and 1.23 show the average number of non-violent and violent crimes, respectively, at the Census block level within the station study area. Despite making up 4.9% of the land area and 7.6% of the residential population (ESRI Business Analyst, 2012), the station study area made up between 16% and 20% of all violent crimes in the Downtown study area each year between 2010 and 2014, and between 11% and 15% of all non-violent crimes, dropping below 10% in 2014.

The station study area has experienced an overall decrease in the number of non-violent crimes from 2010 to 2014, consistently declining each year, despite the increase in the percentage of crimes in the area (Table 1.3). The 2010 number was 553 and by 2014, the number was 320 crimes. Violent crime declined between 2010 and 2012, spiked in 2013, then fell again in 2014. The number of non-violent and violent crimes has generally declined in the area around Five Points, shown in the maps. Around Garnett Station, the number of violent crimes has generally increased, but the number of non-violent crimes has decreased over the five-year period. The number of non-violent and violent crimes in the blocks between the two stations has declined each year. In 2010, 36 violent crimes and 100 non-violent crimes occurred in this area, and in 2014 12 violent and 44 non-violent crimes occurred.



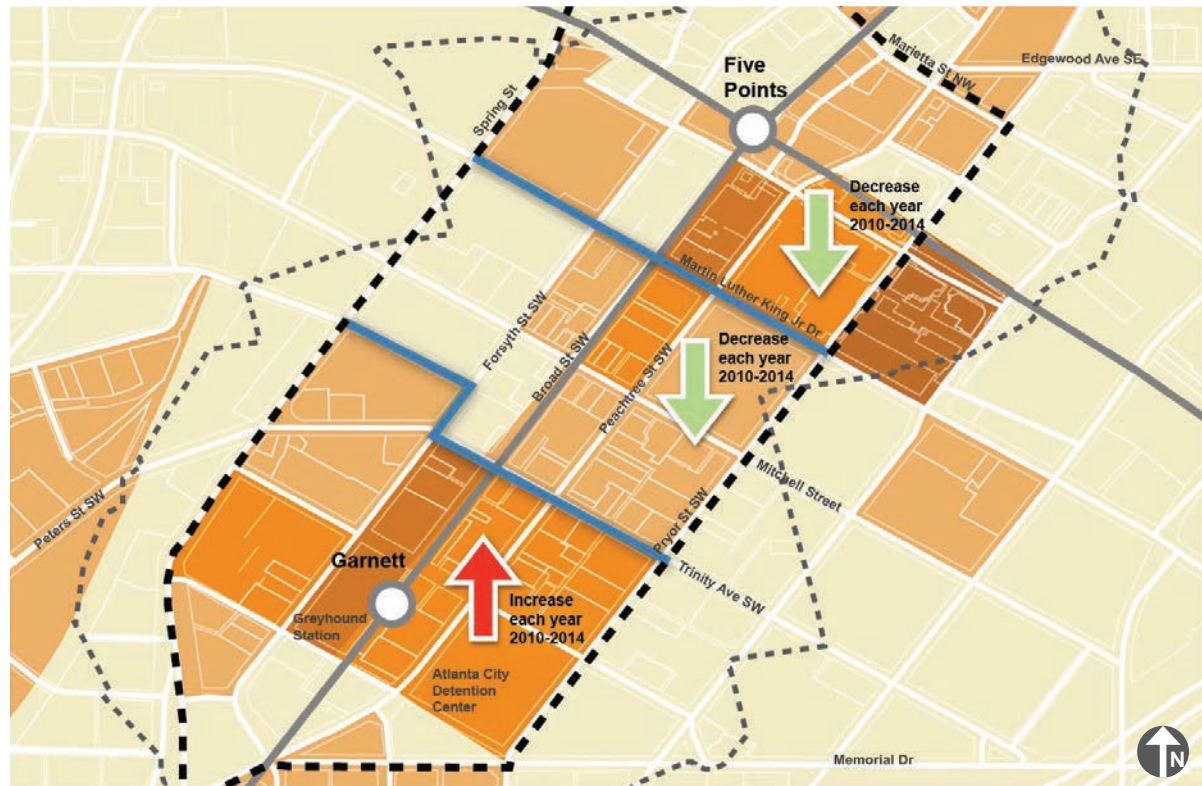
**MAP 1.22 | STUDY AREA AVERAGE NUMBER OF NON-VIOLENT CRIMES (2010-2014)**



Crime location data points for both maps obtained from City of Atlanta / Atlanta Police Department and analyzed in ArcGIS by locating the address points and calculating the average number of crimes for the five-year period.

Station Study Area Statistics					
Crime Type	2010	2011	2012	2013	2014
<b>Total Crimes</b>	769	721	594	526	466
<b>Violent (V) %</b>	17%	15%	17%	23%	23%
<b>Non-Violent (NV) %</b>	83%	85%	83%	77%	77%
<b>% of V Agg. Assault</b>	39%	41%	44%	44%	38%
<b>% of V Robbery</b>	61%	57%	55%	50%	57%
<b>% of NV Larceny</b>	90%	90%	86%	93%	90%

**Table 1.3 | Crime Percentage Statistics for the Station Study Area**



**MAP 1.23 | STUDY AREA AVERAGE NUMBER OF VIOLENT CRIMES (2010-2014)**

- 0 to 1 Violent Crimes (Average per year)
- 2 to 5 Violent Crimes (Average per year)
- 6 to 10 Violent Crimes (Average per year)
- 11 to 20 Violent Crimes (Average per year)
- 21 to 30 Violent Crimes (Average per year)
- Station Area Division Line (for Crime Decrease vs. Increase Measurements)
- 1/4-Mile Walking Radius (5-minute walk)
- Station Study Area

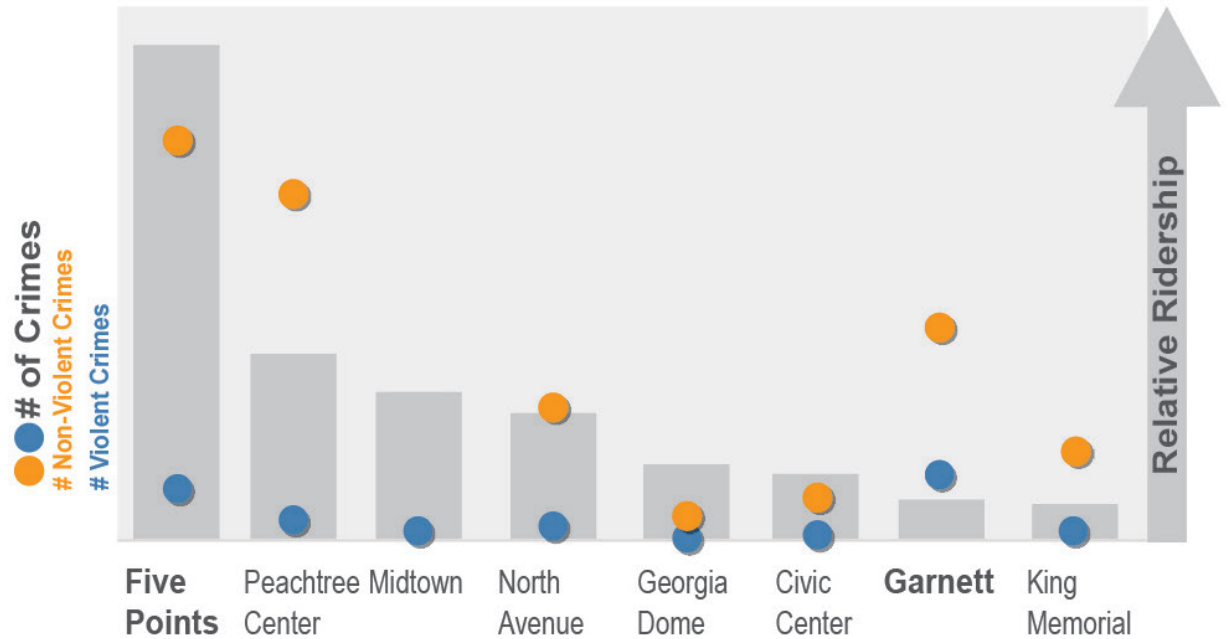
Each year, the majority of the non-violent crimes in the station study area were larceny, but some auto-theft and burglary also occurred. A larger percentage of auto-theft occurred near Garnett Station because of the presence of multiple surface parking lots. Robbery consistently made up most of the violent crimes in the station study area over the five-year period; however, aggravated assault made up a significant percentage of the violent crimes (Table

1.3). The blocks directly adjacent to Garnett Station south of Trinity Avenue have consistently experienced more violent crime, potentially due to the hidden pathways, surface parking lots, and adjacency to Magic City Gentlemen's Club and the Atlanta City Detention Center.

### MARTA Station Comparisons

The two station areas were compared to other stations in the MARTA system. All of the compared stations were analyzed in an area defined by a 1/8-mile radius around the stations (approximately a one-block radius). The other stations that were analyzed were Peachtree Center, Civic Center, North Avenue, Midtown, King Memorial, and Georgia Dome / CNN / Philips Arena. For all station areas during the five-year period, larceny made up the majority of non-violent crimes, and the next highest was auto-theft. Robbery made up the majority of the violent crimes for all station areas, and in some cases, aggravated assault was the majority. This differs from the City as a whole (Table 1.2) because aggravated assault was consistently the majority. The comparison to the other stations in the system helps determine if the security concerns from public feedback, described in Chapter 3.0, are a perception or reality.

The Five Points Station area is the only area in this list that experienced a steady decline in non-violent crime throughout the five years. All five years, larceny comprised between 96% and 100% of the non-violent crimes within the 1/8-mile radius of Five Points. North Avenue also experienced an overall decline in non-violent crime throughout the time period, with a significantly lower average number than Five Points (79.8 crimes compared to 234.4). North Avenue Station experienced an overall



**Chart 1.1 | Station Area (1/8-mile radius) Violent and Non-Violent Crimes vs. Ridership**

decline in violent crime between 2010 and 2013, but a spike occurred in 2014. Comparatively, in the Five Points area, violent crime was relatively steady. Relative to daily ridership, the violent crime at Five Points is much lower than many of the other stations (Chart 1.1). Peachtree Center experienced an increase in both violent and non-violent crime throughout the five-year period. The number of non-violent crimes are much higher for this station relative to average daily ridership than for many of the

MARTA Station Crime Statistics and Ridership Comparisons						
Station Area (1/8-mile Radius)	Avg. Weekly Ridership (Station Entries)	Avg. Yearly Ridership (Station Entries)	Avg. Violent Crimes (2010-2014)	Avg. Violent Crimes per 1,000,000 riders	Avg. Non-Violent Crimes (2010-2014)	Avg. Non-Violent Crimes per 1,000,000 riders
<b>Five Points</b>	117,430	6,106,360	34.4	5.63	234.4	38.39
<b>Garnett</b>	9,358	486,616	43.8	90.01	99	203.45
<b>King Memorial</b>	8,319	432,588	6	13.87	53.4	123.44
<b>Georgia Dome</b>	17,779	924,508	1.4	1.51	14.6	15.79
<b>Peachtree Center</b>	43,952	2,285,504	13.4	5.86	219.2	95.91
<b>Civic Center</b>	15,514	806,728	3.4	4.21	25.2	31.24
<b>North Avenue</b>	29,864	1,552,928	9.4	6.05	79.8	51.39
<b>Midtown</b>	34,922	1,815,944	6.2	3.41	76	41.85

**Table 1.4 | Station Area (1/8-mile radius) Violent and Non-Violent Crimes vs. Ridership**

The crime data for the station study areas were analyzed in ArcGIS using the City of Atlanta crime data and a 1/8-mile radius buffer around each of the rail stations. The numbers of non-violent and violent crimes were selected for each year between 2010 and 2014 for all of the stations to determine a trend over the five years. The average number was calculated and compared to the ridership. Ridership data were received from MARTA and is based on average station entries. The per 1,000,000 riders number was calculated by dividing the number of crimes by the average number of riders per year and multiplying it by 1,000,000.

others. Peachtree Center also has a comparable number of non-violent crimes to the Five Points area, but less than 50% of the average daily ridership. In the Garnett Station area, the number of violent crimes increased for all five years. This station area had a higher number of violent crimes than the Five Points area; however, Garnett has less than 10% of the average daily ridership of Five Points. King Memorial saw an increase in non-violent crimes over the five-year period, but with similar ridership,

this station area had half the number of crimes of the Garnett Station area. Midtown Station has less than 20% of the average number of violent crimes of the Five Points area (28.7% of the average daily ridership), and less than 15% of the number of average violent crimes of Garnett (and 3.75 times the ridership).

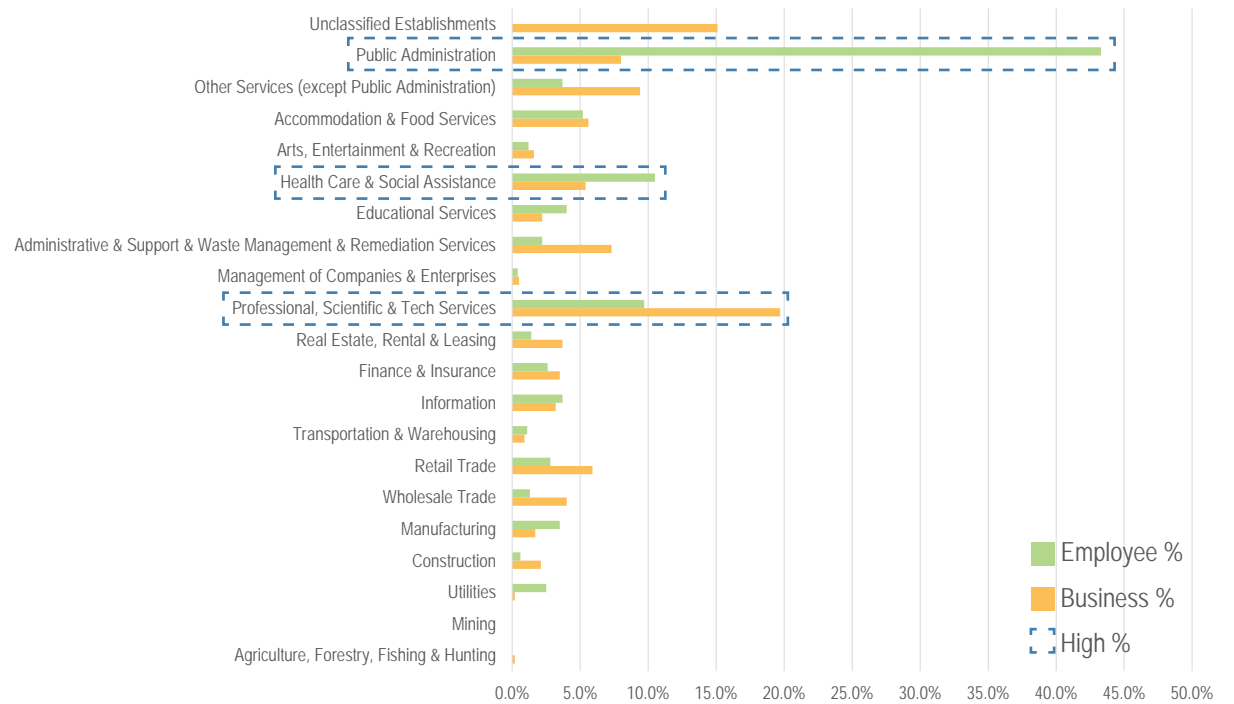
When comparing crimes per 1,000,000 riders (station entries), the average numbers of non-violent and violent crimes in the Five Points area is similar to other stations, but around Garnett Station, the number is much higher (Table 1.4). In fact, Five Points Station area's non-violent crimes per 1,000,000 riders is lower than the number for the Midtown and North Avenue Station areas, and nearly 1/3 of the of number for the Peachtree Center Station area. For violent crimes, Five Points' number per 1,000,000 riders is comparable to the Peachtree Center area and lower than the King Memorial and North Avenue areas. This could potentially mean that security issues described in public feedback for Five Points Station may be perception, resulting from multiple factors. However, in the Garnett Station area, the average crime numbers and crimes per 1,000,000 riders are significantly higher than all of the other station areas, meaning that the security issues described are well-founded and should be a focus of design recommendations.

## Downtown Business Profile

Downtown Atlanta is home to over 7,000 businesses and 113,000 employees. With a residential population of only 24,910 people, the ratio of workers to Downtown residents is almost 5 to 1. The station study area includes approximately 750 businesses and 24,000 employees. With a residential population of just 1,885 people, the worker to resident ratio in the station study area is more unbalanced at almost 18 to 1. Public Administration Services (NAICS category definition) claims nearly half (43.3%) of all Downtown employees, but only 8.0% of the total businesses. Public Administration Services make up 23.0% of the businesses in the station study area, and 83.3% of the employees of the area, which is indicative of the large number of government offices in the area. The Downtown area as a whole has more diversity in the types of businesses and employees than the station study area. Charts 1.1 and 1.2 summarize the percentage of employees and businesses within particular sectors (by NAICS category) for both the Downtown study area and station study area (ESRI Business Analyst, 2014).

## Downtown Retail Opportunity

In terms of retail establishments selling products to consumers (sales to other businesses excluded), the station study area has a much greater leakage in multiple industry groups than the Downtown study area. The term



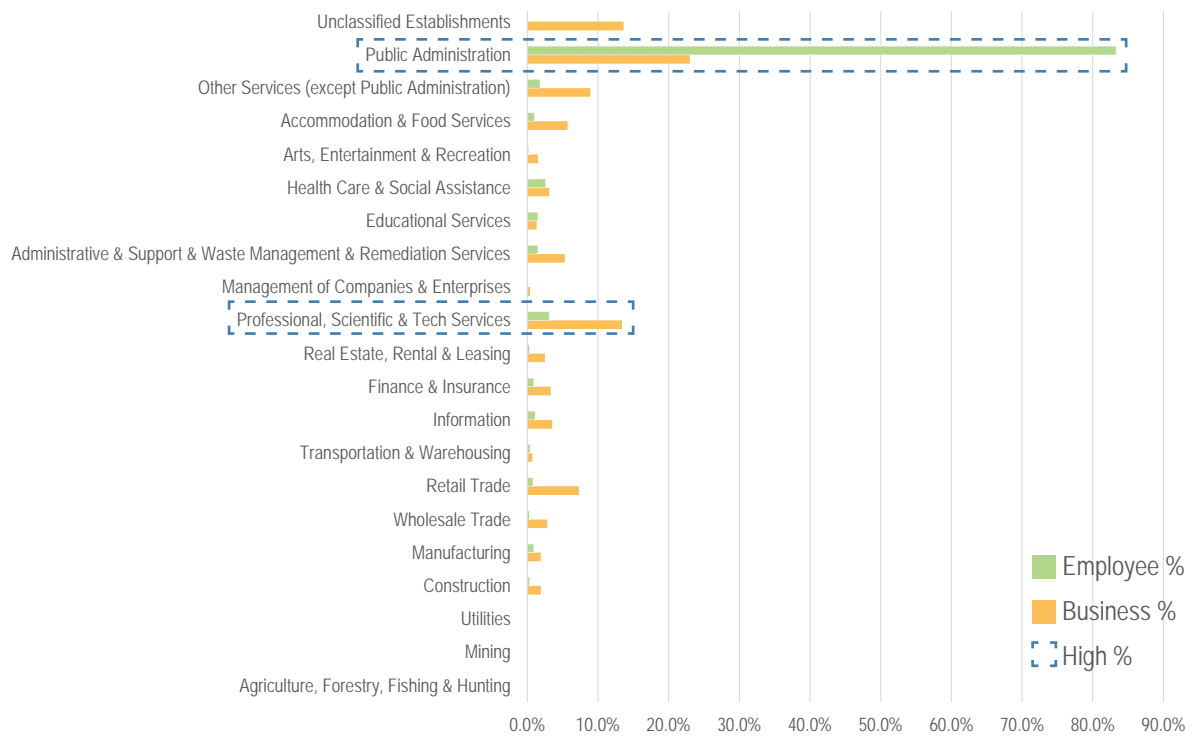
**Chart 1.2 Downtown Employee vs. Business Type % Distribution by NAICS Code**

leakage means that the need is met *outside of* the study area, so people leave the area for the goods or services, and a surplus means that people *come into* the study area from outside neighborhoods for that particular service or product. In other words, many retail needs are not met within the station study area, and residents must travel to other parts of Downtown or greater Atlanta to meet their needs.

Chart 1.1: Employee and business percentage distribution for the Downtown study area.

Chart 1.2: Employee and business percentage distribution for the station study area. Public administration employs the majority of people who work in this area.





**Chart 1.3 Station Area Employee vs. Business Type % Distribution by NAICS Code**

The infographics to the right show the number of businesses and employees within the two study areas (Downtown study area on top, and station study area on bottom).

All table data accessed from the ESRI Business Analyst GIS software (2014).

The station study area and Downtown study area both have leakages in the following: automobile / other motor vehicle dealers, building material and supplies dealers, department stores, general merchandise stores, electronic shopping and mail-order houses, and direct-selling establishments. The station area also has substantial leakages in home furnishing stores, lawn and garden stores, specialty food stores, gas stations, book and music



stores, office supply stores, used merchandise stores, and special food services. Both study areas are experiencing a surplus in furniture stores, grocery stores, clothing stores, shoe stores, miscellaneous store retailers, vending machine operators, full-service restaurants, limited-service eating places, and drinking (alcohol) establishments.



The Project Team at the Georgia State University Intercept



# 2.0 Exploration + Opportunities

## 2.1 STATION AREA ASSESSMENTS

The Project Team conducted station area assessments based on criteria derived from the overarching issues that became apparent during focus group meetings and the intercepts, described in Sections 2.2, 2.3, 3.2, and 3.3. These include:

- Urban Context within one block of the stations
- Safety and Security in and around the stations
- Wayfinding and signage in and around the stations
- Usable public space at the stations
- Circulation, access, and views into and out of the stations

Each of these overarching issues was divided into detailed criteria that address each of the issues, ranked on a scale of 1 to 5. The grading scale worked as follows:

- **1 = Very Poor** (non-existent, completely ineffective / inefficient, facilities need major renovations or improvements)
- **2 = Poor** (present but ineffective / inefficient, more space and / or facilities needed, facilities need improvement)
- **3 = Neutral** (present and somewhat effective / efficient, feature not needed here, facilities need some improvements)
- **4 = Good** (present and functions adequately, facilities

meet need and require few improvements)

- **5 = Excellent** (great example, functions well, sufficient space, sufficient facilities to meet needs, facilities do not need improvements)

Criteria with negative connotations, such as loitering, received a score of “1” or “2” if they were excessively present. The matrix summary (Table 2.0) displays the average scores by station for each of the overarching issues. The complete matrix can be viewed in Appendix 6.2. Neither station received a score greater than “3.2” on any of the overall issues; however, specific criteria related to those issues received higher scores. For example, both stations scored a “4” in the Wayfinding and Signage category for the wayfinding on the concourse and vertically through the stations. Five Points received a “4” for the availability of access points because none

of the entrances are blocked within the Circulation / Access / Views category. Garnett also received a “4” in the Circulation / Access / Views issues category for the criterion about views out of the station because the elevated structure offers expansive views to the surrounding areas. Both stations received a score of “1” in the Public Space category for the loitering issues and availability of seating criteria. Public space is the poorest performing category for both stations, partially because spaces are fenced, are not well-maintained, or lack programming. Some station entrances are also not clearly marked or visible from the surrounding streets. Garnett Station’s plaza ramp blocks the main entrance, and wayfinding to the Brotherton Street entrance is not clear on the adjacent streets. The Peachtree Street entrance to Five Points is not clear from the intersection at Alabama

**Table 2.0**  
**Station Assessment Matrix Summary**

Overarching Issues	Five Points Average Score	Garnett Average Score
Urban Context (within 1-block radius of stations)	3.20	2.47
Public Space within / around the station	2.05	1.83
Safety and Security within and around the station	3.00	2.63
Wayfinding / Signage to, from, within the station	2.67	2.67
Circulation / Access / Views within and around the station	2.43	2.67

## Diagram 2.1 Legend

- Non-Residential Parcels
- Residential Parcels
- Surface Parking Lots (within station study area)
- Sidewalk Network
- Parks / Open Space
- High Concentration of Public Art
- Population Density (1 dot = 5 people) \*located on Census Blocks with Population > 0 in 2010
- Intact Urbanism and Scale
- Bikeways
- 1/4 mile walking radius
- Station Study Area



**DIAGRAM 2.1 | URBAN CONTEXT STATION ASSESSMENT**

Table 2.0: Summary matrix for the criteria within each overarching issue category.

Map 2.1: The summary of the station assessment for the Urban Context of both stations (legend above).

and Peachtree, or from the northern approach because of the blind corner and narrow sidewalk created by the adjacent buildings.

### Urban Context for Both Stations

Diagram 2.1 shows the first of the issues - Urban Context - for the station study area. Although the stations are close to each other, the context changes drastically around

them. The population density (orange circles) is low in the surrounding area. Surface parking lots (blue) make up a large percentage of the land acreage in the station study area, but the sidewalk and street network is fairly extensive and connected, despite some maintenance issues and few bike facility options. The corridor between the two stations is home to a large number of high-quality murals by local artists, an asset for the area.

## Five Points Public Space

Five Points Station scored slightly higher than Garnett Station for the quality and presence of public space within and near the station. Woodruff Park is located within a couple blocks of the station and Underground Atlanta's plaza is across the street, but overall, usable park and public space is scarce in the station study area. Five Points Station includes many open plazas that could be programmed for specific uses or events, but many of them are fenced, preventing public access to them (Diagram 2.2). None of the plazas offer seating options, plazas have "No Loitering" signs to deter vagrancy issues, and fences enclose planters to discourage loitering. Opening the plazas and adding thoughtful design and event programming could potentially increase the opportunity for positive activation. Current practices are reactive responses, rather than proactive design that encourages people to use the station for more than daily travel to and from their destinations.

Views from the plazas to the surrounding context are much better than those into the plazas because of blind corners, circulation bottlenecks on sidewalks, or hidden entrances. Maintenance and cleanliness issues also detract from the quality of the public space built into the Five Points Station - many of the landscaped areas are not well-maintained, pavers in planters and on walking



Figure 2.1



Figure 2.2

surfaces are broken and dislodged, and the walls appear unclean. The Upper Plaza, Peachtree Street plaza, and the Broad Street Plaza are not heavily used for social activity, except for day-time loitering, causing a sense of discomfort for station users and the need for a strong and visible police presence. Diagram 2.3 shows spaces that are blocked or underutilized that can be easily re-programmed or designed to promote increased and better utilization.



Figure 2.3



Figure 2.4

Figure 2.1: Landscape planters lack adequate maintenance. Weeds are growing, pavers are dislodged, and the trees are stunted in growth (TSW, 2014).

Figure 2.2: The entrance and wide adjoining plaza at the Broad Street Plaza side of Five Points Station (TSW, 2014).

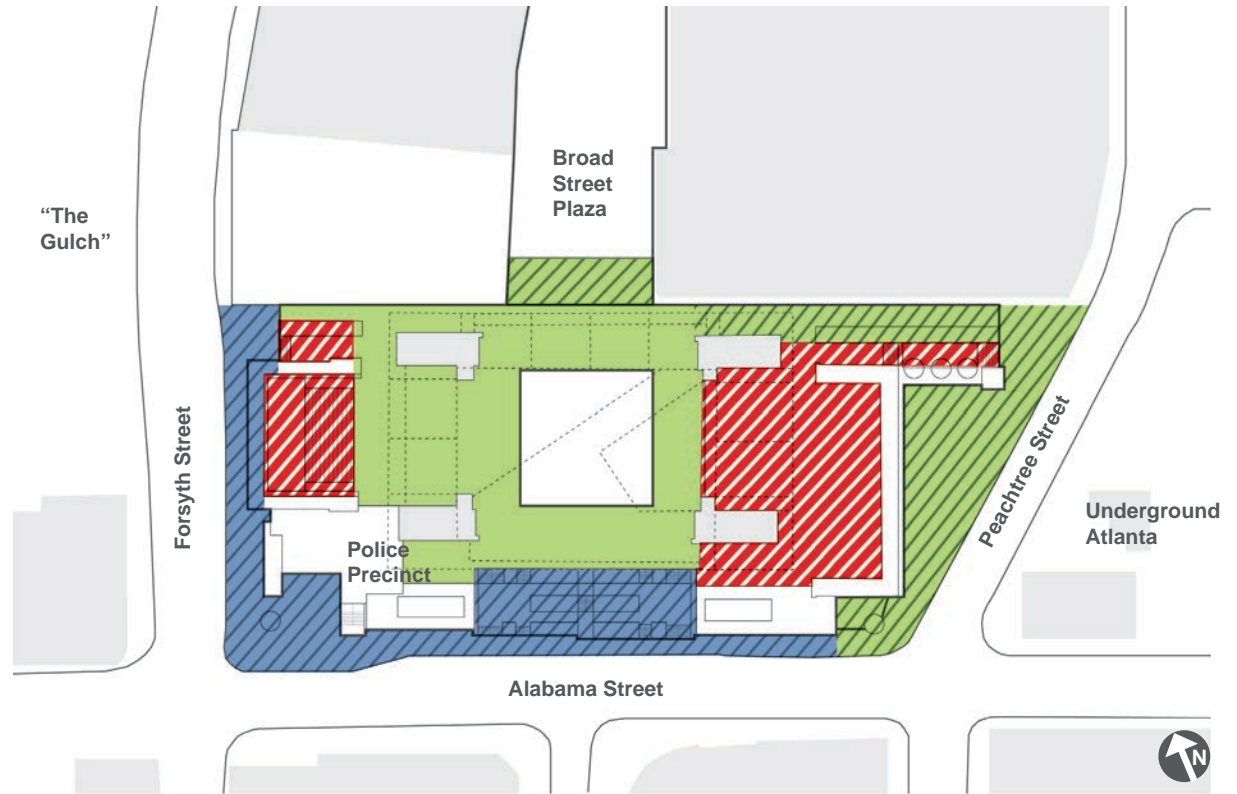


**DIAGRAM 2.2 | BLOCKED SPACES**

- Plazas Blocked by Fencing
- Surrounding Buildings
- Existing Trees (Conceptual, not exact locations)
- Station Outline
- Station Roof Line
- Street Line

Figure 2.3: The blocked, large Upper Plaza above the Peachtree Street entrance (TSW, 2014).

Figure 2.4: The blocked amphitheater on the Upper Plaza level of the Five Points Station. Fences block multiple areas at the station (TSW, 2014).



**DIAGRAM 2.3 | FIVE POINTS UNDERUTILIZED PUBLIC SPACE ASSESSMENT**

- Open / Accessible Space - easily re-programmed
- Surrounding Buildings
- Available Space - not ideal for use (fencing, maintenance, loitering)
- Station Outline
- Blocked Space - could be used and re-programmed
- Station Roof Line

## Five Points Safety and Security

Five Points Station received a score of “3” (Neutral) for safety and security within and around the station. This overarching issue category included criteria like seating in the plazas and train platforms, police presence, lighting around the station, streetscape lighting, call box presence, view corridors, cleanliness, graffiti presence, presence of loitering, and the general sense of security.

Although maintenance is a concern at the station, no graffiti was noticeably present in the station or on the exterior walls. The emergency call boxes are visible on the platforms, and lighting outside and inside the station appears sufficient. Some blind corners and staircases exist inside the station because of walls and columns, but overall, the station feels open and allows wide viewsheds. MARTA officers patrol the station plazas, providing a sense of security; however, a stronger presence throughout the station may be needed. Despite no seating, loitering frequently occurs on the surrounding sidewalks and streets, in the station plazas, and in the Broad Street Plaza, which creates a sense of discomfort for station users. Survey responses, focus groups, and discussions at the intercepts overwhelmingly referenced loitering as a major challenge for the station. In order to increase the sense of security, proper measures should be taken to address this issue - potentially with increased police presence and consistent rule enforcement.

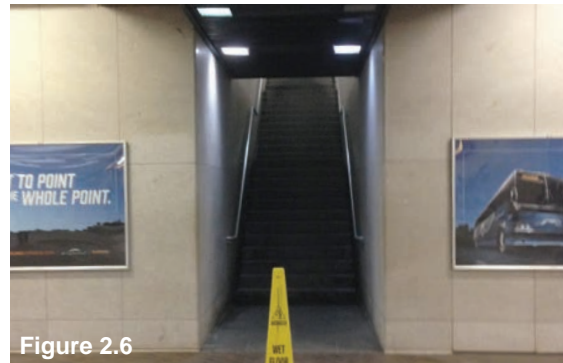


Figure 2.6

MARTA's recent security programs include the "Zero Tolerance" policy that enforces polite behavior on MARTA and the "See Something, Say Something" initiative that encourages people to report suspicious behavior. Routine station maintenance may also reduce the issue by demonstrating care for the station that could deter vagrant and illicit behavior because such activities would feel inappropriate.

Many paths around the station and on station property have tight circulation bottlenecks, particularly leading to the Upper Plaza area from Peachtree Street (Figures 2.7 and 2.8) and Forsyth Street (Figure 2.9), where adjacent buildings and site elements create tight spaces on narrow sidewalks. The tall planter walls by the ramps and staircases at Alabama Street (Figure 2.10) also create narrow, uncomfortable paths to reach the station and reduce viewsheds on the adjacent sidewalk.



Figure 2.7



Figure 2.8

Figure 2.6: One of the few staircases inside the station that feels insecure. No signs direct users to a destination, and the walls create a cavernous feeling (TSW, 2014).

Figure 2.7: The circulation bottleneck on the side of Peachtree Plaza, facing east from the Upper Plaza area (TSW, 2014).

Figure 2.8: The circulation bottleneck along Peachtree, facing south, near Peachtree Plaza. Buildings and the “jack” bollards block views of the station entrance and cause tight walking spaces (TSW, 2014).





Figure 2.9



Figure 2.10

Figure 2.9: The circulation bottleneck leading to the Upper Plaza level from Forsyth Street (TSW, 2014).

Figure 2.10: Tall planter walls on the terraced entrance at the Alabama Street entrance block viewsheds on the sidewalk and create potential hiding places (TSW, 2014).

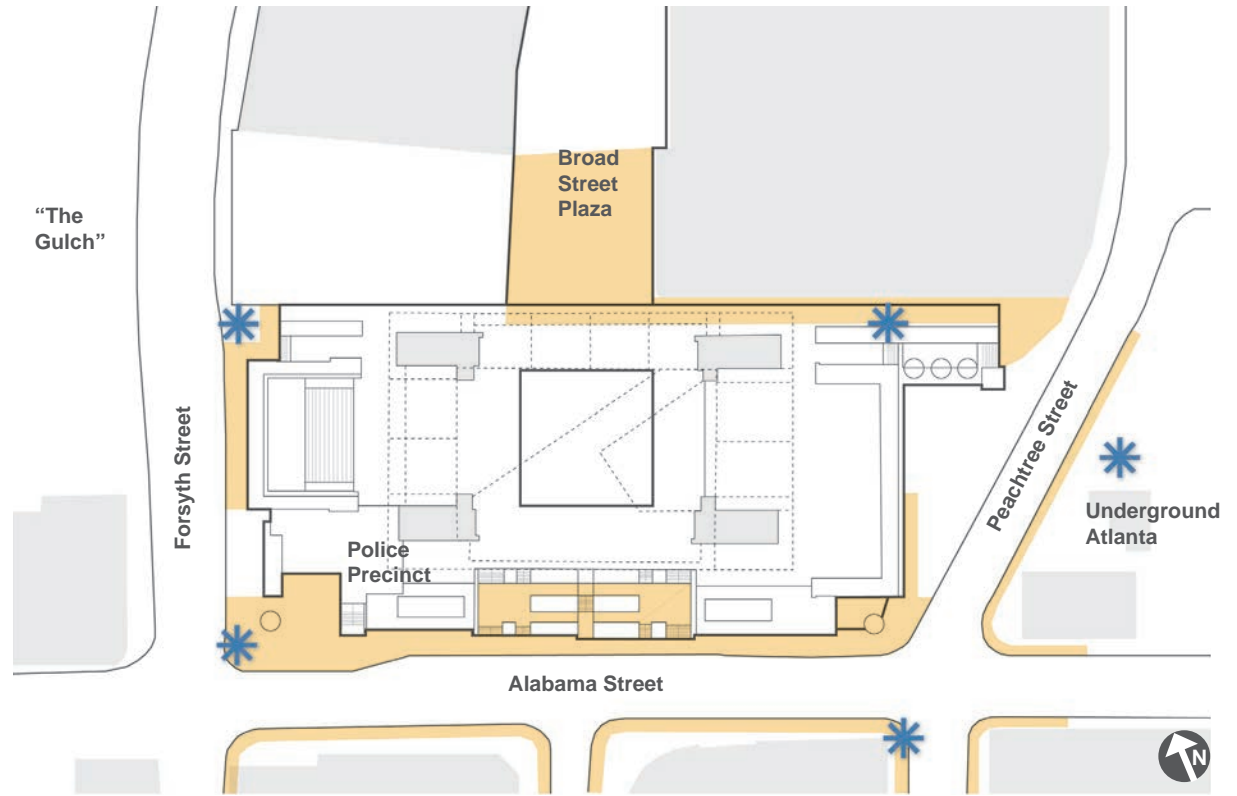








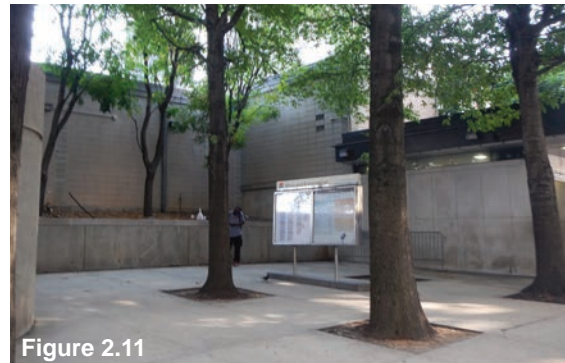
DIAGRAM 2.4 | FIVE POINTS SAFETY AND SECURITY ASSESSMENT

-  Perceived Security Barrier
-  Areas with Prevalent Loitering
-  Surrounding Buildings
-  Station Outline
-  Station Roof Line
-  Street Line

## Five Points Wayfinding and Signage

Five Points Station offers better wayfinding and signage inside the station than outside the station. Although the interior could potentially confuse users with multiple levels, the signage is mostly effective at directing riders to the concourse or platform they need. However, many of the signs are outdated or need maintenance. Wayfinding upon entering the station and before the fare gates is less effective, but manageable. Inside the station, few signs direct users to exits for specific nearby destinations or to proper bus stop locations, aside from the provision of street names. Although some were recently updated, the electronic signs for the train arrivals are often turned off or non-functional.

From the exterior, the signage and wayfinding to the station is unclear. As described in the Circulation / Access / Views Assessment (page 66), the entrances are often hidden from view on surrounding streets, and the signs indicating “MARTA” or “Five Points” are obstructed. On adjacent streets, users would be unaware that a major transit station is nearby, and many of the “MARTA” signs on the building’s roof are hidden and provide no indication about the station’s name. Some of the station-specific signs are too small or are located in illogical places. For example, on the Forsyth Street side, the station pylon sign is under the station awning against the building, providing



no advance notice to pedestrians in the public right-of-way (Figure 2.12). Finally, the bus route informational signage is difficult to interpret or non-existent, particularly at the Alabama and Forsyth Streets corner (Figure 2.11). Additional information about bus routes and times should be provided in a more effective manner. Real time data for trains and buses would be helpful outside and inside the station.

The station pylon sign at Marietta Street and the Broad Street Plaza (Figure 2.14) is also ineffective because it is hidden behind the edges of the adjacent buildings, making it invisible in the public right-of-way. Pushing the pylon signs to the sidewalk edges and within the public right-of-way would improve the wayfinding to the station from the surrounding context.



Figure 2.11: The corner at the Alabama and Forsyth Streets intersection, where many passengers wait for buses. No seating is provided, and the sign describing bus routes is difficult to interpret (TSW, 2014).

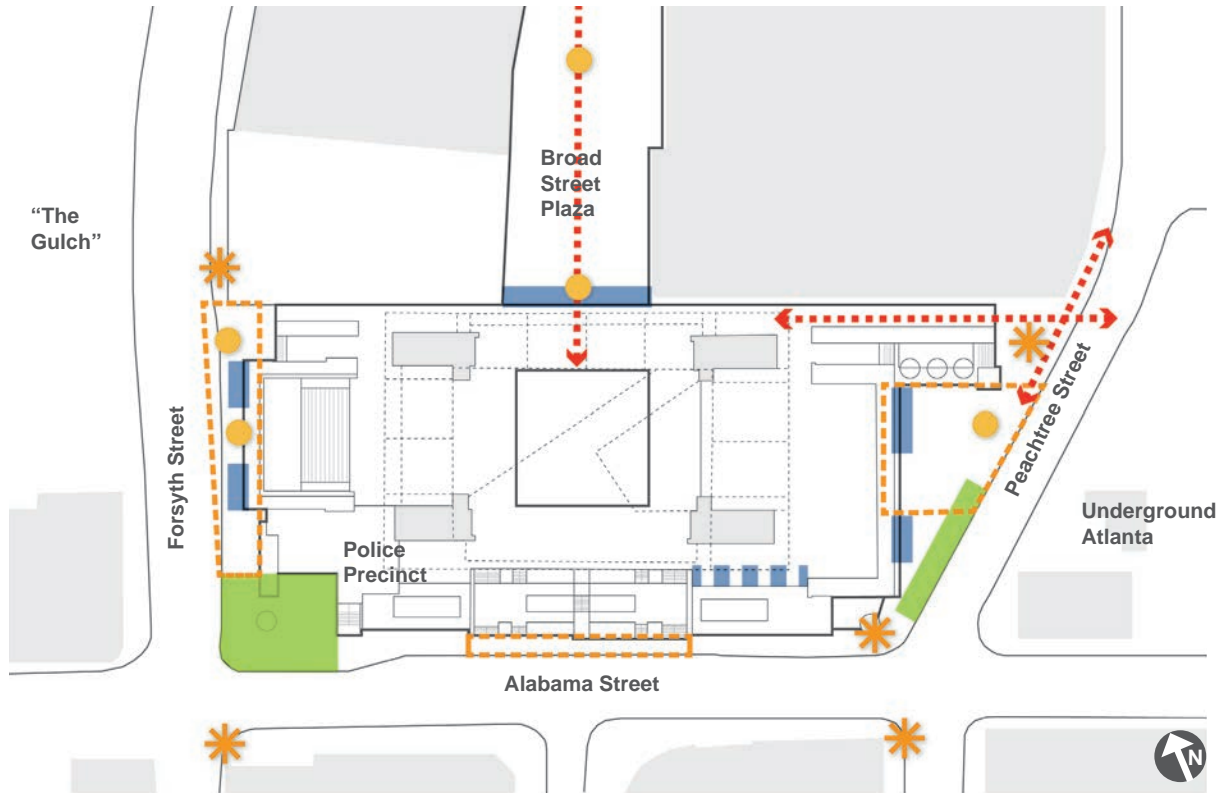
Figure 2.12: The station-specific pylon sign directly adjacent to the building at the Forsyth Street entrance (TSW, 2014).

Figure 2.13: Extensive interior wayfinding signs lead users to platforms and destinations, but to first-time users, it could be confusing (TSW, 2014).




Figure 2.14: The City of Atlanta kiosks in the front of Broad Street Plaza at Marietta Street block the views to the station entrance, and the MARTA pylon is located behind the building edges, which is ineffective from the sidewalk (TSW, 2014).

Figure 2.15: The Alabama Street entrance is blocked by the terraced staircases and walls, and the MARTA sign is the only indicator of a transit station (TSW, 2014).



**DIAGRAM 2.5 | FIVE POINTS WAYFINDING + SIGNAGE ASSESSMENT**

-  Needs Wayfinding to the Station
-  Needs Better Wayfinding to Surrounding Area
-  Bus Signage Difficult to Interpret
-  Surrounding Buildings
-  Effective "MARTA" sign (not station-specific)
-  Ineffective "MARTA" sign (not station-specific)
-  Unclear Pedestrian Paths to Station
-  Signage Exists - Ineffective
-  Station Outline
-  Station Roof Line
-  Street Line

## Five Points Circulation, Access, and Views

Five Points received a low score (2.43) for the quality of circulation and access outside and within the station. Some of the issues include interrupted pedestrian circulation flows in the outdoor plazas because of multiple elements blocking paths (flagpoles, bollards, “jack” statues). Surrounding sidewalks also have many obstacles, such as broken streetscape elements, exposed conduits, and uneven concrete. All of the entrances into Five Points are open, which makes entering the station easy from all sides; however, entrances are obstructed by streetscape elements or lack adequate signage.

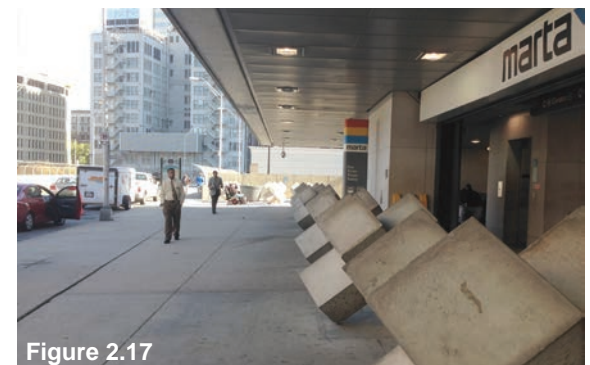
### Circulation and Access

Inside the station, pedestrian paths are open and signage generally directs people to their destinations effectively. The platforms adequately accommodate waiting train passengers, but the outdoor bus waiting areas are not sufficiently-sized for bus passengers. Many users cross Peachtree Street at random locations, rather than the intersection crosswalks. No midblock crossing exists by the Forsyth Street entrance, but the sidewalk by the station is wide to accommodate heavy pedestrian traffic. The pedestrian nature of Alabama Street and the Broad Street Plaza allow more pedestrian circulation and station access. Cyclists have no bike facilities at the

station and few dedicated street options for safe access, demonstrating a need for bike parking and designated bike lanes. At the Peachtree Street plaza, bottlenecks occur along the sidewalk from the northern approach by the retail establishments and on the ramp leading to the Upper Plaza level.

### Views

The Peachtree Street bottleneck, the vents, and the downward slope of the plaza inhibit views to the station. The Peachtree Street side is the most actively used entrance, emphasizing a need for an enhanced presence and better circulation. At the concourse level inside the station, views to the exterior are non-existent because the station slopes inward. Users must ascend ramps and pass the fare gates to see outside. On the Upper Plaza, views to Alabama Street and Broad Street Plaza are unobstructed, but the amphitheater prohibits views to Forsyth Street. The approach from Broad Street Plaza feels iconic because the wide adjoining plaza makes the entrance the focal point. However, if looking from Marietta Street, kiosks and trees hide the entrance (Figure 2.14). On Alabama Street, terraces block the entrance and trees hide the “MARTA” sign (Figure 2.15). At the prominent Alabama and Peachtree Street intersection, facing north, pedestrians are greeted by a blank wall, no signage, and the trash storage area (Figure 2.18).





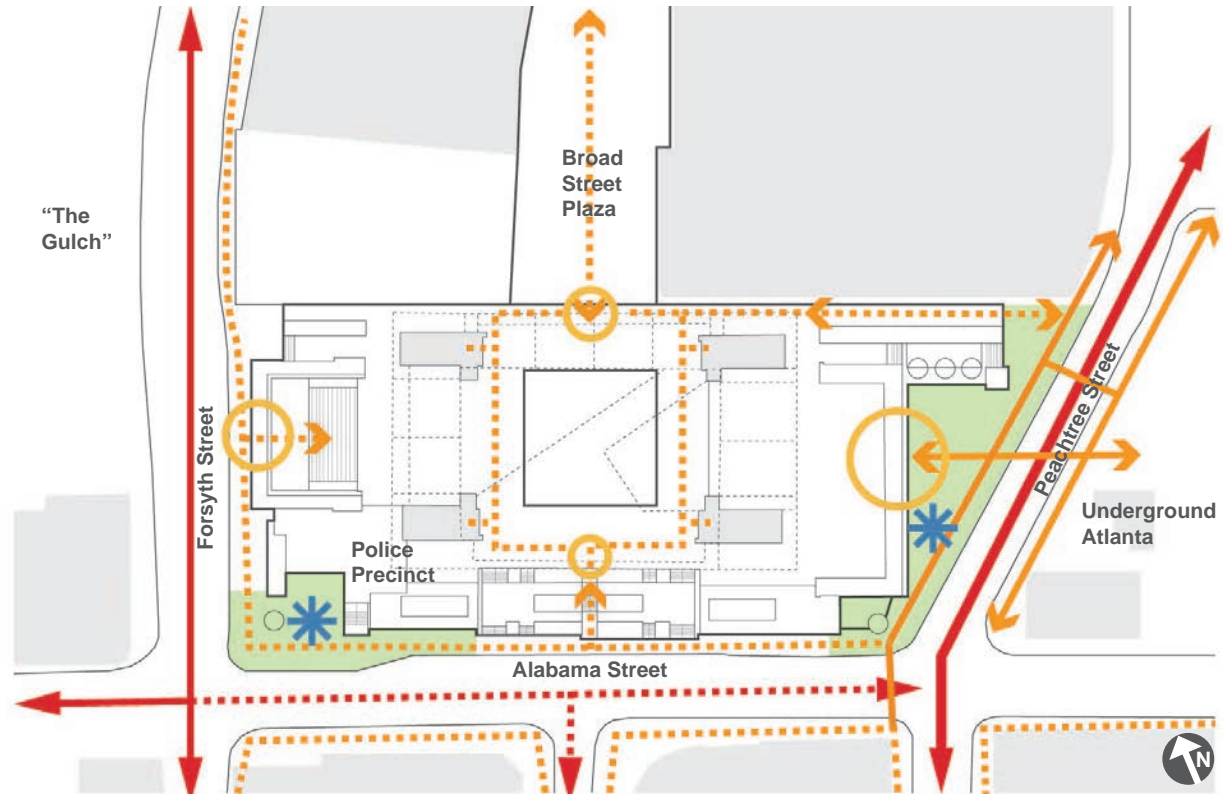
**DIAGRAM 2.6 | VIEW CORRIDORS**

- Important Viewpoints
- Viewshed Limits from within the station (eye level)
- Surrounding Buildings
- Existing Trees (Conceptual, not exact locations)
- Poor Views to the Station
- Adequate Views to the Station
- Bus Staging Blocks Views to Neighborhood

Figure 2.16: Site elements clutter the Peachtree Street plaza and station entrance. The bollards, flag poles, signage, and streetscape elements obstruct clear paths and views into the station (TSW, 2014).

Figure 2.17: The Forsyth Street entrance into the station. Again, the entrance appears blocked by statues, but the adjoining sidewalk is sized sufficiently for pedestrians (TSW, 2014).

Figure 2.18: The view of the station at the corner of Alabama and Peachtree Streets with the trash area and no signage (TSW, 2014).



**DIAGRAM 2.7 | FIVE POINTS OUTDOOR CIRCULATION AND ACCESS ASSESSMENT**

- Station Entrance (Size = conceptual usage level)
- Multiple Barriers to Circulation
- Surrounding Buildings
- Bus Waiting Areas
- Pedestrian Traffic
- Heavy Pedestrian Traffic
- Vehicular Traffic
- Bus Only Traffic
- Station Outline
- Station Roof Line
- Street Line

## Garnett Public Space

Garnett received the lowest score for Public Space within and around the Station (1.83 - Very Poor). Low marks were given because of the proximity to parks, little active use of the station plaza, presence and maintenance of public art on-site, the availability of seating, landscape maintenance and quality, and loitering issues within and around the station.

Without a primary axis down the center, the main plaza lacks a sense of organization and has minimal design or activity programming. Due to the linearity and current configuration of the plaza, the lack of a central axis feels unnatural, and the landscape planters appear haphazardly placed. The sculpture in the center is not well-maintained, and no plaque exists to explain the purpose, concept, or artist. One bike rack and trash can are located near the actual station building entrance, pushed to the side. Outdated pedestrian-scaled light fixtures are broken, do not function properly, and are placed too close together. The blocked side staircases may also add to the low usage of the plaza and main station entrance.

The pedestrian plazas on the former Garnett Street right-of-way leading to the side staircases feel insecure and overgrown, and they lack programming, seating, and regular maintenance, which encourages loitering in and



Figure 2.19

around the plazas. The intersecting side walkways parallel to the station building also feel insecure and encourage vagrant behavior because they are not used or patrolled regularly. Again, if the side staircases could be used, more positive activity may occur in the side pedestrian plazas because wayfinding and station access would be easier and more visible. In addition to station-specific challenges, Garnett Station is not located near any usable public parks or open space. Surface parking lots on all sides of the station could be used for development that includes usable public space or enhances the use of the station plaza as a viable park space with flexible event and activity programming.



Figure 2.20

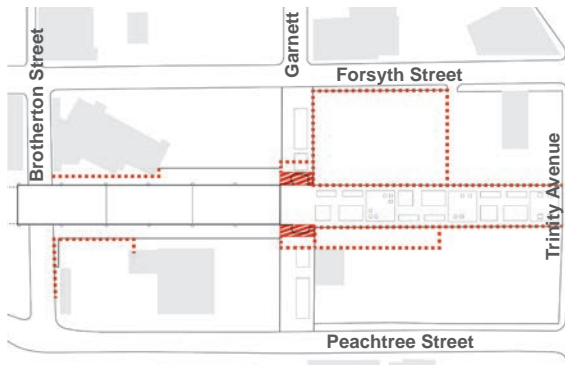


Figure 2.21

Figure 2.19: The main entrance plaza at the halfway point near the unmarked sculpture. Even at this point, the building entrance is blocked by trees and other plaza elements (TSW, 2014).

Figure 2.20: The pathway along the southeast side of the station. Many users walk down this pathway to the Brotherton Street entrance (TSW, 2014).

Figure 2.21: The blocked landscaped area southeast of the Main Plaza Ramp lacks maintenance and causes safety and security issues (TSW, 2014).











**DIAGRAM 2.9 | BLOCKED ACCESS**

-  Blocked Access Points
-  Surrounding Buildings
-  Fencing / Barbed Wire Fencing
-  Station Outline
-  Station Roof Line
-  Street Line



**DIAGRAM 2.8 | GARNETT PUBLIC SPACE ASSESSMENT**

-  Open / Accessible Space and easily re-programmed
-  Open / Accessible, but some barriers to use and re-programming
-  Available, but not ideal for use (fencing, maintenance, loitering)
-  Potential for public space (vacant or surface parking lots)
-  Surrounding Buildings
-  Station Outline
-  Station Roof Line
-  Street Line



## Garnett Safety and Security

Garnett Station scored a 2.63 (Poor) for safety and security inside and around the station, partially because of the scores for plaza seating, emergency call box presence, cleanliness and presence of litter, view corridors, and security in the surrounding context.

As stated previously, the side pedestrian plazas on the former Garnett Street right-of-way feel insecure and encourage loitering and vagrant behavior. The adjacent parking lots also encourage similar activity and offer no positive activity to make the adjacent streets and sidewalks feel secure. The abundance of surface parking lots makes South Downtown feel desolate, and the barbed wire fencing on the City of Atlanta lots exacerbates the threatening appeal on the sidewalks. The presence of the Atlanta City Detention Center, Magic City Gentlemen's Club, and the loitering at the convenience store on Forsyth Street further detract from the sense of security. This perception could be reformed with the addition of other development types and establishments.

The plaza ramp has adequate overhead lighting for night and early morning visibility, but multiple elements block view corridors through the plaza. Many of the landscaped areas have discarded trash, potentially a result of an



Figure 2.22



Figure 2.24

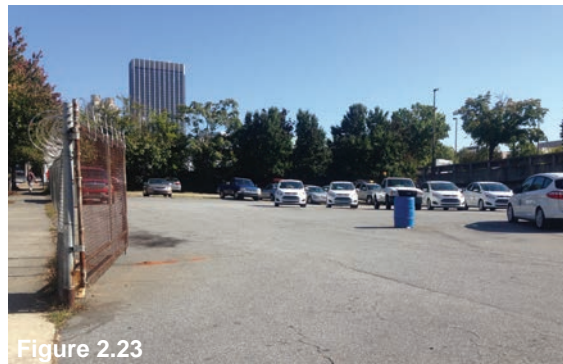


Figure 2.23



Figure 2.25

insufficient number of trash receptacles. The station lacks sufficient police presence because many officers typically patrol the Brotherton Street entrance for fare evaders, rather than focusing on other areas at the station. Additional officers, or making more frequent "rounds," with rule enforcement to discourage loitering and defacement of property could improve the perception of security.





Figure 2.26

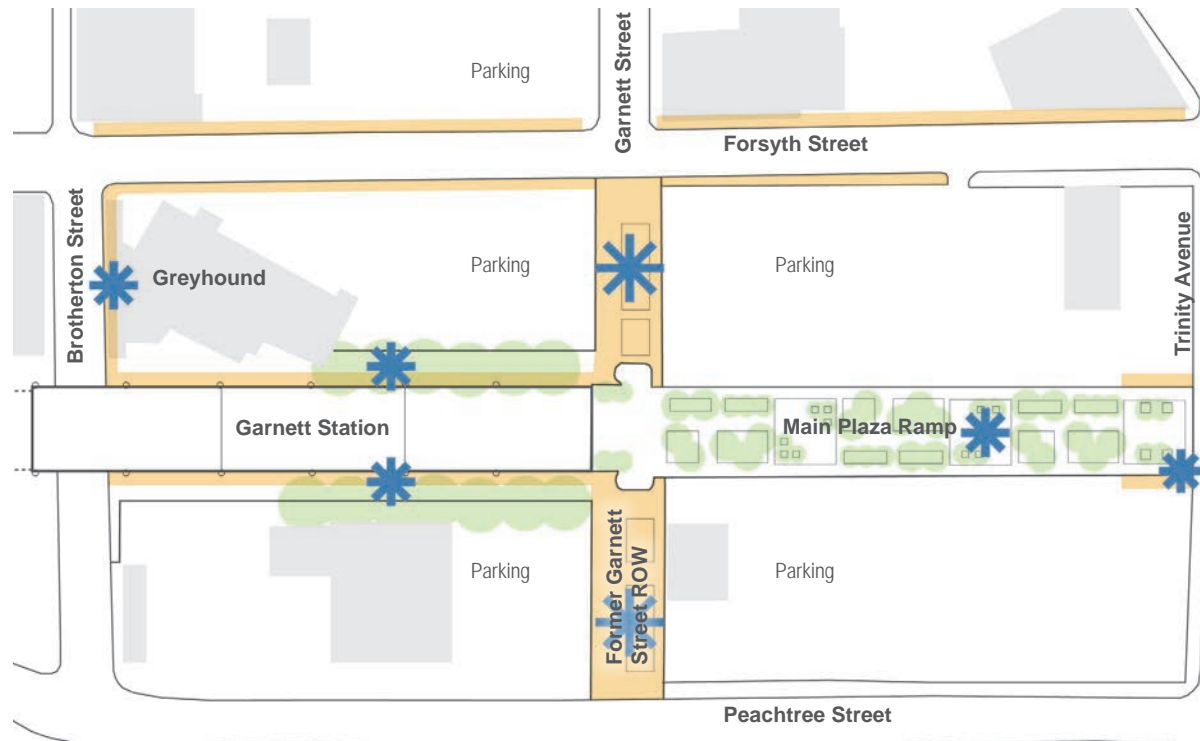
Figure 2.22: The pedestrian plaza on the former Garnett Street right-of-way at Forsyth Street. Trees block the views through the plaza, and the station access point is blocked by fencing. Many people loiter in this area, and litter is abundant in the landscaped areas (TSW, 2014).

Figure 2.23: The City of Atlanta vehicle staging parking lot adjacent to the Garnett Station, which is fenced with barbed wire (TSW, 2014).

Figure 2.24: The convenience store on Forsyth Street near the Garnett Station. Many people in focus groups mentioned that loitering at this store encourages illicit or illegal behavior (TSW, 2014).

Figure 2.25: The Atlanta City Detention Center southeast of the station. The foreground shows surface parking adjacent to the station (TSW, 2014).

Figure 2.26: Magic City Gentlemen's Club presents a perceived security issue for the Garnett Station area (TSW, 2014).



### DIAGRAM 2.10 | GARNETT SAFETY AND SECURITY ASSESSMENT

-  Perceived Security Barrier
-  Areas with Prevalent Loitering
-  Surrounding Buildings
-  Existing Trees
-  Station Outline
-  Station Roof Line
-  Street Line

## Garnett Wayfinding and Signage

Garnett Station scored a 2.67 (Poor) for the overall wayfinding and signage category. The score is low because of the signs directing passengers to bus stops, visibility of the station and entrances from the streets, and wayfinding to the station on surrounding streets. However, inside the station, there is sufficient vertical wayfinding signage between the platforms. Once inside the fare gates, riders can easily navigate to the platform because of the signage and the center train platform allowing access to both train routes.

Pedestrians walking on the adjacent streets would have little indication that the station exists if unfamiliar with the area because of the amount of signage. For example, on the plaza at Trinity Avenue, a station-specific pylon sign, route information sign, Underground Atlanta advertisement, and neighborhood information sign are grouped together (Figure 2.27). However, these are the only signs describing Downtown attractions and destinations, and the information provided is outdated. Information signs directing users to Castleberry Hill establishments and art studios or galleries, and describing murals and public art would be helpful wayfinding signage. Direction to nearby MARTA or regional bus stops, and the connection to Greyhound is not effectively provided on



signage in the surrounding neighborhood context. Station walls block views of the fare gates at the Brotherton Street entrance (Figure 2.30), which also generally lacks adequate marking. The “MARTA” signs on the sides of the station building are not visible from Peachtree Street or Forsyth Street because they are located on the highest plane of the building and trees cover them.

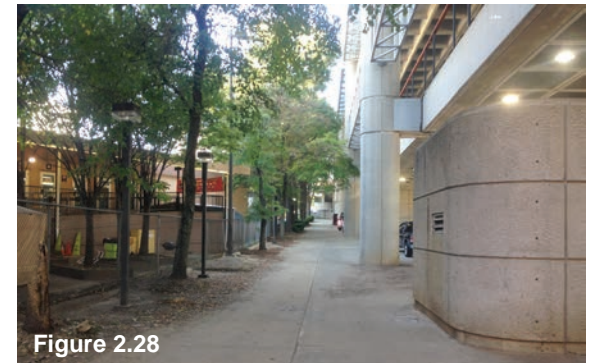


Figure 2.27: The station-specific pylon sign, train routes sign, and area information signs where the Main Plaza Ramp meets Trinity Avenue at Broad Street (TSW, 2014).

Figure 2.28: The side walkway near the Greyhound Station and Brotherton Street entrance. No signage clearly indicates how to reach the Greyhound Station (TSW, 2014).

Figure 2.29: The interior of Garnett Station, which has simple, clear signage leading to the train platform (TSW, 2014).

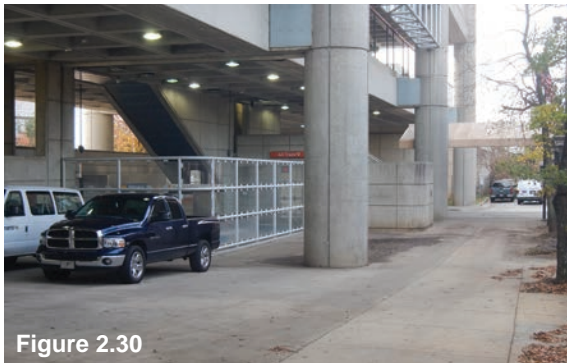


Figure 2.30



Figure 2.31

Figure 2.30: The Brotherton Street entrance from the northwest approach. The fare gates are not visible and no signs direct users to the entrance or the Greyhound Station (TSW, 2014).

Figure 2.31: Station signage at the Brotherton Street entrance, southeast of the station. The pylon and other wayfinding sign are not visible from the surrounding streets (TSW, 2014).

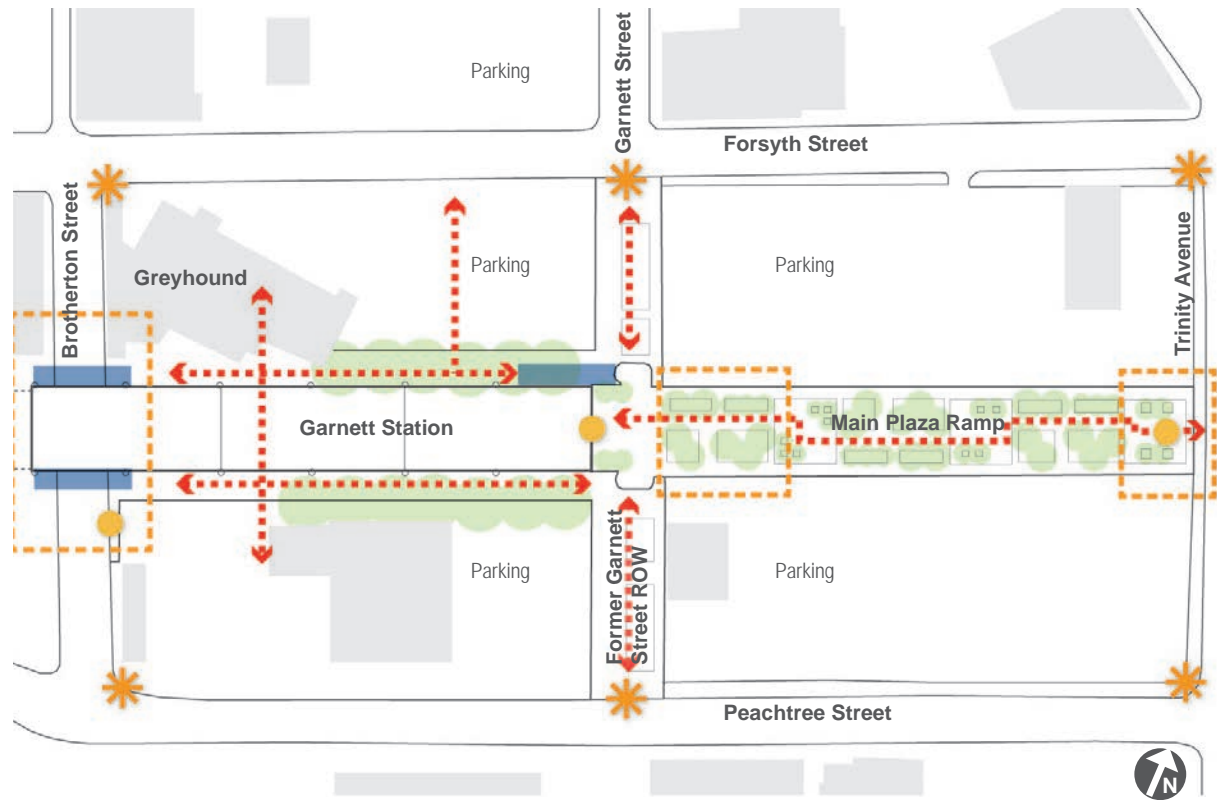




DIAGRAM 2.11 | GARNETT WAYFINDING AND SIGNAGE ASSESSMENT

-  Needs Wayfinding to the Station
-  Needs Better Wayfinding to Surrounding Area
-  Surrounding Buildings
-  Effective "MARTA" sign (not station-specific)
-  Unclear Pedestrian Paths to Station
-  Signage Exists, but is Ineffective
-  Station Outline
-  Station Roof Line
-  Street Line

## Garnett Circulation, Access, and Views

Garnett Station scored “2.67” (Poor) for the circulation, access, and views category. The average score is low because of the main plaza circulation, blocked side staircases, lack of bike parking (one rack at the entire station), insufficient ADA ramps, and the visibility of station entrances. However, the station performs well for vertical circulation between the concourse and platform, impressive views out of the station, and wide viewsheds within the station.

### Circulation

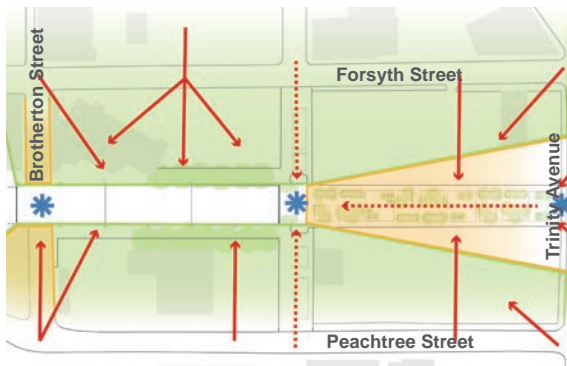
The Main Plaza Ramp is so long that the station entrance is not visible from the sidewalk on Trinity Avenue. Removing or trimming trees or creating a direct axis down the center of the plaza could enhance visibility. Currently, the sidewalk weaves around planters and the central sculpture, so many users walk along the plaza’s edges, which provide wider viewsheds. Fences block the side staircase entrances, causing users that access the station from the northwest and southeast to walk along the station sides to the Trinity Avenue or the Brotherton Street entrances. The side walkways on the former Garnett Street right-of-way leading to the station from Forsyth and Peachtree Streets are dark and blocked by landscaping, reducing the station visibility. The Brotherton Street

entrance has a visible “MARTA” sign on the building above the street, but building walls and landscaping obstruct the fare gates. Many users walked to this entrance along the sides of the building. Adequate crosswalks allow safe pedestrian crossing at the intersection of Broad Street and Trinity Avenue, and at the side walkways on Peachtree Street and Forsyth Street.

### Views

Inside the Garnett Station offers expansive views of the surrounding context because the platform and concourse are elevated. The open building sides and trees lining the station’s sides also provide a comfortable interior atmosphere. Riders can view the State Capitol building to the northeast and the Castleberry Hill neighborhood to the west, but adjacent buildings and surface parking lots detract from the views. The long plaza ramp and landscaping obstruct views from the main entrance to the adjacent streets, inhibiting orientation and wayfinding to specific South Downtown destinations. Views to the station from the surrounding streets leave users unsure of the station entrance locations. Although the station is architecturally significant, it appears badly maintained and inaccessible, partially because of the presence of excessive fencing.





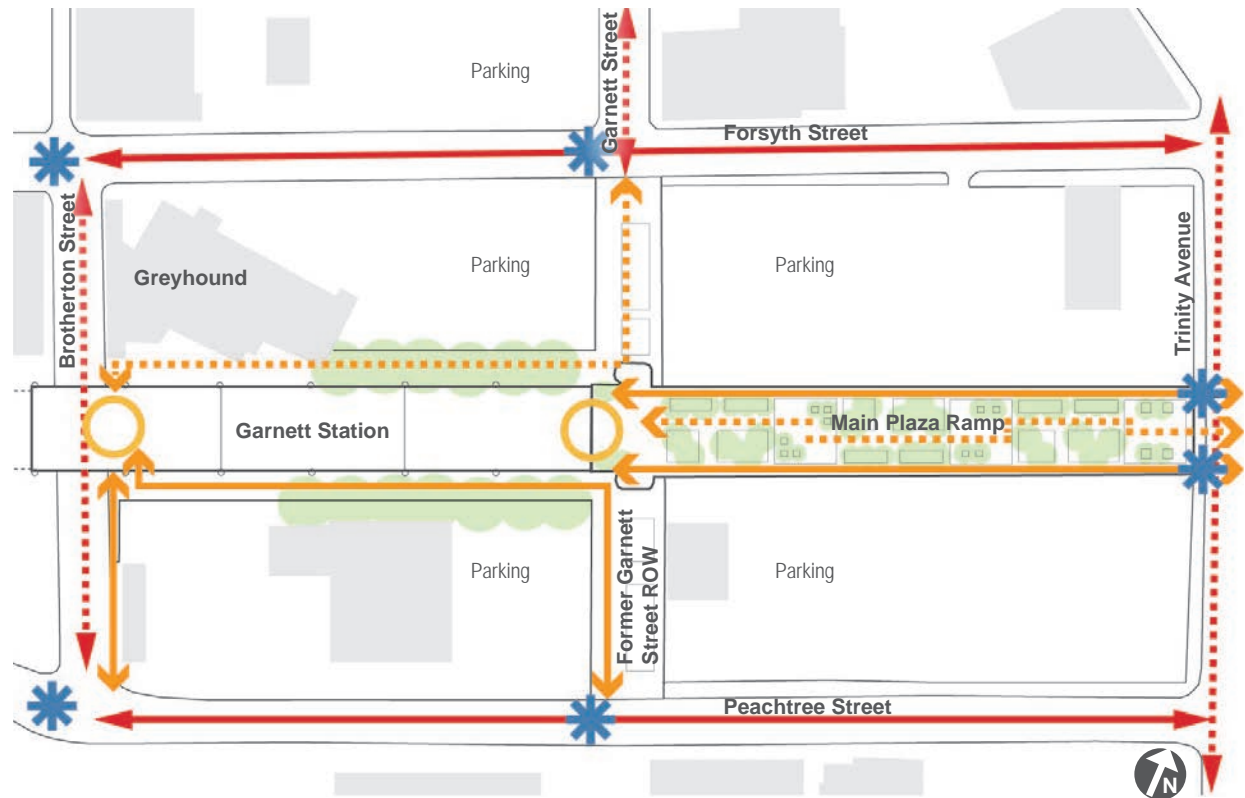
**DIAGRAM 2.12 | VIEW CORRIDORS**

- Important Viewpoints
- Station Entrance Viewsheds to Surrounding Area
- Upper Level / Concourse Views Out of the Station
- Surrounding Buildings
- Existing Trees
- Adequate Views to the Station Itself (not Entrances)
- Poor Views to the Station and Entrances

Figure 2.32: The blocked entrance to the Garnett Station on the Peachtree Street side. This staircase leads directly to the station's main entrance from the former Garnett Street right-of-way (TSW, 2014).

Figure 2.33: Crosswalks at the intersection of Broad Street and Trinity Avenue, where the Main Plaza Ramp meets the sidewalk (TSW, 2014).

Figure 2.34: The view to the southwest from inside the station. The Greyhound Station is in the foreground, and the Castleberry Hill neighborhood is visible in the background (TSW, 2014).



**DIAGRAM 2.13 | GARNETT OUTDOOR CIRCULATION + ACCESS ASSESSMENT**

- Station Entrance (Size = relative usage level)
- Surrounding Buildings
- Existing Trees (Conceptual, not exact locations)
- Crosswalks
- Pedestrian Traffic
- More Frequent Pedestrian Traffic
- Heavy Vehicular Traffic
- Vehicular Traffic
- Station Outline
- Station Roof Line
- Street Line

## 2.2 MEETING RESULTS

### Steering Committee Description

Stakeholders representing numerous interests were invited to participate in the visioning and design process as members of an internal Steering Committee. These individuals expressed their vested interest in the enhancement of Five Points and Garnett stations by participating in Steering Committee meetings, focus group discussions, one-on-one interviews, station intercepts, and organizational meetings. The Steering Committee members included representatives from:

- Atlanta Bicycle Coalition
- Atlanta City Council
- Atlanta Downtown Neighborhood Association
- Atlanta Regional Commission
- Castleberry Hill Neighborhood Association
- City of Atlanta Mayor's Office
- City of Atlanta Office of Planning
- City of Atlanta Office of Public Works
- City of Atlanta Police Department
- Fulton County
- Developers and Property Owners
- Gateway Center
- Georgia Municipal Association
- Georgia State University
- Greyhound Lines
- Invest Atlanta
- MARTA
- PEDS
- Small Business Liaison
- South CBD Commercial Property Owner Liaison
- South CBD Developer Liaison
- State of Georgia - Georgia Building Authority
- U.S. General Services Administration

### Steering Committee Meeting #1

August 26, 2014 | 10:00 AM – 12:00 PM

#### Central Atlanta Progress

This initial Steering Committee meeting convened in order to kick-off the planning initiative, define the purpose of the plan, determine the expected outcomes and schedule, introduce the Project Team and Steering Committee members, provide an update on recent station site visits, and address questions. Following the Project Team presentations, the Steering Committee members engaged in a guided discussion focused on exploring several key studies and initiatives that are currently underway or recently completed within the station study area. The following represents the key points discussed at the meeting.

To keep up with the trends set by other regional mass transit systems, MARTA is currently exploring the feasibility of providing concessions and retail at certain stations. MARTA recently completed an analysis of the demographics, income, station traffic, and other variables surrounding the stations to identify potential opportunities with maximum financial potential. It was suggested that results from this study may assist the team with identifying a target market for enhancement solutions at the two stations. In addition, MARTA is currently exploring the relocation of the bus staging from Alabama Street in



ATLANTA REGIONAL COMMISSION





support of the City of Atlanta’s conversations with the owner of Underground Atlanta to reopen Alabama Street to vehicular traffic.

With the many transit modes and regional services throughout the Atlanta region, signage and wayfinding is not consistent, which creates challenges for users. To address these inconsistencies, a regional Bus Signage Program is being developed by the Atlanta Regional Commission that should roll-out in late 2015.

Central Atlanta Progress is exploring the shared street concept along Peachtree Street from Marietta Street to Martin Luther King, Jr. Drive. The study addresses turning movements and eliminating curbs to best utilize the Peachtree Street right-of-way and allow cyclists, pedestrians, and vehicles to share the street. The recently completed Cycle Atlanta Plan provides recommendations that are also being reviewed for additional shared streets with a goal to provide the greatest impact at the lowest cost.

Like the Downtown MARTA Stations, Midtown Alliance recently explored enhancements to North Avenue, Arts Center, and Midtown MARTA Stations. The plan resulted in a variety of costly recommendations for implementation in the long-term time frame. Midtown Alliance is

developing a capital campaign and approaching adjacent property owners to raise funds for the improvements.

Using personal experiences, perceptions, and observations, the members also discussed key challenges and issues facing the Downtown stations and identified income-generating or low- to no-cost enhancements. For example, security is perceived to be a major concern for the existing ridership and a deterrent for potential riders. To address security concerns, the members suggested installing cost-saving solutions, such as LED lighting to increase visibility, and activating underutilized spaces at the stations. The temporary use of shipping containers as gallery spaces or coffee shops could help measure the success of retail and activate station plazas.

Some suggestions for aesthetic solutions to enhance the appearance and experience of the stations include partnering with Living Walls for murals and soliciting the support of local artisans, craftsmen, and tradesmen to assist with the installation of the enhancement projects. Some potential income generators include wrapping walls or columns in the stations with LED advertisements, selling advertising space on the defunct sign at Five Points, and partnering with regional events and the film industry.

## Steering Committee Meeting #2

January 27, 2015 | 10:00 AM – 12: 00 PM

### Central Atlanta Progress

Following an extensive fact-finding and visioning process, the Steering Committee convened to review immediate-, short-term, and long-term enhancement projects, the associated cost for project installation, and the projects' impact on the general public's experience at the stations.

During the discussion, the members focused on three fundamental questions:

- How were the priority project selected?
- How will the projects be financed/ installed?
- What's next?

Hundreds of citizens provided feedback throughout the process by completing surveys and participating in activities at the station intercepts. The data and design recommendations were analyzed to reveal 84 overall potential projects and 32 tactical projects that can be installed immediately. The top tactical projects for each station were then determined by public feedback, perceived need, cost and impact (Section 4.2).

The Project Team provided a brief description of the projects, and committee members requested further elaboration on several projects:

- The plan recommends relocating the kiosks located on Broad Street Plaza at Marietta Street because

they obstruct visibility into the plaza. The kiosks are located on City of Atlanta property and currently in use; therefore, further discussion with the City is required to determine the feasibility for relocation.

- The committee discussed murals painted by local artists on exterior façades as an enhancement throughout the process; however, installing and maintaining painted artwork is costly. Utilizing vinyl stickers to affix art is a more cost effective solution. Living Walls was recommended as a potential installer, but additional funding sources need further exploration.
- Although the Five Points Station entrance is located midblock, committee members questioned if a painted midblock crossing would change people's walking patterns. The City of Atlanta and CAP / ADID are considering signalization changes in order to improve pedestrian safety and reduce vehicle speeds.
- New development on surface lots adjacent to the Garnett Station is a desired long-term improvement. In the short-term, projects such as string lighting, new signage, and painted trees will increase visibility, address security concerns, and improve the appearance of the Main Plaza Ramp. The Project Team emphasized that the solutions could increase the usage of the Trinity Avenue entrance, because many riders currently choose Five Points Station or the Garnett's Brotherton Street entrance because of security

concerns. Committee members found these solutions favorable and suggested that activating the plaza with events, such as a development day, Falcons tailgating, and a food truck event, could improve security.

The Steering Committee requested more detail on the financing options for tactical project installations and the short-term and long-term projects. Tactical projects and short-term implementation will require sweat equity, grassroots efforts, and local partnerships. Long-term projects will require a more aggressive funding strategy with sponsorships, fundraising, government funding and partnerships with organizations that fund regionally-significant initiatives. The immediate tactical project funding is limited, and the Project Team expects to have installation assistance from neighborhood groups, stakeholders, and advocacy organizations, such as the MARTA Army, that are committed to changing the culture of riding transit.

Finally, the Steering Committee was charged with reviewing the projects in detail and forwarding a list of their prioritized projects to the team. Based on the consensus, the team will finalize the preferred priority project list for installation. It is anticipated that the immediate project installation will occur in 2015, pending final approval from MARTA.





Figure 2.35

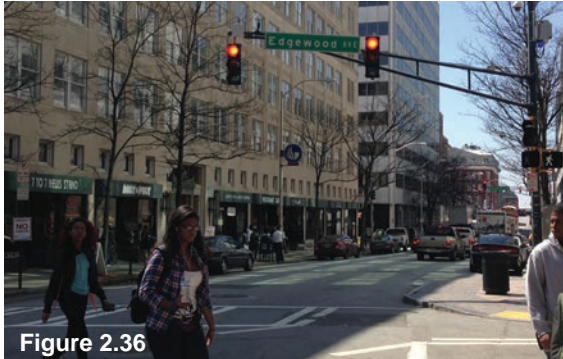


Figure 2.36

Figure 2.35: The Castleberry Hill neighborhood is near the Five Points and Garnett stations, and adjacent to the new Falcons' stadium construction (TSW, 2015).

Figure 2.36: Georgia State University is integrated throughout Downtown and within the station study area, making GSU input and ridership important (TSW, 2015).

## 2.3 INTERVIEW RESULTS

### Focus Group Discussions

The Project Team convened a series of focus group discussions with five primary audiences: the City of Atlanta, Atlanta Regional Commission, neighborhood associations, Georgia State University, and Businesses/Developers. The following is a summary of the discussions that included information about recently-completed or underway studies and plans within the station study area and station issues and recommendations.

### City of Atlanta Focus Group Meeting

September 15, 2014 | 4:00 PM - 5:00 PM

#### City of Atlanta

Attendees: Department of Planning and Community Development, Department of Public Works, Real Estate, and Office of Cultural Affairs

The planning team and CAP / ADID presented the project objectives and scope of work. The group discussed several key studies that are currently underway or recently completed within the station study area. The City of Atlanta Planning and Community Development Department has recently kicked off the bike share program. Consultants are programming and designing the framework to establish a city-wide bike share that will

include 50 stations and 500 bikes. Additionally, the City approved and funded the installation of bike lanes along Mitchell Street, and with the current construction of the new Atlanta Falcons' stadium, streetscape enhancements will be extended along Martin Luther King, Jr. Drive. The City has major real estate initiatives developing, including Underground Atlanta and 143 Alabama Street, the unoccupied former Atlanta Constitution Building. The City expects to list the property on the market in the next few months. In addition, the Office of the Public Defender recently occupied 237 Forsyth Street near Garnett Station.

The team engaged the staff in a discussion on station study area concerns, issues, and recommendations. The goal of the project is to enhance the stations consistent with the overall long-term vision for MARTA. Not only do the stations need a face lift, improvements to the surrounding businesses are also needed. The group agreed that business owners surrounding the Five Points Station have lacked engagement or interest in investing in property enhancements. The underutilized spaces, specifically the Broad Street Plaza and the amphitheater at Five Points, warrant activation. The Office of Cultural Affairs (OCA) is interested in working with MARTA to develop a program for the spaces or use them as venues for upcoming events. The OCA also invited the team to coordinate the station intercepts with the 2014 ELEVATE

event to engage more participants. Like the Five Points Station, the Garnett Station lacks activity. Although crime is associated with inactivity, the group suggested that poor branding is also a factor. Garnett is not easily recognized or identified as the station with immediate access to major employers and governmental offices, including City Hall, Atlanta Police Department/ Fulton County Jail, and Atlanta Public Schools. Due to the perception of criminal activity surrounding the Garnett Station, these employees drive and park in the adjacent parking lots or utilize the Five Points Station.

### Neighborhood Association Focus Group

September 18, 2014 | 10:00 AM- 11:00 AM

#### Central Atlanta Progress

Attendees: NPU-M, ADNA, and CHNA

After receiving a brief overview of the planning process, the neighborhood leaders were eager to list the community stakeholder concerns and recommendations to improve the stations. MARTA Police attend monthly neighborhood association meetings to provide information on their efforts and to document concerns to give to MARTA administration for follow-up. Unfortunately, the MARTA Police representatives that attend the meetings are not the station beat officers and lack knowledge of station specifics. The Castleberry Hill community

utilizes the Garnett Station and expressed a lack of police presence at the station. To address these specific concerns, the leaders suggested that MARTA create a staff position to focus on ridership issues and transit operation concerns. This person would also actively participate in community meetings and ensure that issues the administration promptly responds to issues or offers an opportunity for discussion with community leadership.

Another concern is the inability to determine property ownership. When instances occur that require attention, it is uncertain if the property is in the jurisdiction of the City of Atlanta or MARTA. MARTA's position on loitering and eliminating seating is evident, but the group is concerned that the elderly and disabled are hindered by the lack of seating as they wait for transfers. The group also discussed recommendations to encourage rider and community accountability and responsibility to assist with enhancing the MARTA experience and improving the stations' cultures. Currently, no organized groups take on this effort and promote community initiatives to deter crime and loitering. The group recommended the creation of an organization, such as a Friends of the Five Points Station group or an Adopt-a-Station initiative. This mobilization should also include a campaign to attract existing and potential ridership that is supported by corporate sponsors and local partnerships.

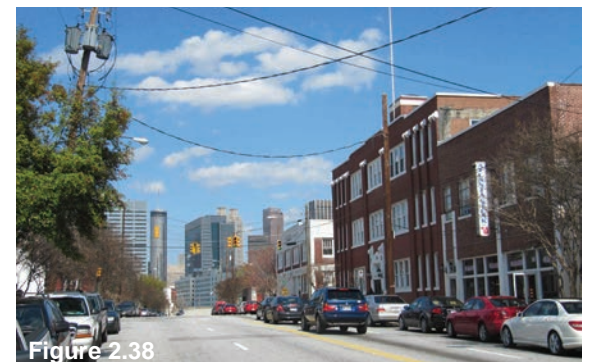
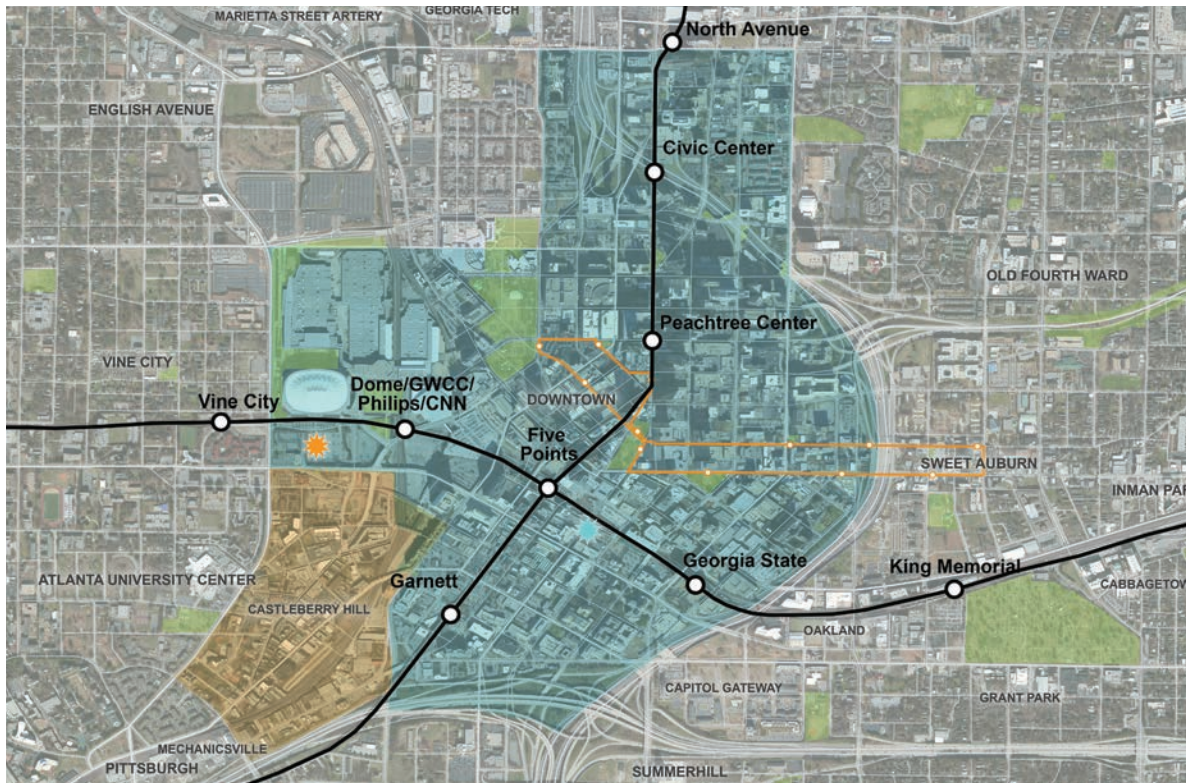


Figure 2.37: The Downtown Atlanta skyline from the Martin Luther King, Jr. Drive viaduct to the west of the two stations (TSW, 2015).

Figure 2.38: Castleberry Hill streetscape facing North to Downtown Atlanta (Cape to Milan, 2011)



## MAP 2.1 | ADNA AND CHNA NEIGHBORHOOD BOUNDARIES

Map 2.1: Map of the ADNA (blue) and CHNA (orange) boundaries in the Downtown Atlanta area and their relationship to the two South Downtown Stations.

### ARC Focus Group

**September 25, 2014 | 2:00 PM - 3:00 PM**

#### Atlanta Regional Commission

Following a brief overview of the planning process, the ARC focus group discussed the current ARC project that directly impacts the station study area. The unified bus signage project for all regional transit systems is in the design phase, with installation planned for late 2015.

The team provided a brief overview of a preliminary approach for the station intercepts. In response, the group emphasized the importance of scheduling intercepts and project installations on weekdays to maximize visibility and to ensure that all interactive activities used to collect data should be multi-generational because the MARTA ridership is diverse in age. The group also recommended that enhancement projects should not be limited to the exterior and should include locations inside the fare gates.

The focus group discussed opportunities to implement projects that can be considered “low-hanging fruit” with low installation and maintenance costs. For example, installing miniature lights in trees would increase visibility and improve aesthetics, and pressure washing the concrete and marble walls would show investment and maintenance. Per previous discussions with MARTA, the Project Team was informed that pressure washing and limited landscape improvements are scheduled to occur in Spring 2015. The group also suggested that partnering with events and groups, such as FLUX and Wonder Roots - a social change organization - would help activate the stations.

### Business Owners/ Developers Focus Group

**September 25, 2014 | 10:00 AM - 11:00 AM**

## Central Atlanta Progress

Attendees: South CBD Businesses liaison, Gallman Development Group, and the Creations Group

This focus group was anxious to provide issues, concerns, and recommendations for station enhancements because these projects will positively affect their properties. Group members have direct contact with several Downtown employers and they provided insightful ridership information. For example, employers such as Atlanta Foods International, Creative Loafing, Center for Civic Innovation, and others report that their employees view the MARTA stations as assets, but use different transportation, such as driving, due to security concerns at the stations. Surprisingly, Georgia State University encourages students to use the Peachtree Center Station, despite access to the center of the campus using the Five Points Station. Although Five Points is the most utilized station, serving as the transfer point for all rail lines and a destination for thousands of annual visitors, the adjacent retail options are not desirable. Station enhancements could positively influence adjacent retail and future development.

The Garnett and Five Points stations are different and require projects specific to the needs of the locations. The focus group discussed that many of the challenges

at the Garnett Station are related to crime, activity, and ridership due to poor visibility; however, the issues at Five Points Station are mostly related to aesthetics and the perception of crime. Through discussion, it was determined that beautification tactical projects are desired at Five Points and projects to attract ridership are needed at the Garnett Station. The group emphasized the importance of partnerships and sponsors to assist with the implementation of expensive projects. For example, the group suggested creating a 3- to 5-minute MARTA Makeover marketing video with footage from the station intercepts, project installation, and an explanation of the planning process and vision. The focus group concluded that the best approach to gather public comment is to meet the riders where they are; to avoid off-site, day-long visioning sessions; to stage events at the stations, Georgia State, Woodruff Park, and major employers, and to provide online surveys.

## GSU Focus Group

October 6, 2014 | 3:30 PM - 5:00 PM

### GSU

The objective for the meeting with GSU was to identify student, staff, and faculty concerns and discuss the logistics for the station intercept on the GSU campus. The planning team opened the meeting with a project overview and progress report, and the GSU staff provided an



Figure 2.39

Figure 2.39: The Broad Street Plaza creates security concerns, particularly in the morning hours, for Georgia State students (TSW, 2015).

Figure 2.40: During the GSU Focus Group, the McDonald's on Marietta Street was mentioned as a problem location for loitering, particularly during the morning, which could be caused by passengers waiting at the bus stop (TSW, 2015).

Figure 2.41: As mentioned in the GSU Focus Group, Marietta Street is heavily used by Georgia State students and staff (TSW, 2015).



Figure 2.40



Figure 2.41

overview of concerns and recommendations.

GSU revealed that students generally love Downtown Atlanta, few students have negative comments aside from the loitering, and staff once primarily utilized the Five Points Station, but now prefer the Peachtree Center Station. Many students walk the Marietta Street corridor for classes and have expressed security and loitering concerns that deter them from using the Five Points Station. Female students, specifically, are uncomfortable due to the lack of police presence on the Broad Street Plaza and poor visibility in the morning. For example, the street preachers cause disturbances and the McDonald's on Marietta Street is a prime location for loitering in the morning. Recognizing that Five Points could benefit from more activity, the group discussed hosting events or concerts in the Broad Street Plaza and suggested that the team contact Professor Michael Dobbins at Georgia Tech to identify options to effectively activate public spaces.

The examples to improve the station area generated extensive discussion. One idea was that partnerships with GeorgiaWorks or other organizations could make quick improvements, including basic maintenance, like pressure washing and enhancing the slope on the Peachtree Street Plaza with landscaping. In addition, Mast General Store, based in Tennessee, was identified as a potential

case study for using historic designs and functions in Downtown areas to catalyze revitalization.

Finally, GSU identified Library Plaza as the preferred location for the on-campus intercept. Limited staff and faculty congregate at this location, but students gather during lunch time and several organizations are on-site selling goods, distributing information, or performing. The group also suggested placing a survey link in the GSU online newspaper to gain more student responses.

### MARTA Meetings

In addition to the public outreach, focus group meetings, and Steering Committee meetings, the Project Team met with key MARTA departments throughout the planning process to ensure coordination with current MARTA efforts and the feasibility of the design and planning recommendations. Key MARTA efforts that the Project Team incorporated in the recommendations, described in Chapter 4 - Plan Refinement, include landscape and lighting improvements, sidewalk wayfinding efforts, station maintenance, and bus route reconfiguration at Five Points Station. At various points in the planning process, the Project Team received feedback about the projects' feasibility, and the MARTA representatives seemed open to coordination, given appropriate funding and approval at higher levels to implement the projects.

## 2.4 TACTICAL URBANISM BEST PRACTICES

### Tactical Urbanism Background

The term “tactical urbanism” was coined by Mike Lydon of Street Plans Collaborative in an attempt to articulate a new type of small-scale, often grassroots, initiatives occurring in cities around the world. Commonly referred to as D.I.Y., pop-up, or guerrilla urbanism, tactical urbanism is quickly becoming a popular tool for instant action. Tactical urbanism inspires collaboration between planners and communities and enables a different form of planning. Temporary demonstration projects are designed and installed to test the possibilities for improvements to underutilized urban spaces. Communities are able to test different ideas while minimizing costs and allowing for modifications to (or removal of) a project. The rise of tactical urbanism occurred in response to a desire for the activation of vacant and abandoned spaces in urban areas, which became more prevalent following the recession. The concept grew out of an increasing mistrust of traditional and inefficient planning processes, and a rising sense of responsibility to contribute to the community (Pfeifer, 2013).

When considering physical and social context, activists should address local challenges with local resources.



Ideally, short-term projects with low-risk and high-reward become long-term community initiatives increasing social capital and economic improvement. Projects need a clear vision and deliberate approach for instigating change. Build a Better Block offers a How-to Guide, with four Guiding Principles: 1. Safety; 2. Shared Access; 3. Staying Power; 4. Amenities for people ages 8-80 and dog owners. These principles help ensure that projects change the location's perceived safety, bring people to the area via multiple modes of transportation, encourage people to linger and invite friends, and offer activities that are safe and attractive to people of all ages (Roberts, 2010). Features for a successful event are “third places,” cheap and accessible food, seating, and places for children to play. Cheap, but effective, materials include: paint, planters, chairs, chalk, cones, and white duct tape (Lydon, 2014; Roberts, 2014).



Figure 2.42: Atlanta Streets Alive Event in October 2012 (Atlanta Streets Alive, 2012).

Figure 2.43: Pop-up Shops in Downtown Atlanta in Summer 2014. This photo is from the tactical urbanism installation on Auburn Avenue (Sweet Auburn Living Beyond Expectations, 2014).

Figure 2.44: One of the many murals near Five Points Station on Broad Street that was painted for the Elevate Art Atlanta Festival (McNicholas, 2012).



Figure 2.45



Figure 2.46

Figure 2.45: Some of the installations during the tactical urbanism installation on Auburn Avenue, sponsored by the Atlanta Regional Commission Community Planning Academy, in June 2014 (TSW, 2014).

Figure 2.46: Performance art that occurred during Elevate in 2012 (CAP / ADID, 2012).

### Tips for Successful Events and Installations:

- Assign team roles (construction, coordination, financing, communications, obtaining materials)
- Measure data before, during, and after the event
- Create a branding scheme for icons, marketing materials, and social media
- Find sponsorship
- Meet at the project site, not city hall
- Meet no more than 90 days before the implementation and avoid excessive meetings
- Build on existing community resources
- Install on public spaces that are flat, and create edges in these spaces (easiest with food)

(Lydon; Roberts, 2014)

### Tactical Urbanism in Atlanta

Atlanta has been host to multiple tactical urbanism projects in recent years, and many of the efforts have become regular community events. Following is a sample of the installations and events.

#### Atlanta Streets Alive (ASA) [Semi-annual]

- Inspired by 'Open Streets' projects occurring globally
- Closes streets for automobiles and opens them for human-powered transportation
- Organized by the Atlanta Bicycle Coalition with more than two dozen organizational leaders (ASA, 2014).

#### Brighten Up Broad Street [2012, 2013]

- Hosted by Atlanta Downtown Neighborhood Association through partnerships with CAP / ADID, Office of Cultural Affairs, C4 Atlanta, EyeDrum, Dashboard Co-op (Husain, 2013)
- Included public art work, food trucks, block party

#### Elevate Atlanta [Annual]

- Goal is to enhance cultural offerings to increase economic and cultural vitality of Downtown Atlanta
- Coordinated by City of Atlanta Office of Cultural Affairs and multiple sponsors and organizations
- Includes public art installations, music and dance performances, gallery exhibits, street art in Downtown venues (Elevate, 2014)

#### Downtown Pop-up Shops [Summer 2014]

- Sponsored by CAP / ADID, Creative Loafing, Caren West PR
- Occurred Downtown on Auburn and Edgewood
- Some shops signed permanent leases (CAP, 2014)

#### Sweet Auburn Living Beyond Expectations [June 2014]

- Changed Auburn Avenue to demonstrate the 7 principles of a Lifelong Community (ARC, 2014)
- Included streetscape enhancements, programming, pop-up shops, seating, outdoor events
- Planned and installed by Build a Better Block, Street Plans, ARC, and local residents

## Logan Square Plaza

**City:** Chicago, IL

**Location:** Plaza at Chicago Transit Authority (CTA) Logan Square Transit Station

**When:** August 2014

**Managed / Sponsored by:** Nushu Studio

**Purpose:** To enliven empty space and make the station a “meeting place”

Local architects at Nushu Studio temporarily transformed the bus transfer plaza at the Logan Square Blue Line station into a meeting place in an effort to draw attention to the space and advertise upcoming public meetings about the station area’s development. In preparation for the installation, the architects discovered that more than 7,000 people pass through the plaza everyday, but few have reason to linger. This information emphasized a need to create a focal point for activity on the site, which evolved into the project’s driving concept. Discarded chairs were collected from nearby alleys, painted bright orange, and scattered throughout the plaza to spark interest and encourage conversation about the potential of the space. Old wooden doors were covered with chalkboard paint and left for residents and visitors to write their ideas for plaza improvements.



Figure 2.47

Post-demonstration meetings were hosted by the Metropolitan Planning Council (MPC), as part of a long-term Corridor Development Initiative (CDI) in the Logan Square neighborhood (Vance, 2014). The CDI process consists of three meetings: the first to introduce the project and existing conditions; the second to involve the public in a miniature block exercise where community members are given the opportunity to “build” their ideas; and the third to develop final recommendations with the community. Some resulting recommendations included higher-density development and reducing the size of the bus depot because of the recent cuts in bus routes, which would allow more space for parks and development (Papanek, 2014).



Figure 2.48

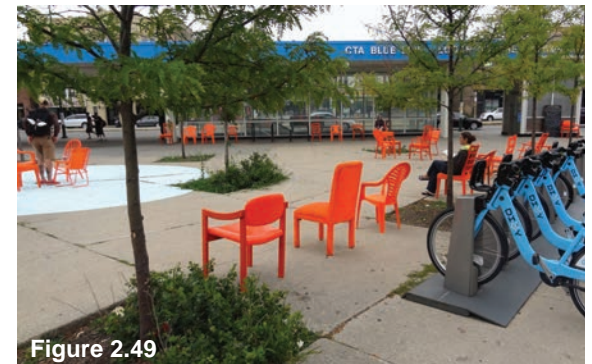


Figure 2.49

Figure 2.47: Visitors writing their ideas on the chalkboards (Nushu Studio, 2014).

Figure 2.48: Chairs were painted orange for seating in front of the station in the plaza (Vance, 2014).

Figure 2.49: Seating in the plaza adjacent to the bike share (Nushu Studio, 2014).





Figure 2.50

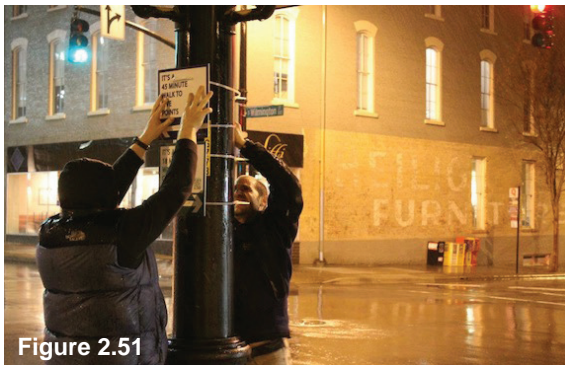


Figure 2.51

Figure 2.50: Wayfinding signs installed (Walk Raleigh Facebook Page, 2012).

Figure 2.51: Walk Raleigh sign installation (CityLab, 2012).

## Walk Raleigh

**City:** Raleigh, NC

**Location:** Sidewalks throughout the city

**When:** 2012

**Managed / Sponsored by:** CityFabric (Matt Tomasulo)

**Purpose:** To provide wayfinding along the sidewalks to walkable local attractions

Matt Tomasulo started the project through his CityFabric organization, which focuses on community-driven and collaboration efforts to create better places (Tomasulo, 2012). The guerrilla wayfinding turned into city-wide program and is now a sign creation service for other cities' efforts ([www.walkyourcity.org](http://www.walkyourcity.org)). Originally, 27 signs were placed at three different intersections in Downtown Raleigh in order to draw attention to walkability and make it an important part of the Downtown area's future. The project gained local, national, and international media coverage (CityFabric, 2012).

The signs were color-coded to denote different types of attractions. For example, purple and blue signs indicated civic and commercial destinations, and green signs indicated public open space. The goal was to show Raleigh residents that destinations were, in fact,

walkable, and that driving was not necessary Downtown, and this was accomplished by including the number of walking minutes to specific places. Signs were placed at strategic intersections, such as, near North Carolina State University, a major retail hub, and in the middle of the Downtown business and commercial district. All of the signs were weatherproof and attached to existing light poles with zip ties, a temporary and non-damaging method. The signs also included QR codes that linked to pre-determined walking routes to the destinations using Google Maps Walk.

The sale of CityFabric's line of products and apparel financed the signs, and the project gained support with Facebook and Twitter users. Within two days, the team was contacted by the City of Raleigh because they were interested in making the signs permanent, and other non-governmental organizations (NGOs) have called the team for grant opportunities to further develop the idea. The team also met with the Raleigh Bicycle and Pedestrian Advisory Commission to develop the project as a permanent fixture of Downtown Raleigh (Tomasulo, 2012).

## New Face for an Old Broad

**City:** Memphis, TN

**Location:** Broad Avenue Corridor

**When:** November 2010

**Managed by:** The Better Block

**Purpose:** To increase economic development

This highly-involved project included experimental bike lanes, a demonstration of traffic calming and landscaping, 30 pop-up businesses and restaurants, art galleries, music, and games (Lydon, Roberts, & Pacello, 2014). Citizens painted temporary bike lanes and parking spots along the corridor, which influenced the design of a two-way protected bike lane that later became the first-ever crowdfunded bike transportation project in America (Andersen, 2013). The crowdfunding raised more than \$70,000 to partially pay for the cycle track installation. This area became a hotbed of tactical urbanism in the city, and the project resulted in \$20 million dollars of investment. Some of that investment included: 7 public art installations, 25 new businesses, 29 property builds and renovations, and the reclamation of 19 properties (Lydon, Roberts, & Pacello, 2014).

The whole installation was designed to show the possibilities for Broad Avenue and, as a result, other

underutilized areas in Memphis with bike lanes, on-street parking, street trees, pop-up shops, and street lights. The project had many sponsors, including the Hyde Family Foundation, the Binghamton Development Council, the Memphis Regional Design Center, the City of Memphis, the Community Development Council of Greater Memphis / Livable Memphis, the Historic Broad Business Association, and many volunteers (Cowan, 2010). Small project grants from the federal level through a program called Partnership for Sustainability were given to help revitalize the area. The Department of Transportation, Housing and Urban Development, and Environmental Protection Agency decide where to allocate these funds (Smith, 2014).



Figure 2.52



Figure 2.53

Figure 2.52: The New Face for an Old Broad installation included temporary on-street parking (Cowan, 2010).

Figure 2.53: Pop-up shops were opened along Broad Avenue (L Patton, 2010).



Figure 2.54



Figure 2.56

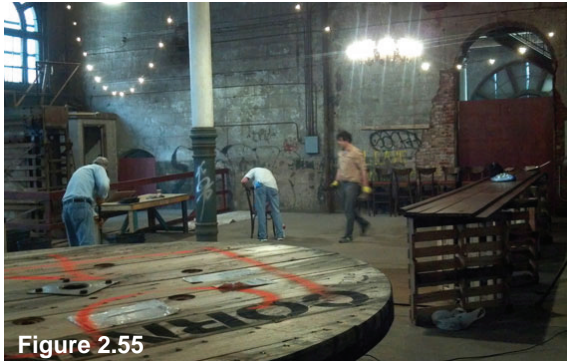


Figure 2.55

Figure 2.54: The “Untapped” Event took place in the spring of 2014. (Scriblerus, 2014).

Figure 2.55: The preparation and clean up of the old Tennessee Brewery Building prior to the event (My Fox Memphis, 2014).

Figure 2.56: People using the pallet furniture and lingering in the open courtyard space (Memphis Heritage, 2014).

## Tennessee Brewery - “Untapped”

**City:** Memphis, TN

**Location:** Former Tennessee Brewery Building

**When:** April to June 2014 (six-week event)

**Managed by:** Livable Memphis and the “In Our Backyard” (IOBY) project

**Purpose:** To prevent the demolition of the former Tennessee Brewery Building (pre-vitalization study)

The “Untapped” Event organizers and investors used the original, abandoned, 125-year-old Tennessee Brewery building, currently surrounded by high-end residential development, to host a six-week event that included pop-up retail, games, seating, food trucks, and local breweries (My Fox Memphis, 2014). Fourteen feasibility studies for the site have been completed since the 1990s (Lydon, Roberts, & Pacello, 2014), but the team intended to

spark interest in the building prior to a purchase deadline of August 1, 2014, in order to prevent the building’s demolition (Meek, 2014). The team used the existing graffiti as inspiration for the graphics on T-shirts sold for the event, and created the beer garden hosting local breweries in the courtyard (Lydon, Roberts, & Pacello, 2014).

Many groups and volunteers of all ages worked together to clean the building prior to the event and organize the event, an effort that cost \$35,000 to host. Volunteers built planters and chairs from pallets, added string lighting, and collected all measurable data during the event through partnerships with universities. The event was open from Thursday to Sunday for six weeks and attracted a family-oriented audience. Proceeds from beer sales were donated to save the building. Approximately 25,000 people visited the event and raised \$325,000 in sales in 24 days, sparking interest in the site (Lydon, Roberts, & Pacello, 2014).

As of July 2014, a viable buyer had a contract for the building, which saved it for another 90-days (for a due diligence period) while inspections took place. The building’s listing agent stated he was optimistic about the purchase, but continued to show the building to other potential buyers during this time period (Phillips, 2014).

## Community Gardens / Temporary Parks

### Prospect Park Community Garden

**City:** Minneapolis, MN

**Location:** Downtown; Prospect Park Neighborhood

**When:** 2014

**Managed by:** Springboard for the Arts, Cornerstone Group, Textile Center, local neighborhood group, arts organizer

**Funding from:** Textile Center, Springboard for the Arts, the Cornerstone Group

**Purpose:** To activate underutilized space that is currently set aside for development

This community garden is located next to the Green Line light rail station. Local development company Cornerstone Group purchased a former industrial site with plans to build a mixed-use development adjacent to the station; however, they also wanted the land to have a positive purpose before the development occurs in approximately two years. Through collaboration with other organizations, Springboard for the Arts created the community garden with raised beds, a fire pit, tables, artistic fences, a “dye garden,” and a bee hive. The Textile Center plans activities and programs in the garden, including community art activities (Lindeke, 2014).

### Urban Flower Field

**City:** Saint Paul, MN

**Location:** Downtown; former Pedro’s Luggage Site

**When:** 2014

**Managed by:** Public Art Saint Paul, Public Works Department, Saint Paul Parks and Recreation

**Funded by:** City of St. Paul, ArtPlace America, University of Saint Thomas, Minneapolis College of Art and Design, local businesses

**Purpose:** To activate underutilized space that is set aside for park land

The City places artists within the Public Works Department to “collaborate and create public art projects.” This project is a temporary park at the former Pedro’s Luggage site in Downtown Saint Paul. When the company closed, the owners donated the land for a public park, but the construction is scheduled for 2016, after the adjacent building is demolished. The temporary park cost \$40,000 to build and includes 96 types of flowers (that the University of Saint Thomas will study), a mural, and community activities that take place in the park, such as lemonade stands and movies (Lindeke, 2014; Urban Flower Field, 2014).



Figure 2.57: The Prospect Park Community Garden in Minneapolis (Lindeke, 2014).

Figure 2.58: The Urban Flower Field in Saint Paul, Minnesota (Urban Flower Field, 2014).



Figure 2.59



Figure 2.60

Figure 2.59: Lawn chairs on Times Square as part of the “Pavement to Plazas” effort after the Square was closed, sponsored by Times Square Alliance (The Street Plans Collaborative, NYCDOT, 2012).

Figure 2.60: Herald Square in 2009 with the closure to vehicular traffic and temporary installation of a plaza with tables, chairs, umbrellas, and accommodations for cyclists (NYCDOT, 2009).

## Pavement to Plazas

### Times Square + Broadway Street (Greenlight for Midtown)

**City:** New York City, NY

**Managed by:** Times Square Alliance (BID)

**Designed, Implemented, Funded by:** NYCDOT

**Purpose:** To improve mobility and safety in the core of Midtown, while also reclaiming streets as public space (NYCDOT, 2010).

Pavement to Plazas in NYC is an example of tactical urbanism that is primarily led by city government.

Typically, in this program, inexpensive materials are used to transform excessive space used for vehicles into public space for pedestrians and cyclists. In 2009, Mayor Bloomberg closed Broadway Avenue to vehicular traffic, so it could be used as temporary public space, which subsequently turned into a three-phase capital project that began in 2012 and is currently scheduled for completion in 2016. Changes were made to approximately 2.3 miles of Broadway; many of the locations were the most iconic areas of the city, such as Times Square and Herald Square. When Times Square was closed, the Times Square Alliance brought 376 folding chairs into the plaza for people to sit, which allowed the City and public to test the plaza seating without spending a great deal of money (The Street Plans Collaborative, 2012). As a result of

these efforts, pedestrian volume increased in both Times Square and Herald Square (NYCDOT, 2010).

NYCDOT tracked before and after data and found that the changes improved traffic flow and safety while making usable space for pedestrians and cyclists. The Business Improvement Districts and NYCDOT worked as partners to redesign Broadway at all of the major intersections and plazas, to administer surveys, and to communicate with the area office and retail owners. The effort also involved a public process, and all of the input helped create the final plan for the permanent installation (Ullman, n.d.).

## Local Activism through Landscape Enhancements

### Weed Bombing

**When:** Began in 2011 in Miami on the streets

**Who:** Neighborhood Activists

**Purpose:** To add color to the urban environment and bring attention to the lack of maintenance and investment in blighted neighborhoods

Weed bombing usually occurs at the street or block level and involves creating public art out of overgrown weeds by spray painting them with bright colors. Miami Resident Brad Knoefler gathered other neighborhood activists to start the movement. He has experienced very little resistance from the City and the Downtown development authority (The Street Plans Collaborative, 2012, Vol. 2).

### Guerrilla Gardening

**When:** Began in 1973 in NYC when activists threw seeds, water, and fertilizer in vacant lots.

**Who:** Neighborhood Activists

**Purpose:** To add gardening and green space into the urban fabric

Guerrilla Gardening has evolved into an international effort, and it is typically characterized as gardening on public or private land without permission in order to raise



Figure 2.61

awareness about social issues, including food systems and access, enhancing the aesthetics of a place, and the power of short-term local action. Volunteers and the NYC Parks Department now maintain the first garden created by the Green Guerrillas (The Street Plans Collaborative, 2012, Vol. 1), the Liz Christy Garden, located at Houston and Bowery Streets (Greenbookpages, 2014).



Figure 2.62



Figure 2.63

Figure 2.61: Weed Bombing (weedbombing Tumblr, 2011)

Figure 2.62: Guerrilla Gardening created with bottles and plants on a blank wall (Holyoke Innovation District, n.d.)

Figure 2.63: Guerrilla Gardening taking place in NYC (Greenbookpages, 2014).

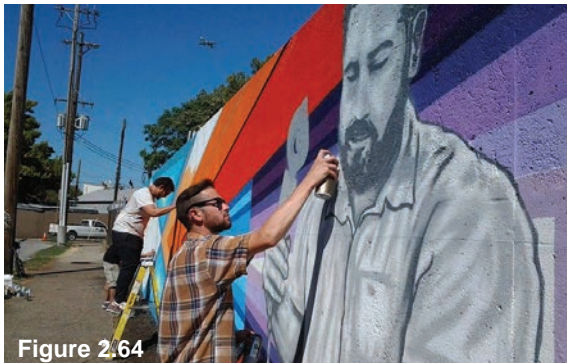


Figure 2.64

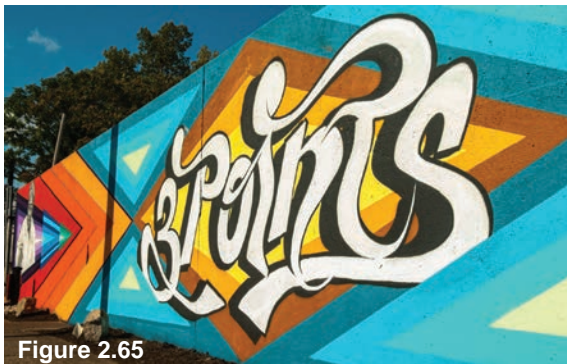


Figure 2.65

Figure 2.64: The mural on the side of the building in progress (Three Points Beautification: Louisville Facebook Page, 2014).

Figure 2.65: A portion of the mural for the Three Points Initiative (Three Points Beautification: Louisville Facebook Page, 2014).

### Three Points Initiative

**City:** Louisville, KY

**When:** 2014

**Location:** Intersection of three of Louisville's most well-known neighborhoods (Germantown, Schnitzelburg, Shelby Park).

**Managed by:** Jennifer Chappell, neighborhood organizations, community bike shop

**Funding from:** Neighborhood Development Fund grant, community crowdfunding

**Purpose:** To reconnect the three neighborhoods with a mural

Jennifer Chappell wanted to paint a mural on the blank wall at Goss Avenue between the neighborhoods of Germantown, Schnitzelburg, and Shelby Park, which was her main project while enrolled at the Center for Neighborhoods Institute, and the surrounding community became excited about her efforts. Her project transformed into adding landscape improvements, sidewalks, benches, and trash receptacles. Recent development has occurred in the area, so the improvement effort aims to capture some of the development momentum and renewed neighborhood pride resulting from the investment.

This project also helps connect the three different neighborhoods. Shelby Park is primarily known for crime, drugs, and poverty, and many residents have expressed the desire to physically disconnect it from the adjacent neighborhoods. By contrast, the neighborhood organization in Shelby Park has been making drastic improvements to the neighborhood. The addition of sidewalks and public art from the Three Points Initiative help physically re-connect Shelby Park to the other two neighborhoods that have experienced recent increased investment.

All of the people, organizations, and businesses involved in the project have been local, and many community members volunteered to help during the clean-up effort. The mural was painted by artists Chris Chappell and Henry Cunningham (Tucker, 2014). Jennifer Chappell wants to re-brand the area with the name "Three Points" and to paint a second mural on a utility shed, which would direct people to neighborhood attractions and businesses. As of October 2014, the first large mural and landscaping improvements were almost complete (Three Points Louisville, 2014).



Five Points Station at Alabama and Forsyth Streets





# 3.0 Visioning

### 3.1 MARKETING CAMPAIGN + INTERCEPT STRATEGY

#### “I Choose MARTA”

Because of feedback from the various focus groups, the project design team formed a marketing strategy around the pride-building concepts of “I Choose MARTA” and “MARTA Makeover.” These themes were reflected during the station intercepts to gain community input and in all marketing materials distributed throughout the Downtown neighborhoods prior to the intercepts. The efforts were advertised with post cards, e-mail newsletters, media news articles, team members attending neighborhood and NPU meetings, signage in the MARTA stations, a project website with detailed project information and access to the survey, and an active Facebook page that provided frequent updates about the progress of the project. The project logo and all marketing materials reflected transit and MARTA colors (blue, white, and orange) to quickly capture people’s attention.

#### Station Intercept Strategy

The Project Team and recruited volunteers visited the Five Points and Garnett stations, Georgia State University, and Woodruff Park during station “intercepts” over two days in October 2014 to survey people riding MARTA and in an attempt to capture feedback from non-riders.



Figure 3.1

The community engagement strategies at these events included:

- Surveys for Five Points Station, Garnett Station, and Non-MARTA riders
- Interactive activity with a ball-toss and buckets for reasons people choose to ride MARTA
- Visual preference survey poster, giving visitors the ability to use dots on photos to indicate features that would improve their MARTA experiences
- Sign-up sheets for people to volunteer for MARTA Makeover tactical urbanism events

The goal of these activities was to capture data through a variety of methods to inform design decisions and help with the conceptual design during the internal Project Team and public design charrettes in November and December 2014.



Figure 3.2

Figure 3.1: The Project Team wearing the “I Choose MARTA” shirts during the Georgia State University Intercept (Mercedes, 2014).

Figure 3.2: Riders at Five Points Station throwing balls into the baskets for reasons they ride MARTA, rather than another mode of transportation (Mercedes, 2014).

Figure 3.3: The visual preference survey poster allowed users to choose improvements they would prefer at Five Points and Garnett stations. In the background, people gathered around the table to complete surveys (Mercedes, 2014).

Figure 3.4: Riders filling out surveys at the Five Points Station intercept in October 2014. This survey was supplemented by an identical online survey (TSW, 2014).

Figure 3.5: The intercept set-up for the Garnett morning session on the train platform level (Mercedes, 2014).



Figure 3.3



Figure 3.4

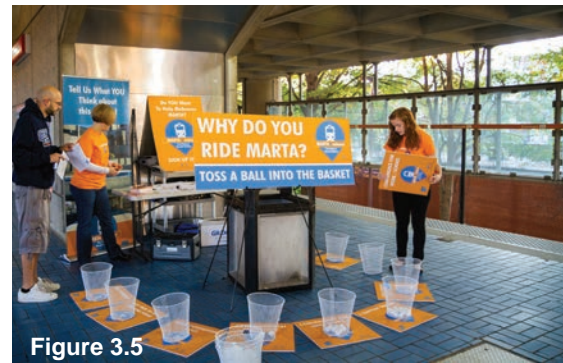


Figure 3.5

## 3.2 STATION USER INTERCEPT FINDINGS SUMMARY

### Five Points Intercept

To capture the opinions of riders and non-riders at the Five Points Station, the Project Team conducted an intercept that utilized surveys and interactive activities. The Five Points intercept was conducted on October 20, 2014, from 9:00 AM to 6:30 PM at two locations - the Peachtree Plaza entrance and inside the fare gates on the main concourse. Initially, the intercept was scheduled for morning and evening peak ridership times, but due to the overwhelming participation and consistent activity at the Peachtree Plaza entrance, the team solicited input throughout the day.

The members of the Project Team, CAP / ADID staff, and volunteers from the City of Atlanta, ARC, and students from the Georgia Tech City and Regional Planning program facilitated and engaged the public. Each setup at all of the station intercepts included a paper survey table, the "I Choose MARTA" ball / basket activity, and a visual preference survey (VPS). Hundreds of responses were captured by riders and non-riders over the course of the day. The following information summarizes the results from the Five Points intercept, but more detailed information from all of the intercepts is displayed in charts

and infographics in Section 3.4 on page 102.

The VPS was a popular activity and displayed images of potential enhancements in the categories of safety, public art, retail, wayfinding, and many others. Riders used colored dots (coded by intercept location; i.e. orange was used for riders at Five Points and green for riders at Garnett) to select improvements that would enhance their experience at the stations. Over 900 responses were captured at Five Points. Nearly 20% of the dots were placed on images illustrating retail options that include food and goods for daily needs. Images portraying security improvements, including lighting and police presence, captured 15% of the dots. Landscape improvements, public art, and community events were the next most popular enhancements for implementation at the Five Points Station.

The “I Choose MARTA” ball / basket activity (“I Choose MARTA”) yielded the greatest number of responses for all the project intercept locations. At Five Points, approximately 1,400 balls were tossed by participants specifying their reasons for riding MARTA. Twenty-eight percent (28%) of the balls collected identified convenience for commuting to school or work as the primary reason for riding MARTA, which was closely followed by not having access to a car, with 22% of balls tossed. Convenience



Figure 3.6

for daily needs and transportation costs were the next highest reasons at 11% and 10% respectively. Only 1% of the participants at the Peachtree Plaza set-up identified themselves as non-riders in this activity.

### Garnett Intercept

As mentioned previously, the Garnett Station is one of the most underutilized stations in the MARTA system; therefore, it is not a surprise that this intercept yielded

Figure 3.6: Wesley Brown with CAP describes the options on the visual preference survey to a MARTA rider at the Five Points intercept (Mercedes, 2014).

Figure 3.7: Jennifer Ball with CAP describes the project efforts to a morning MARTA rider at the Garnett intercept (Mercedes, 2014).

Figure 3.8: The sign for the ball and basket game that allowed riders to indicate their reasons for riding MARTA (Mercedes, 2014).



Figure 3.7



Figure 3.8

Figure 3.9: The visual preference survey at the Five Points intercept with many dots representing changes that the current riders would like to see at the station (TSW, 2014).

Figure 3.10: The visual preference survey at the Garnett intercept with many dots representing changes that the current riders would like to see at the station (Mercedes, 2014).



Figure 3.9

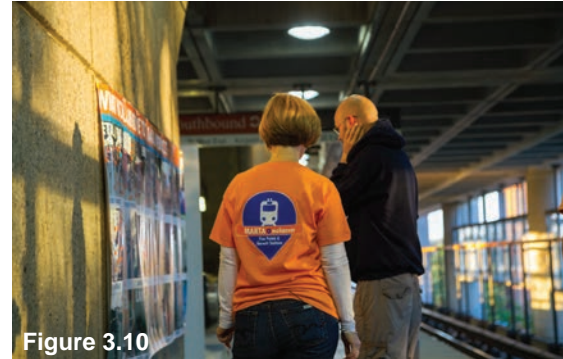


Figure 3.10

the fewest amount of responses. The team of volunteers were on site during the peak ridership hours of 7:00 AM to 9:00 AM and from 4:30 PM to 6:30 PM on October 28, 2014, to capture the responses of the riders inside the fare gates on the train platform and at the Brotherton Street entrance. At Garnett Station, 20% of the responses on the VPS identified security improvements, specifically police presence and lighting, as priority enhancements.

Images of retail, community events, and wayfinding all received 15% of the responses. Public art was the fifth ranked enhancement that participants would like to see installed and leisure shopping accommodations was the least popular.

The "I Choose MARTA" activity garnered more participation than the VPS at this station. Of the 175 balls tossed, convenience for work or school was the primary reason for using MARTA with 28% of the Garnett Station activity participants, followed by not having access to a car at 15%. Transportation cost and convenience for daily needs were the third and fourth ranked reasons selected for riding MARTA. Of all the project intercepts, a higher percentage of participants at the Garnett Station identified that the reason they ride MARTA is because they support transit. This reason may have ranked higher at this intercept because Garnett Station is utilized by government employees due to the proximity to Atlanta Public Schools, the City of Atlanta, state and federal government buildings, and the Atlanta City Detention Center.

### 3.3 STUDENT INTERCEPT FINDINGS SUMMARY

#### GSU Library Plaza Intercept

On October 28, 2014, the Project Team conducted an intercept on the campus of Georgia State University (GSU) at Library Plaza to capture the student perspective on the Downtown MARTA station enhancements and their primary reasons for why they do or do not choose to ride MARTA. The intercept was conducted during the lunch peak time from 11:00 AM to 1:00 PM, when there was a significant student presence. The intercept set-up was limited due to space constraints on the plaza because student organizations were on-site distributing literature and selling goods. Several performances occurred on the plaza stage that attracted significant attention, but the intercept volunteers were able to engage a fair amount of students to participate.

The GSU students prioritized VPS images representing security improvements (35%) and retail (24%) enhancements they would like installed at the MARTA stations. In addition, the students identified the installation of public art as a priority enhancement, and wayfinding changes and community activities were not as popular for students as for riders at the stations.



On the other hand, nearly 50% of the responses captured in the “I Choose MARTA” activity identified themselves as non-riders. Another 29% of the 126 balls tossed ranked the convenience for commuting to school or work as a primary reason for riding MARTA, followed by 10% without access to a car. As identified in this activity, transportation costs do not have an impact on student ridership.

#### Pop-up Woodruff Park Intercept

After the Library Plaza intercept at GSU on October 28, 2014, the Project Team relocated to Woodruff Park to capture more opinions on MARTA ridership and station area enhancement preferences, with the hopes of engaging more GSU students between classes. Due to space limitations, the full array of intercept activities was not displayed, resulting in slightly skewed responses. The

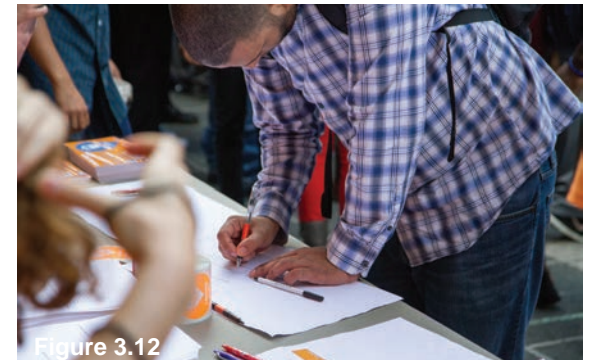


Figure 3.11: Student volunteers from Georgia Tech and Georgia State at the GSU intercept in the Library Plaza helped the Project Team with the activities (Mercedes, 2014)

Figure 3.12: Students at the GSU intercept were enthusiastic to learn about the project efforts and completed a large number of surveys (Mercedes, 2014).

Figure 3.13: Contente Terry and Sarah McColley pose in front of the activity signage at the GSU intercept (Mercedes, 2014).



Figure 3.14

Figure 3.14: Contente Terry speaks with a student at the GSU intercept and encourages her to take a survey about her desires to improve MARTA based on her current usage (Mercedes, 2014).

Figure 3.15: Project Team members talk with multiple students participating in the feedback activities (Mercedes, 2014).



Figure 3.15

majority of the participants in this intercept were Georgia State students, but some were employees of the area businesses. Many of the students mentioned that they did not know that MARTA was so close to campus or how to use the system. Other students mentioned that they drive to school because of the convenient parking or because they do not live near a MARTA stop or station.

The visual preference survey responses, identified via the colored dots, prioritized retail improvements (24%) and security improvements (20%) to enhance the stations. Seating and landscape enhancement images received favorable responses, but wayfinding was not as important to the participants engaged at Woodruff Park.

On the other hand, 28% of the approximately 200 responses during the "I Choose MARTA" activity at Woodruff Park ranked convenience for commuting to work or school as the primary reason for riding MARTA. Another 18% of the tosses represented people who do not ride MARTA. The next highest ranked reasons for riding MARTA were convenience to meet daily needs and not having access to a car (14%). Nearly 8% did identify that they support the transit system and also use MARTA to commute to sporting events and the airport.

### 3.4 INTERCEPT + SURVEY FEEDBACK SUMMARY

#### Data Analysis Description

The Project Team received 1,300 survey responses between the online and paper survey options, 1,107 dots placed on the visual preference survey (VPS) posters, and 1,909 tosses for the Ball / Basket “I Choose MARTA” exercise. The data was aggregated into like categories, and results from questions that were present on both the survey and in the user activities (VPS and “I Choose MARTA”) were combined. Because users could use as many “dots” and “ball tosses” as they wanted in order to represent their desires for enhancing the stations or reasons for riding MARTA, each ball toss and each dot do not represent an individual. Additionally, some surveys could be potentially double-counted because users could have completed both a paper survey and an online survey (surveys were anonymous unless contact information was given). Some survey questions provided an “other” option, so that respondents could write other desires they have for improving the MARTA stations not represented by the Project Team’s list. These options were coded in the online portion under related categories in order to easily tabulate the responses. Chart 3.1 summarizes the results for the participants’ preferences for improving the MARTA stations (surveys and activities).

#### Data Results

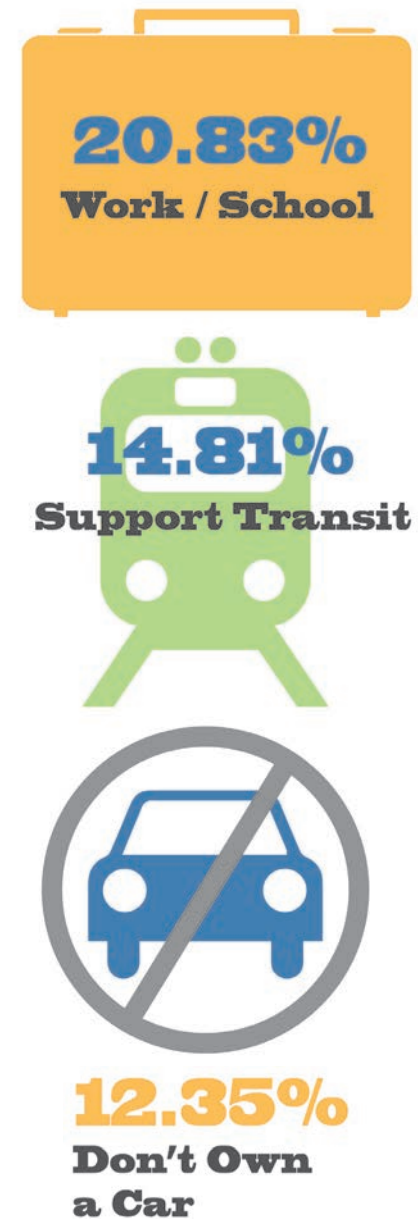
##### Reasons for Riding MARTA

The main reasons that people choose to ride MARTA, in order, are: convenience for work or school, they support transit, the riders do not own or have access to a vehicle, and the cost of MARTA compared to other modes of transportation. For those who do NOT currently ride MARTA, the main reasons are: using another mode of transportation is more convenient to meet daily needs, another mode of transportation is more convenient to commute to work or school, and that they prefer to drive a car.

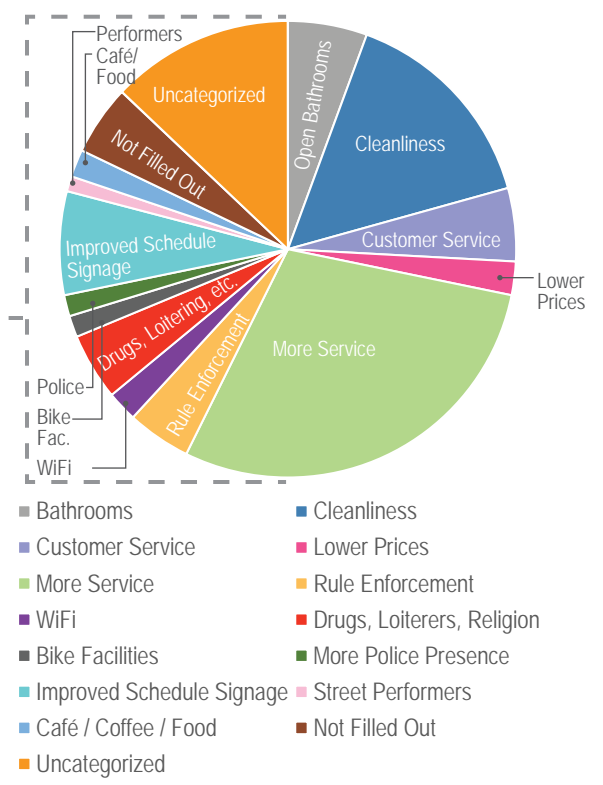
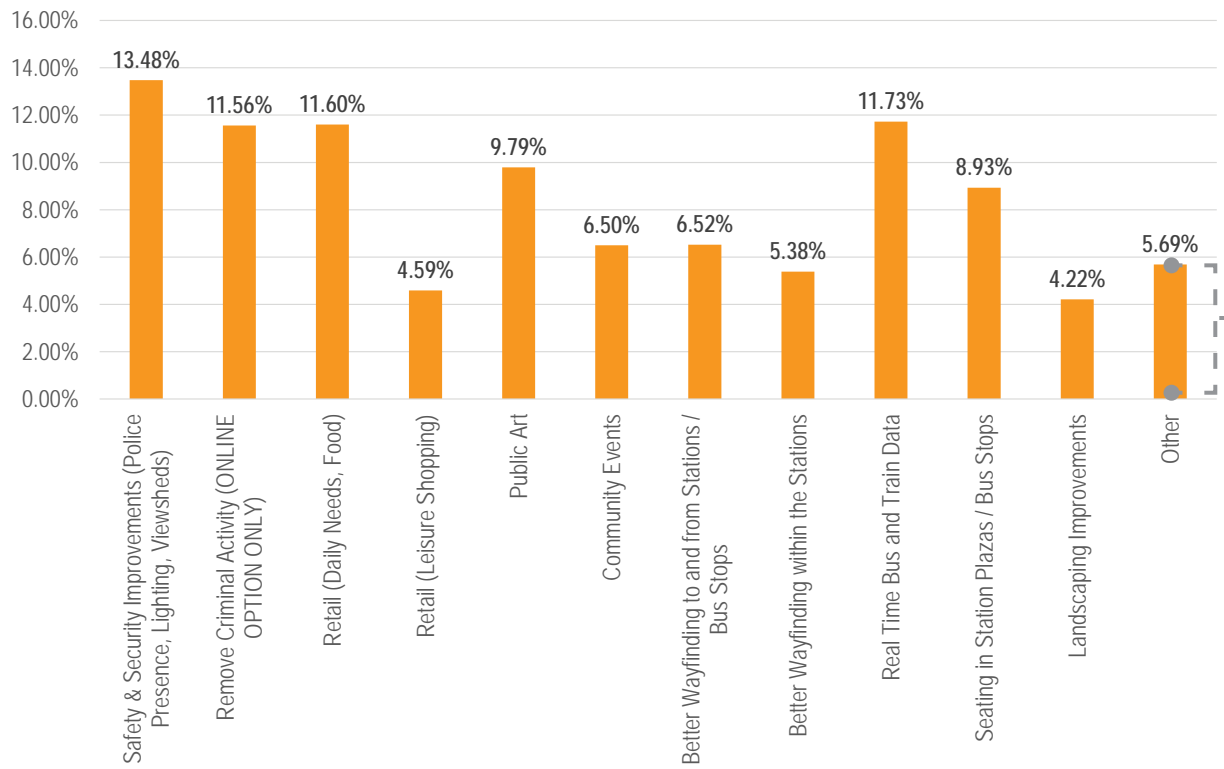
##### Top Preferences for Improving MARTA

The results for options to improve the MARTA stations were very close in terms of results, but the most frequently chosen were (in order): safety / security improvements, real time bus and train data, retail options for food and daily needs at the stations, removing criminal activity, and adding public art. The most commonly written reasons in the “Other” option were cleanliness and maintenance of the existing structures, providing more bathrooms and opening the existing bathrooms for longer hours, and expanding or improving the bus or train service.

WHY DO YOU RIDE MARTA?







**Chart 3.1 | Preferences for Enhancements to the MARTA Stations**

The infographics on page 102 summarize the top three reasons that people currently choose to ride MARTA. The percentage number represents the percentage of choices made by the riders, not the percentage of individuals, as riders could choose more than one reason.

Chart 3.1: Improvements riders and survey respondents would like to see at the Five Points and Garnett stations. The percentage number represents the percentage of choices made by the riders, not the percentage of individuals, as riders could choose more than one improvement.

### 3.5 GUIDING PRINCIPLES

The Project Team synthesized the results from the station assessments, the surveys, and intercept feedback to devise five Guiding Principles to support MARTA's overall goal of increasing ridership. Garnett and Five Points Stations are different environments, so the elements used to address the Guiding Principles vary. The majority of the methods focus on near-term, community-based improvements, most of which can be completed within two years and with limited funding. Community-based projects could take place in 2015 through tactical urbanism or temporary installations. Community-based projects can also address the short-term recommendations. Government agencies and MARTA would primarily drive the long-term recommendations and some of the more involved short-term recommendations, discussed in Section 3.6.

#### Guiding Principles

- Improve real and perceived security issues
- Enhance signage and wayfinding inside, to, and from the stations
- Improve the appearance and maintenance of the stations
- Utilize the stations' public plazas

## INCREASE RIDERSHIP Five Points

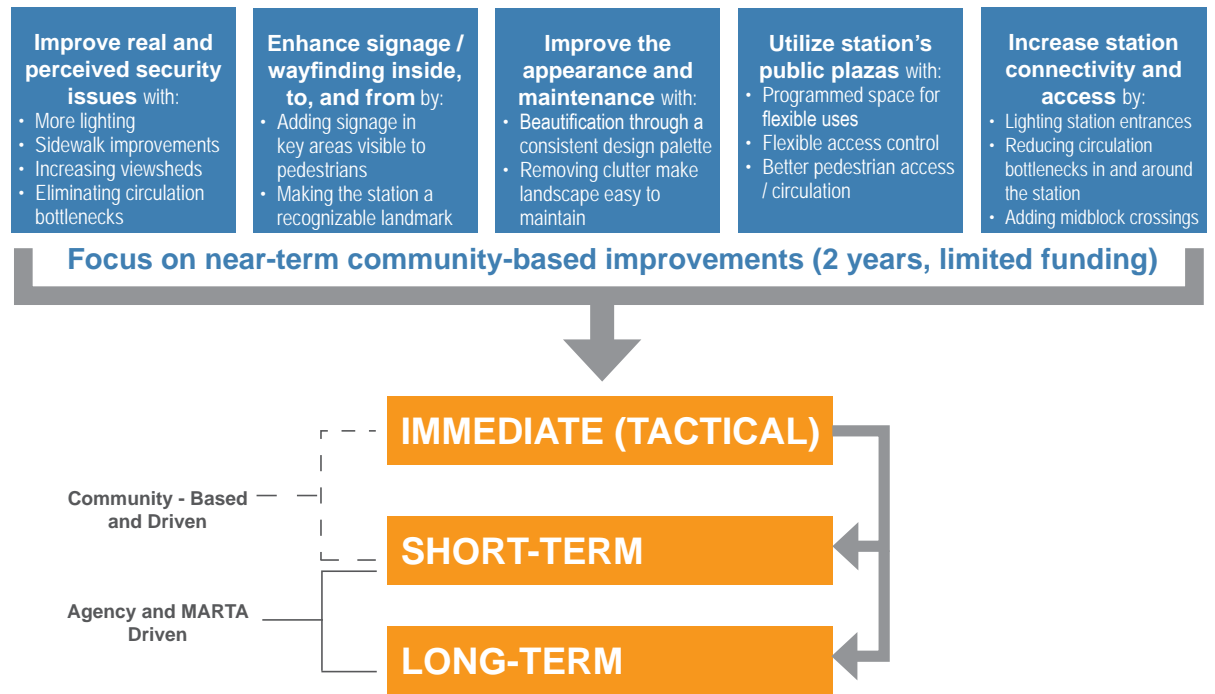


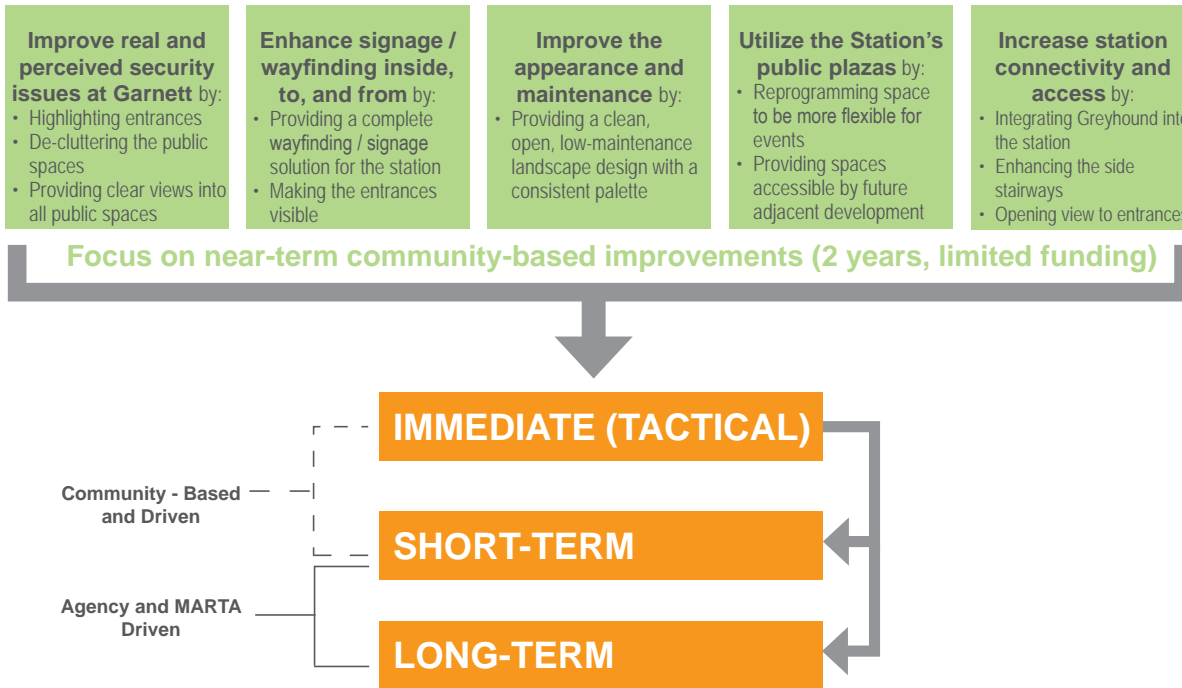
DIAGRAM 3.1 | FIVE POINTS GUIDING PRINCIPLES

- Increase station connectivity and access

Diagrams 3.1 and 3.2 demonstrate how the Guiding Principles are addressed for each station individually through design elements. The large gray arrow line represents the lens through which the design elements should be considered when addressing the Guiding Principles. This plan focuses on recommendations that can be feasibly completed within a short period of time.

Diagram 3.1: The Guiding Principles and how they will be addressed at the Five Points Station to attain the overall MARTA goal of increasing ridership.

# INCREASE RIDERSHIP Garnett



**DIAGRAM 3.2 | GARNETT GUIDING PRINCIPLES**

Diagram 3.2: The Guiding Principles and how they will be addressed at the Garnett Station to attain the overall MARTA goal of increasing ridership.

The orange blocks represent the three levels of design recommendations and who would drive implementation. Ideally, immediate-term projects can begin to address short- and long-term recommendations. The Guiding Principles address the desires of the community and stakeholders in a variety of ways specific to the individual stations' environment and ridership, but like the principles themselves, many of the design elements are similar

for the two stations. Many resulting design elements in the recommendations can address multiple parts of the Guiding Principles and lend themselves to immediate, temporary (tactical) installations that address the long-term, permanent recommendations for the time-being. The tactical installations can become "mock-ups" or "test runs" for some of the short- and long-term changes. It is imagined that physical changes to the stations will enhance the current riders' MARTA experiences and will transform the stations into destinations, which will encourage others to ride MARTA and regularly use the Five Points and Garnett stations.

### 3.6 CHARRETTE RESULTS

#### Internal Project Team Charrette

The Project Team held an internal charrette in November 2014 to create preliminary design concepts for the station study area. The initial concepts were shared with CAP / ADID and MARTA, then revised before unveiling them to the public at the workshops in December 2014. The Project Team also finalized the Guiding Principles and the resulting overall design themes to address the Principles during this time period (Diagram 3.3).

#### Design Themes (Diagram 3.3)

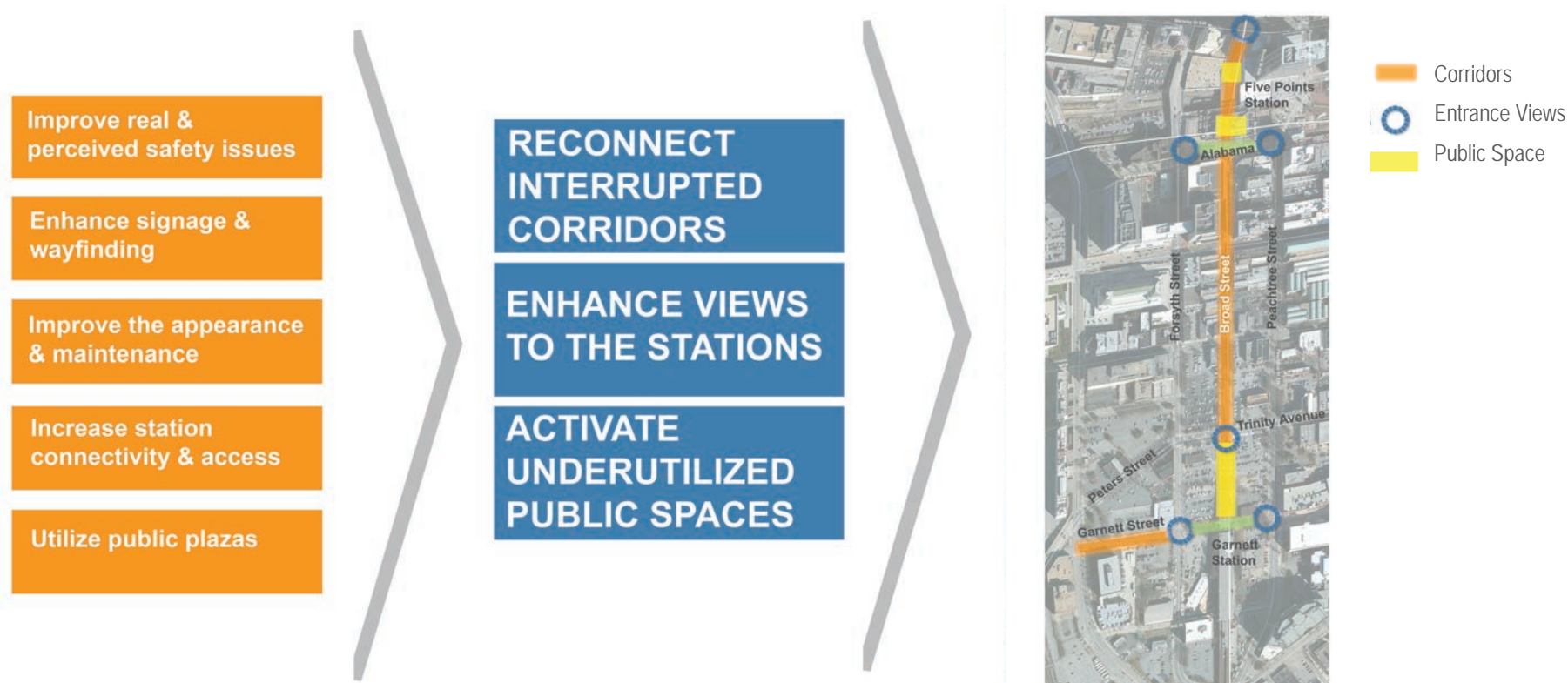
- Reconnect interrupted corridors
- Enhance the views to the stations
- Activate underutilized public spaces

Reconnecting key street corridors that intersect the stations, particularly Broad and Garnett Streets, is accomplished by removing circulation and security barriers, improving station access, and beautification measures. Entrance views for the station are enhanced by integrating the architecture and site elements into the wayfinding approach, which includes adding artistic advertising in highly visible areas to help fund future station improvements. The unused or underutilized public spaces are activated through event programming, pop-up retail, seating, and interactive public art. Diagram 3.3 synthesizes the process by which the Project Team



arrived at the three major design themes to create the design concept. The “wordle” summarizes feedback received from the public input sessions (orange) and the Team’s station assessments (blue). The orange and blue highlight some of the commonly heard suggestions or most visible issues. This feedback informed the overall Guiding Principles for the station improvements, which led to the design themes.

Diagram 3.3: On the left is a “wordle” with the key feedback from the public input activities and station assessments. The middle orange boxes summarize the Guiding Principles, and the blue boxes summarize the three design themes to address the Guiding Principles, shown physically on the map to the right.



**DIAGRAM 3.3 | GUIDING PRINCIPLES AND DESIGN THEMES**

**Design Methods**

The design themes of reconnecting corridors, enhancing station views, and activating underutilized public spaces were addressed by design methods of:

- Visibility
- Safety / Security Improvements
- Lighting
- Connectivity
- Activation
- Beautification and Art
- Informing Users

Each subarea at the stations includes a unique combination of those methods in order to meet the overarching design themes that address the Guiding Principles. The Five Points Site Plan (Plan 4.1) and Garnett Site Plan (Plan 4.2) show how all of the design ideas work together to create a cohesive vision for each station that includes immediate-, short-, and long-term recommendations.

## Public Workshop Results

### Workshop Description

The Project Team displayed the preliminary images and designs during a workshop with members of the Steering Committee on December 3, 2014, at the Center for Civic Innovation, near the Five Points Station. The same ideas were unveiled in the same location the next day for the public to provide feedback and ideas. A summarized version of the information was also displayed at the Five Points Station in Peachtree Plaza to capture feedback from riders. Visitors were encouraged to provide their feedback directly on the displays using sticky notes and dots. The Project Team also recorded specific comments made during the presentation and through individual discussions. The design concepts, presentation, and images were available online at the project website. A survey, also online, allowed users to prioritize the changes for the immediate-, short-, and long-term design recommendations and to provide additional specific feedback in a comment box for each station.

### Steering Committee Comments

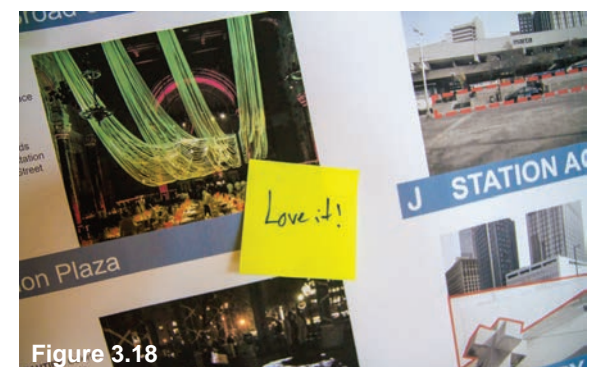
The Steering Committee provided important information regarding MARTA's current efforts and how they could be integrated with the Project Team's ideas, including security issues, landscaping efforts, real time data signage, moving the trash facility at Five Points, retail



inside the fare gates at Five Points, adding art to the stations, and addressing the defunct electronic sign in the Upper Plaza at Five Points. MARTA wants to integrate the design concepts with their current efforts, but stressed the importance and cost of additional police force to provide the perception of security when opening additional public space. Comments from other Steering Committee members included the need for a testing plan for implementation, the suggestion to align the tactical urbanism installation with other events, and the importance of creating a place that residents will embrace as a neighbor.

### Public Comments and Feedback

The workshop visitors expressed enthusiasm about the design concepts, especially with regard to opening the Upper Plaza to public use, adding public art, and offering food options inside and outside the station. Feedback



Figures 3.16 and 3.17: Project Team members describe the design concepts to visitors at the public workshop (Mercedes, 2014).

Figure 3.18: Visitors were encouraged to provide their input and ideas directly on the design display boards by writing on sticky notes (Mercedes, 2014).



Figure 3.19



Figure 3.20

Figure 3.19: Many visitors asked questions and provided valuable input at the main public workshop display (Mercedes, 2014).

Figure 3.20: The Project Team set up a summarized version of the design concepts with key design images on the Peachtree Street plaza at the Five Points Station to capture rider feedback. Some passengers also walked to the main display at the Center for Civic Innovation because they wanted to learn more about the project (Mercedes, 2014).

### Chart 3.2 | Public Workshop Survey Feedback Summary

Top Immediate Project Preferences			
Five Points Station		Garnett Station	
Pylon wayfinding signage re-design & mock-up	57.14%	String lighting in small plazas on Main Plaza Ramp	61.11%
Mural (local artist) on the front of the station	51.43%	Pylon wayfinding signage re-design & mock-up	55.56%
Pop-up retail	45.71%	Landscape improvements	52.78%
Art on station vents at prominent corners	42.86%	Pop-up retail	47.22%
Top Short-Term Project Preferences			
Bus layover reconfiguration at Alabama	62.86%	Streetscape changes connecting the station to Castleberry Hill	91.67%
Landscape improvements	60.00%	Bus reconfiguration at Brotherton Street integrating Greyhound with the station	50.00%
Move trash facility	51.43%	Café plaza and small retail at Brotherton Street	50.00%
Permanent wayfinding and signage changes	48.57%	Artistic light pylons	36.11%
Long-Term Project Preferences			
Broad Street light art	52.94%	Future adjacent development	88.57%
Stair / ramp combination at Alabama	50.00%	Grand side staircases	62.86%
Interactive light art in Broad Street Plaza	50.00%		

\*\*Users could select more than one preference

comments on the displays included the need to: brighten and open the Broad Street Plaza; add light art on the Upper Plaza and in the station; install the stair / ramp combination entrance at Alabama Street; add local art; open the plazas for workers to use during lunch; display real time data outside of the station; add the designed pedestrian-only crossing signal on Peachtree Street; re-brand and rename Garnett Station; construct high-

density development adjacent to Garnett Station; improve wayfinding in surrounding areas; and open Broad Street to vehicular traffic. The online survey received 43 responses, and 46 comments on notes from the workshop provided additional feedback, the results of which are shown in Chart 3.2. The individual projects and implementation terms are illustrated in more detail in the following chapter with site plans, imagery, diagrams, and descriptions.



Five Points Station at Alabama and Peachtree Streets





## 4.0 Plan Refinement

## 4.1 STATION SITE PLANS

The Five Points and Garnett Station site plans include elements addressing all of the Guiding Principles to enhance the station experience for current and future users, and help increase ridership. The individual projects are described in more detail on pages 140 to 147 with information about project prioritization and implementation.

### Five Points Station Plan

The Five Points Site Plan (Plan 4.1) shows the projects for the station with numbers and labels on important projects.

#### Peachtree Plaza Entrance

This entrance occupies a prime location at the corner of Peachtree Street and Alabama Street, where a turn in the street aligns views directly to the entrance (Figures 4.1 and 4.2). This corner is currently occupied by a trash collection area and a bus shelter with landscaping that blocks views to the entrance (Figures 4.1 and 4.2). The Peachtree Street plaza is home to clutter and barriers, such as bollards, trash cans, flag poles, planters, and the bus shelter, which bottleneck pedestrian flow and block entrance views. The station building was built to last, but the lack of material variety hides the unique architectural features, and stark, blank walls appear institutional. Additionally, the station has many layers of static, poorly visible, and ineffective wayfinding.



Figure 4.1



Figure 4.2

Figure 4.1: The “after” image of Peachtree Plaza at the Alabama and Peachtree Streets intersection.

Figure 4.2: The “before” image of Peachtree Plaza, as it currently appears, at the Alabama and Peachtree Streets intersection.



PLAN 4.1 | FIVE POINTS STATION SITE PLAN



Key Recommendations for Peachtree Plaza include:

- Enhance views of the station from Peachtree Street
- Relocate the trash collection area to a lower profile area
- Add LED light wraps to vent structures with art and sponsored advertising
- Remove clutter from station plaza and curbside, favoring open sight lines and direct circulation to the station entrance
- Use art or landscape to soften large, blank, vertical walls and provide contrast to building overhangs
- Update landscape to highlight architecture and define spaces
- Update and relocate static station signage with a four-sided pylon sign, visible from the sidewalks
- Provide real time information signs that communicate bus routes and train arrival times

### Alabama and Forsyth Street

The plaza area at the corner of Alabama and Forsyth (Figures 4.3 and 4.4) is dark with outdated wayfinding signage, and is cluttered with a security and bus information kiosk, planters, and signs that cause bottlenecks and visual barriers on pedestrian paths. Key Recommendations for this corner include:

- Add LED light art and advertising on the vent structure
- Relocate the security kiosk inside the station building, accessible from the sidewalk



Figure 4.3



Figure 4.4

Figure 4.3: The "after" image of the bus waiting area at the corner of the Alabama and Forsyth Streets intersection.

Figure 4.4: The "before" image of the bus waiting area at Alabama and Forsyth (TSW, 2014).

- Lower the planter walls to improve views and pedestrian flow
- Ensure regular maintenance of trees to maintain station views and add tree lights or decorative yarn tree socks for visual interest
- Update and relocate static station signage with a four-sided pylon sign, visible from the sidewalks
- Provide real time information signs that communicate bus routes and train arrival times mounted to the building

### **Broad Street Corridor**

A major portion of the design is to re-link the Broad Street Corridor between the two stations, currently divided by the Five Points Station. The recommendations include multiple interactive light and art installations that provide focal points along the corridor, increase the perception of security, and draw people to Broad Street. The elements would start at Marietta Street, continue through the Broad Street Plaza, lead through the Five Points Station Upper Plaza, follow the streetscape, and terminate at the Garnett Station with colorful light pylons denoting the station's entrance. These additions would provide a physically and visually continuous corridor and allow easy pedestrian access through the Five Points Station.

### **Five Points Station Bicycle Storage**

With MARTA's recent operations analysis and changes to bus service at Five Points, fewer routes will directly access the station. This creates an opportunity to enhance bicycle access to the station - and especially increase the amount of end-of-trip facilities, such as bicycle racks - so that Five Points and its direct service from both of MARTA's trunk lines remain conveniently accessible beyond an immediate walking distance. Not only will this allow cyclists in the Downtown area better access, it will also give commuters who wish to cycle to other MARTA stations and bring their bicycles Downtown a place to store them.

The Upper Plaza level of the station offers several potential locations for a bicycle storage corral, where several racks could be located or a secured storage structure could be constructed. The Project Team discussed the western plaza walkway connecting the Broad Street Plaza with the steps to Alabama Street, adjacent to the amphitheater seating space that is currently closed to the public.

MARTA, Central Atlanta Progress and the City of Atlanta should also explore options to locate shared bicycles at this location as the City's bikeshare program comes online in 2015.

### **Station Entrances and Bottlenecks**

The station entrances are dark, include concrete bunkers to direct pedestrian flow and prevent vehicular access, and pedestrian bottlenecks occur near the entrances.

Key Recommendations for the Entrances include:

- Light dark interior corridors to make interior spaces visible from the street more inviting
- Re-imagine existing barriers and bollards as public art
- Remove the walkway bottleneck at Peachtree Street by recapturing the unused and fenced staircase as part of a larger ramp leading to the Upper Plaza

## Peachtree Street Crossing

### Midblock Crossing Feasibility

Diagrams 4.1 to 4.8 illustrate a step-by-step approach to a midblock crossing of Peachtree Street between Five Points Station and Underground Atlanta protected by a simultaneous scramble at the Wall Street and Alabama Street traffic signals. Diagram 4.1 shows the existing crosswalk locations, although as shown in Diagram 4.2, pedestrians currently travel in different patterns than these crosswalks immediately allow, particularly by jaywalking across Peachtree Street between Five Points Station and Underground Atlanta. The short distance between Wall Street and Alabama Street (325') allows sufficient space for a traffic-controlled midblock crossing. This midblock crossing Diagram 4.3 would help channel the jaywalking and open crossing directly in line with the station fare gates (Diagram 4.4). The midblock crossing could be treated as a rectangular rapid flashing beacon or a pedestrian hybrid beacon; however, the short block could lead to confusion with buses, traffic, and pedestrians. Because of this, it may be helpful to consider signal timing and coordination to treat the entire block as a scramble phase.



DIAGRAM 4.1



DIAGRAM 4.3



DIAGRAM 4.2

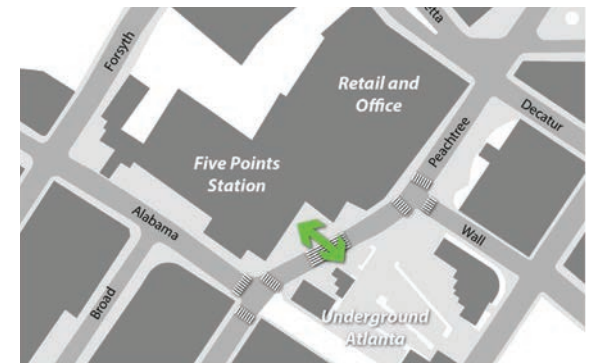


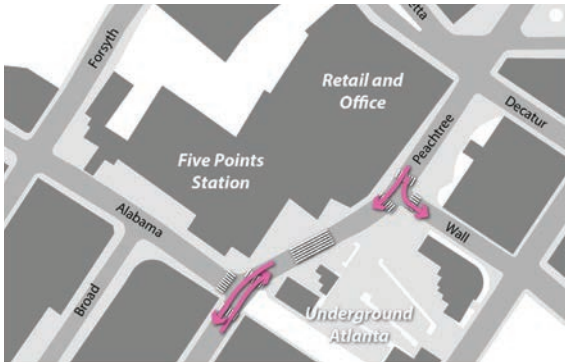
DIAGRAM 4.4

Diagram 4.1: Existing crosswalk locations on Peachtree Street between Underground Atlanta and Five Points Station

Diagram 4.2: Pedestrian crossing patterns on Peachtree Street

Diagram 4.3: Potential location for a midblock crossing on Peachtree Street between Wall Street and Alabama Street.

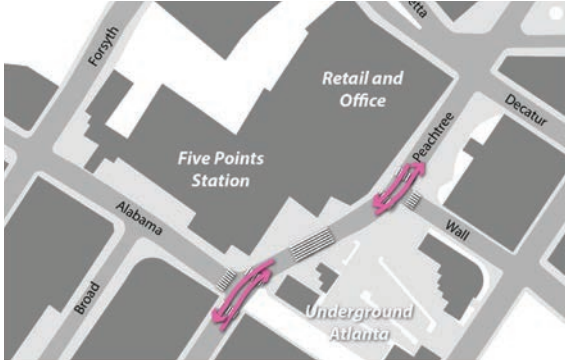
Diagram 4.4: The midblock crossing would align with the interior fare gates at the Five Points Station



**DIAGRAM 4.5**



**DIAGRAM 4.7**



**DIAGRAM 4.6**



**DIAGRAM 4.8**

Diagram 4.5: Phase 1 of the signal timing would allow north- and southbound traffic, left turns onto Wall Street, and a midblock crossing.

Diagram 4.6: Phase 2 allows regular north-south traffic and permitted left turns.

Diagram 4.7: Phase 3 would allow outbound turns from Wall Street and Alabama Street onto Peachtree Street.

Diagram 4.8: Phase 4 would add the scramble phase, midblock crossing, and traffic would be held at all intersections.

## Phasing

Diagrams 4.5 through 4.8 illustrate a potential traffic signal phasing sequence for this scramble system. A first phase (4.5) would allow northbound and southbound Peachtree traffic to move, including a protected phase for southbound left turns onto Wall Street and add the midblock crossing. This would continue into a regular north-south phase (4.6) with permitted left turns. A third phase (4.7) would allow outbound turns from Wall and Alabama Streets onto Peachtree Street, with traffic queuing in the length of the block between the two and accompanying signage advising motorists not to block the crosswalk. The fourth phase would add the pedestrian scramble at Wall Street, Alabama Street, and the midblock crossing (4.8). Traffic would be held at the intersections with all approaches and at the midblock crossing, allowing protected pedestrian movement.

## Garnett Station Plan

The Garnett Site Plan (Plan 4.2) shows the projects for the station with numbers and labels on important projects.

### Trinity Avenue Entrance

The elevated ramp to the station begins at the terminus of Broad Street at Trinity Avenue, but it lacks a sense of arrival for the station. Many ineffective, out-of-date identification signs at Trinity Avenue compete for user visibility. The ramp to the main station entrance, currently in a state of deterioration, is an inactive, public, open space cluttered with defunct light fixtures and aging landscape. The entrance ramp may be perceived by users as a security concern because of the long distance from Trinity Avenue to the station's actual building entrance and the lack of clear sight lines to the building (Figure 4.6 shows the current plaza and Figure 4.5 shows how it could look). The long-term adjacent development was considered (shown in Figure 4.5); however, the site plan and recommendations are relevant without the development. Key Recommendations for the Main Plaza Ramp include:

- Create a small roadside plaza at Trinity Avenue with colorful, vertical light elements
- Update and relocate static station signage with a four-sided pylon sign, visible from the sidewalks



Figure 4.5

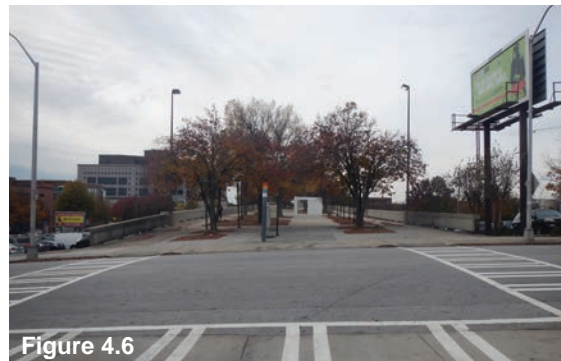
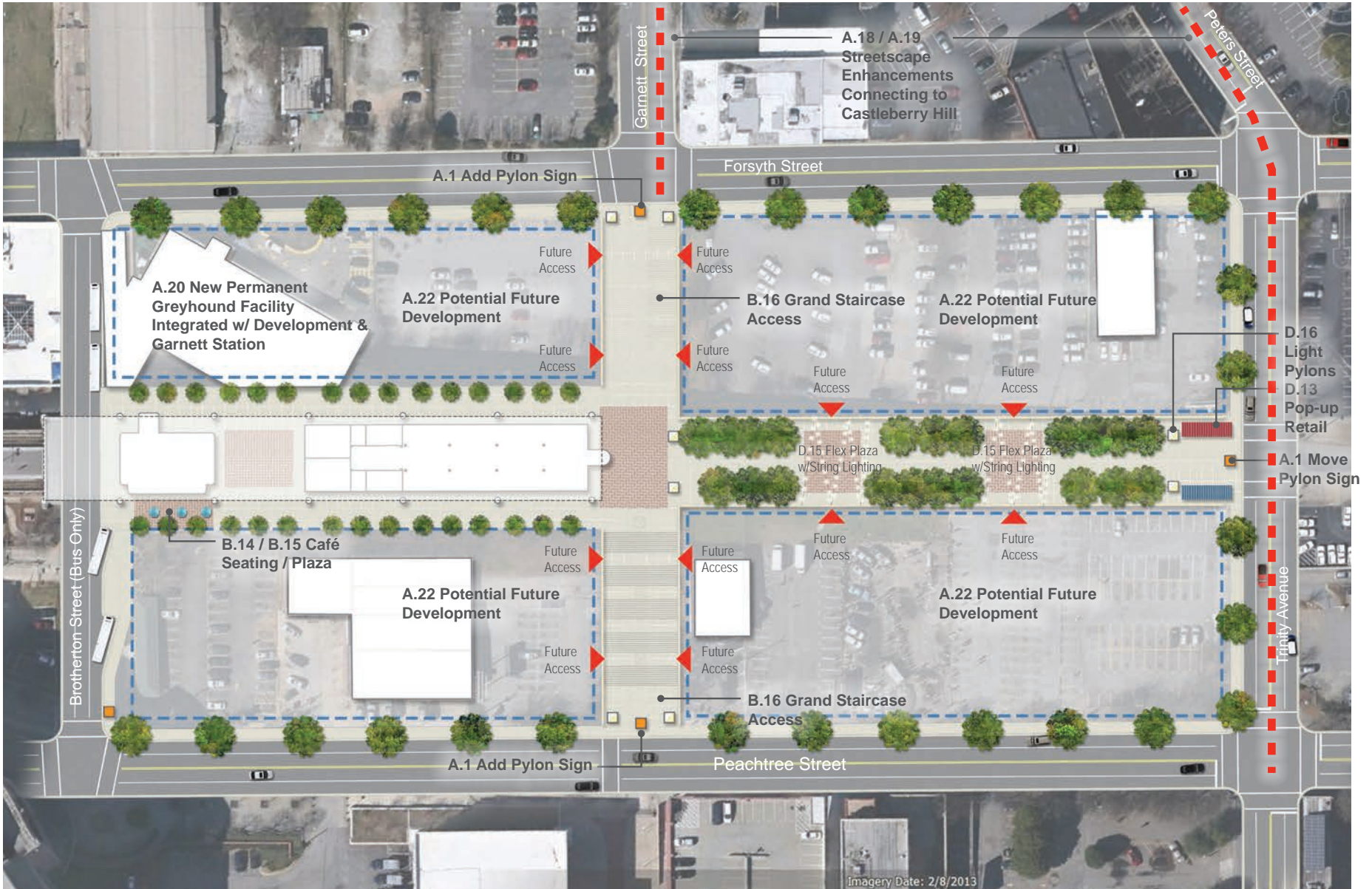


Figure 4.6

Figure 4.5: The “after” image that shows how the Garnett Station entrance at Trinity Avenue and Broad Street could look with the addition of pop-up retail, improved signage, colorful light pylons, and redevelopment of the adjacent parking lots.

Figure 4.6: The “before” image of how the Garnett Station at Trinity Avenue and Broad Street currently looks (TSW, 2014).





**PLAN 4.2 | GARNETT STATION SITE PLAN**



- Add small plazas along the plaza ramp that can be used for pop-up retail, curb markets, and future access points from potential adjacent development that should engage with active uses
- Update the landscaping and circulation system with a double alleé of shade trees allowing clear views, direct linear access to the entrance, and shade adjacent to the smaller flex plazas with overhead string lighting

### **Station Plazas and Stairways**

The main plaza should be divided into small flex plazas, generally following the existing organizational structure with some small improvements. The existing landscaping should be removed as needed to create a continuous alleé and central axis path to the station entrance. The side plazas on the former Garnett Street right-of-way offer an opportunity to provide open, grand staircase entrances to the station and access to future potential adjacent development on the existing surface parking lots that surround the station.

### **Brotherton Street Entrance / Greyhound**

The current Greyhound Station has been considered temporary for a number of years, but this plan's recommendation is to assume that the station will remain adjacent to the Garnett Station indefinitely. With this assumption, it is necessary to better integrate the

Greyhound Station with the transit station and enhance the bus staging that currently occurs on Brotherton Street. The recommendation is to maintain Brotherton as "bus-only," but to allow bus staging and turn-arounds under the Garnett Station where unknown vehicle staging currently occurs. The Greyhound building facility would be rebuilt to better address the surrounding streets and connect to the Garnett Station. Additionally, user amenities, such as café seating and small retail or food establishments would be added between the two stations or on Brotherton Street in underutilized plaza spaces.

Key Recommendations for the Brotherton Street entrance and Greyhound area include:

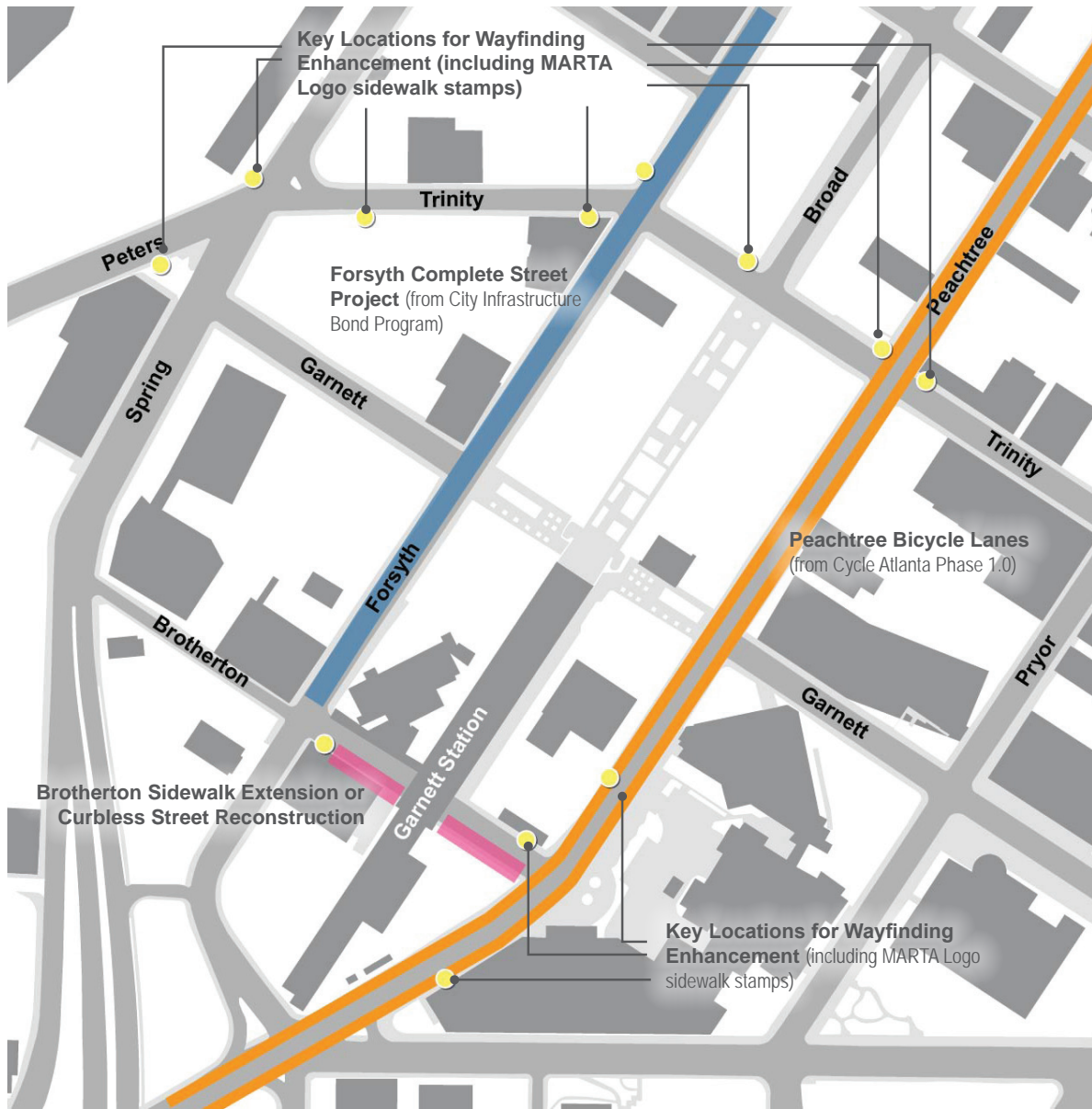
- Update the landscaping and lighting at the Brotherton station entrance
- Add dynamic information signs for bus and train arrival information and a re-designed, four-sided MARTA pylon sign at the street edge
- Add a small urban plaza with café seating and retail establishments to support the Greyhound bus terminal
- Provide bus staging and support services within Garnett Station for commuter and regional bus services

### **Streetscape Enhancements**

As the primary neighborhood station for Castleberry Hill, Garnett would also benefit from improved access and station wayfinding along Trinity Avenue and Peters Street.

The City of Atlanta has invested in sidewalk upgrades and curb ramp installations in this larger area, but added streetscape enhancements and wayfinding will help to guide transit riders to and from the station. In addition to short-term enhancements, opportunities exist for longer-term capital projects to enhance station access and help to transform the southern end of the station (at the Brotherton Street entrance) into more of a multi-modal hub. Along the south side of Brotherton, sidewalks are uncomfortably narrow and make pedestrian passage difficult. If the street continues to be used as a staging area for inter-city coach buses as proposed, it is expected that the north side of the street will accommodate bus layovers and circulation, making the south side more desirable for pedestrian passage. The south sidewalk should be extended or this side of the street should be reconstructed as a curbside shared street, keeping drainage inlets at appropriate locations.

CAP / ADID should continue to coordinate with the Department of Public Works on a streetscape enhancement project along Forsyth Street that has been proposed as part of the City's 2015 infrastructure bond capital projects package. The current concept for this project calls for streetscape and sidewalk enhancements to create a complete street; the project, when realized, should include wayfinding guiding pedestrians to the station.



**PLAN 4.3 | GARNETT STATION AREA TRANSPORTATION RECOMMENDATIONS**

In addition, the City of Atlanta has included Peachtree Street in its Cycle Atlanta Phase 1.0 implementation program for bicycle facilities. This would add bicycle lanes to Peachtree Street, generally from Memorial Drive to Mitchell Street, by converting the current four-lane cross-section to three lanes (two travel lanes and a two-way left turn lane). CAP / ADID should coordinate with the City on the placement of bicycle storage facilities at and around Garnett Station to allow cyclists wishing to access it from the south. Plan 4.3 illustrates these changes for the Garnett Station area, with recommended locations for sidewalk markings and wayfinding signage.

### Station Site Plans Recommendations Summary

Immediate changes are recommendations that could be implemented as part of a 2015 installation, through community-driven efforts with tactical urbanism, or with limited governmental funding. The short-term recommendations could be completed over a period of the next one to three years, depending on the availability of funding, and the long-term recommendations are envisioned for the next ten years, also dependent on funding and developer interest. The prioritization and implementation processes for the individual projects are described in more detail in Sections 4.2 and 4.3, including representative projects highlighted with imagery.

## 4.2 PRIORITIZATION

The Project Team used the station site plans to identify individual projects, and the prioritization process occurred as follows. Based on feedback from the Steering Committee after the public workshop, design themes were renamed to Project Categories, and an additional group, Operations, was added. The four project categories are:

### A CIRCULATION + CONNECTIVITY

Reconnect key station corridors that intersect the stations along Garnett Street and Broad Street by removing barriers, improving station access, and adding aesthetic enhancements.

### B PUBLIC PLAZA ENHANCEMENT

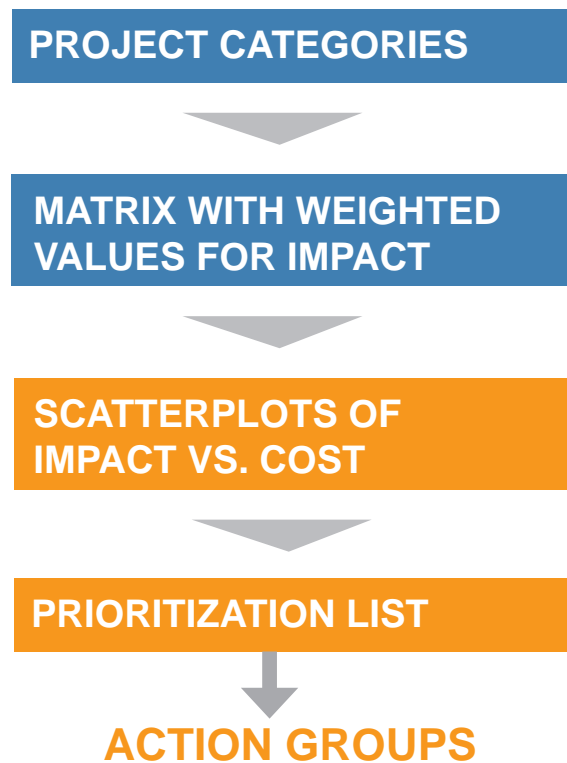
Activate unused or underutilized public spaces through event programming, pop-up retail, or interactive public art.

### C OPERATIONS

Make the station feel clean, safe, and secure through changes in maintenance, scheduling, bus configuration, and other changes.

### D VISUAL INTEREST

Enhance key views to the stations integrating the architecture and other site elements into the wayfinding approach. Integrate art-based advertising in highly visible areas to help fund future improvements.
















**Chart 4.1 | Prioritization Process**

Each of the individual recommended projects (84 total) were divided between the four categories and given an individual number (for example, A.12). All of the projects were individually scored by how they addressed specific issues in a large matrix, which led to the prioritization for implementation (full matrix found in Appendix 6.4). All of the issues raised from the public feedback and surveys were included in the matrix, and if the specific



Chart 4.1: The prioritization process involved a series of steps to evaluate each project by how well it addresses issues. This led to the implementation prioritization and the Action Groups for completion.

A. Circulation and Connectivity							
FIVE POINTS							
Project #	Project Name	Term	Phase #	Issues Addressed	Overall Impact	Cost Level	Adjusted Priority Level
A.1	Pylon sign re-design and movement at stations	 		7	12.25	2	1
A.2	Provide real-time data outside the station (Alabama / Forsyth, Peachtree)			4.85	8.49	2	1
A.3	Station Iconography added to building	 		5	8.75	3	5
A.4	Mid-block Crossing at Forsyth	 		8	12.00	1	4
A.5	Mid-block Crossing at Peachtree	 		12	18.00	1	1
A.6	Remove City of Atlanta Kiosks at BSM and Marietta			15.5	23.25	2	1
A.7	Access Control at Bottleneck on Peachtree			11.75	11.75	2	4
A.8	Open/Widen Ramp at Peachtree Plaza	 		13.75	13.75	4	3

**Chart 4.2 | Matrix Summary Example**

Chart 4.2: This matrix summary example shows a portion of the project evaluation matrix for some of the projects in the Circulation and Connectivity project category. The comprehensive matrix can be found in Appendix 6.4. The matrix led to the impact score and cost score for each project, which then led to finding the priority level and implementation priority for each project.

project addressed the issue, it was given a score of '1.' Five issues were weighted because they had the highest percentage of people who noted them as issues, and they are:

- Security improvements with a weight of 2,
- Remove loitering / criminal activity with a weight of 1.75,
- Add real time data signage with a weight of 1.75,
- Add retail options for daily needs with a weight of 1.75,

- Adding Public Art with a weight of 1.5.

Additionally, three other issues were weighted slightly because although they were not an option on the survey itself, many people wrote them in the comment boxes (bathrooms, maintenance and cleanliness, and expanded / improved service). Finally, if the individual project received a positive review from the charrette survey, an additional weight was provided. This final combined score became the "impact" score. Next, each project received a "cost" score between 1 and 5 (5 being the most expensive), for the general cost to complete the project. For example, tactical projects received a cost score of '1' and more involved projects, such as streetscape enhancements on streets leading to Castleberry Hill, received a score of '5.'

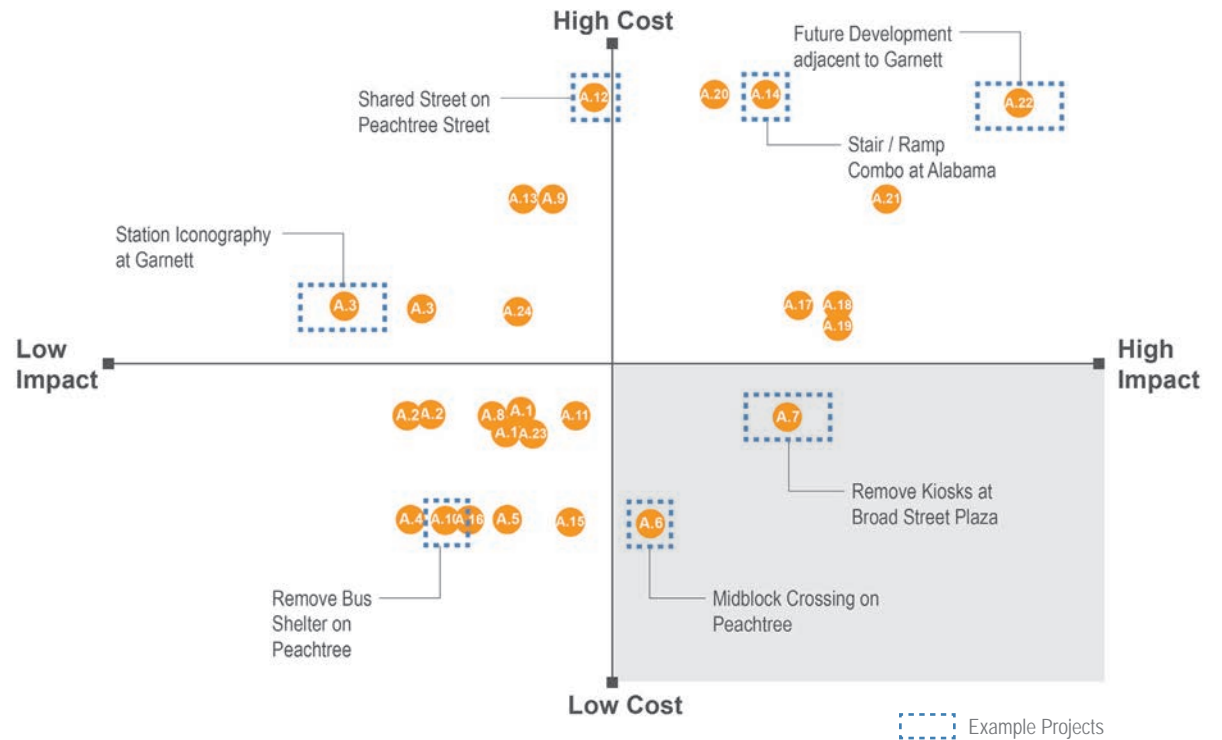
## Scatterplots - Impact vs. Cost

The next step involved creating scatterplot charts by project category. The projects were charted based on impact vs. cost. The ideal location for a project would be in the lower right quadrant, representing “high impact” and “low cost.” Described in more detail on pages 132-133, the locations of the projects within the scatterplots helped determine the priority level, but these were adjusted based on analysis from the station assessments and current MARTA efforts, if necessary.

### Circulation + Connectivity

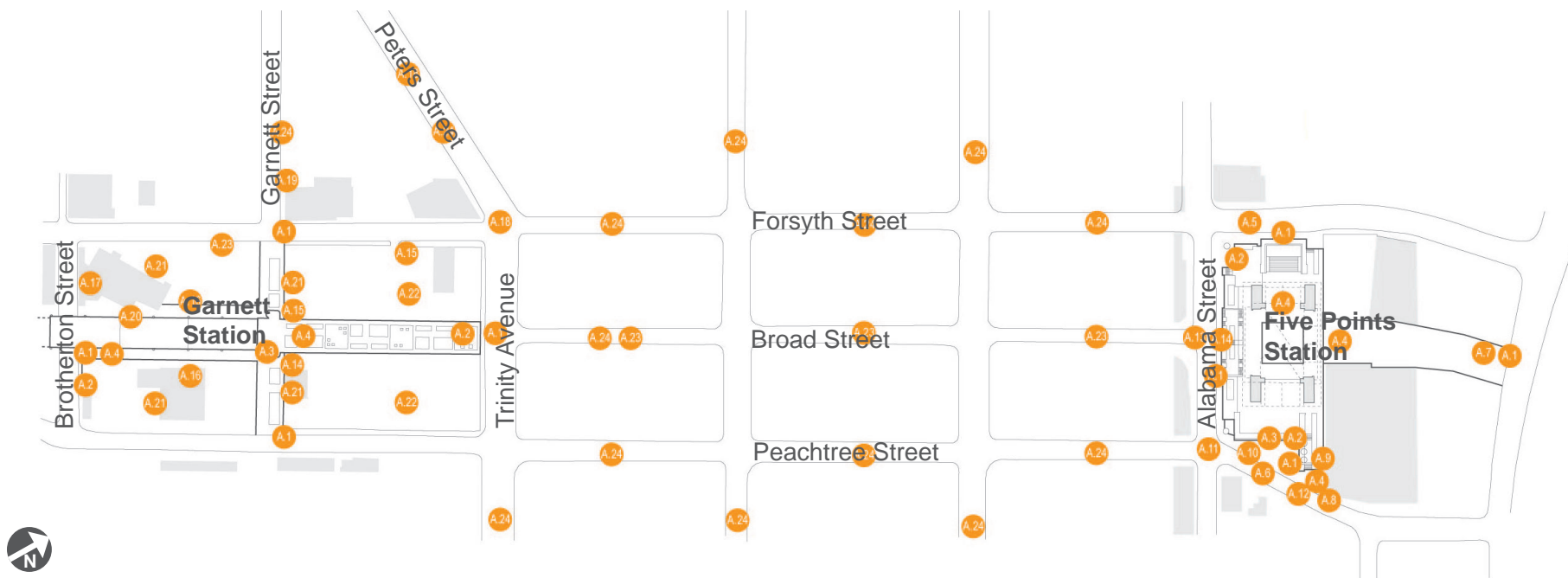
Chart 4.3 shows the impact vs. cost scatterplot for the Circulation and Connectivity project category. Diagram 4.9 shows where the individual projects are located in physical space at Garnett and Five Points stations, and in the surrounding South Downtown neighborhood. Some project numbers are repeated because they occur at both stations, or because they must be repeated in multiple locations in the neighborhood. For example, wayfinding signage is needed in multiple places, so A.24 is shown in numerous locations on the map.

The majority of the projects within the Circulation and Connectivity category initially fell under the low impact, low cost solutions. However, they are located closer to the center of the plot, which means that the impact could



**Chart 4.3 | Circulation and Connectivity Impact vs. Cost Scatterplot**

be higher than anticipated. It is important to note that the removal of the kiosks at Broad Street Plaza and Marietta Street (A.7) and the addition of a midblock crossing on Peachtree Street between Underground Atlanta and Five Points Station (A.6) qualify under the high impact and low cost quadrant. Many of the projects that are categorized under “high cost, high impact” would make the greatest difference in terms of station functionality, sight lines,



### Diagram 4.9 | Circulation and Connectivity Project Locations

Chart 4.3 shows the impact vs. cost scatterplot for the Circulation and Connectivity projects.

Diagram 4.9 shows where the Circulation and Connectivity projects are located in physical space at the two stations and in the surrounding neighborhood.

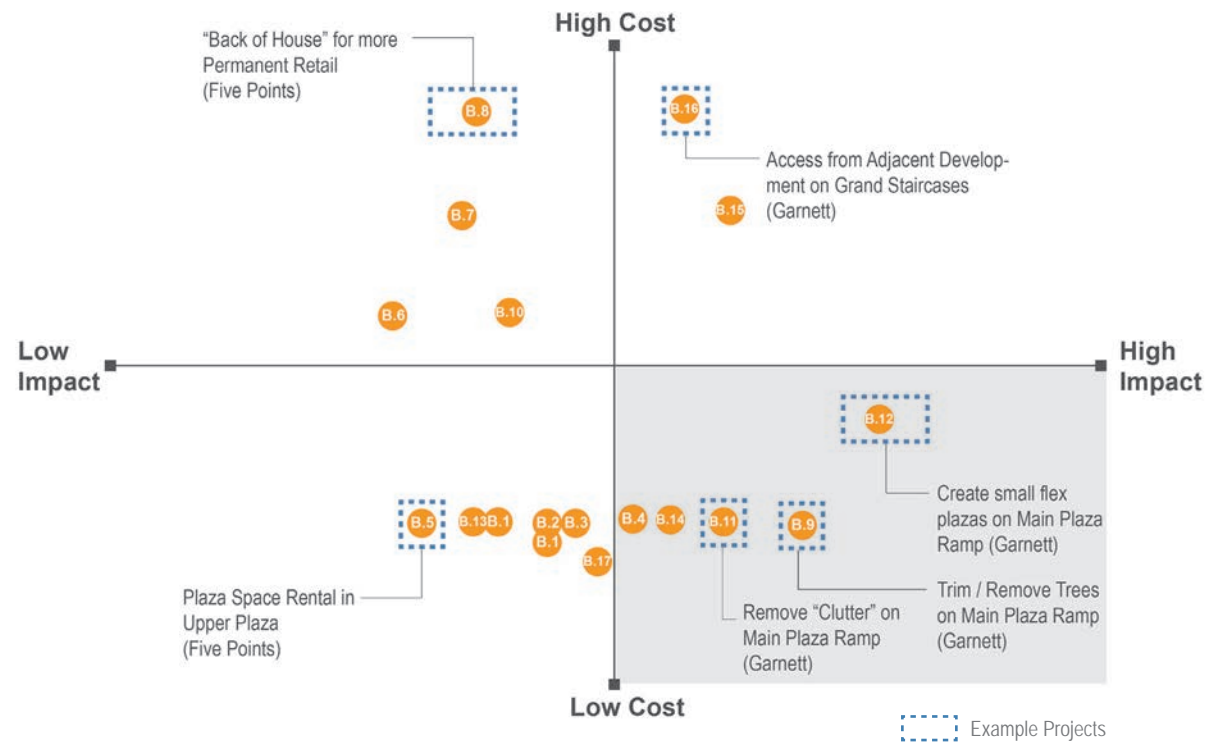
overall circulation, safety/security, and neighborhood investment. Future development around Garnett Station will require significant coordination, but will drastically change South Downtown. The stair / ramp combination entrance at the Five Points Alabama Street entrance would enhance the security, access, and aesthetics of the station, but this would require significant capital funding and a design process.

Most of the Circulation and Connectivity projects at Five Points are located at Peachtree Plaza because it is the main entrance and exhibits many issues with signage, bottlenecks, visibility, and clutter. At Garnett Station, many of the projects are located along the former Garnett Street right-of-way and the Brotherton Street entrance. These areas lack adequate signage and sight lines to station entrances.

## Public Plaza Enhancement

Chart 4.4 shows the impact vs. cost scatterplot for the projects in the Public Plaza Enhancement category, and Diagram 4.10 shows where they are located in physical space at the stations and in the surrounding neighborhood. Many of the projects fell into the “low impact, low cost” quadrant, but four projects at Garnett Station fell within the “high impact, low cost” quadrant, including: creating small flex plazas on the Main Plaza Ramp (B.12); trimming the trees in the Main Plaza Ramp (B.9); removing the clutter in the Main Plaza Ramp (B.11), and adding café seating at the Brotherton Street entrance as part of a bus reconfiguration (B.14). The “high impact, high cost” category is also made up of Garnett Station projects, which are: allowing access to adjacent potential future development on the grand staircases (B.16) and creating a permanent plaza at the Brotherton Street entrance (B.15).

Most of the Garnett Station Public Plaza Enhancements would occur on the Main Plaza Ramp between the station entrance and Trinity Avenue because this is the main entrance to the station building. Improving the access on this ramp would enhance visibility to the station itself, increase safety and security, and possibly increase the use of the plaza. However, much of the activity may be dependent on potential future development on the blocks



**Chart 4.4 | Public Plaza Enhancement Impact vs. Cost Scatterplot**

adjacent to the station and in the surrounding South Downtown area. Some of the enhancements are focused at the Brotherton Street entrance because of the current usage of this entrance and the proximity to the Greyhound Station. Increasing the amenities and quality of materials in this area could improve the aesthetic, safety, and security conditions for waiting Greyhound passengers or Garnett Station users.





### Diagram 4.10 | Public Plaza Enhancement Project Locations

Chart 4.4 shows the impact vs. cost scatterplot for the Public Plaza Enhancement projects.

Diagram 4.10 shows where the Public Plaza Enhancement projects are located in physical space at the two stations and in the surrounding neighborhood.

As noted previously, Five Points has many underutilized public plazas within and around the station. Although most of the projects for this category at Five Points fell into the “low impact, low cost” category, they are closer to the center, meaning that the impact could be greater than anticipated. Notable projects in this category include: seating in the Upper Plaza (B.1); removing the “clutter” at Peachtree Plaza (B.4); seating at Alabama and Forsyth

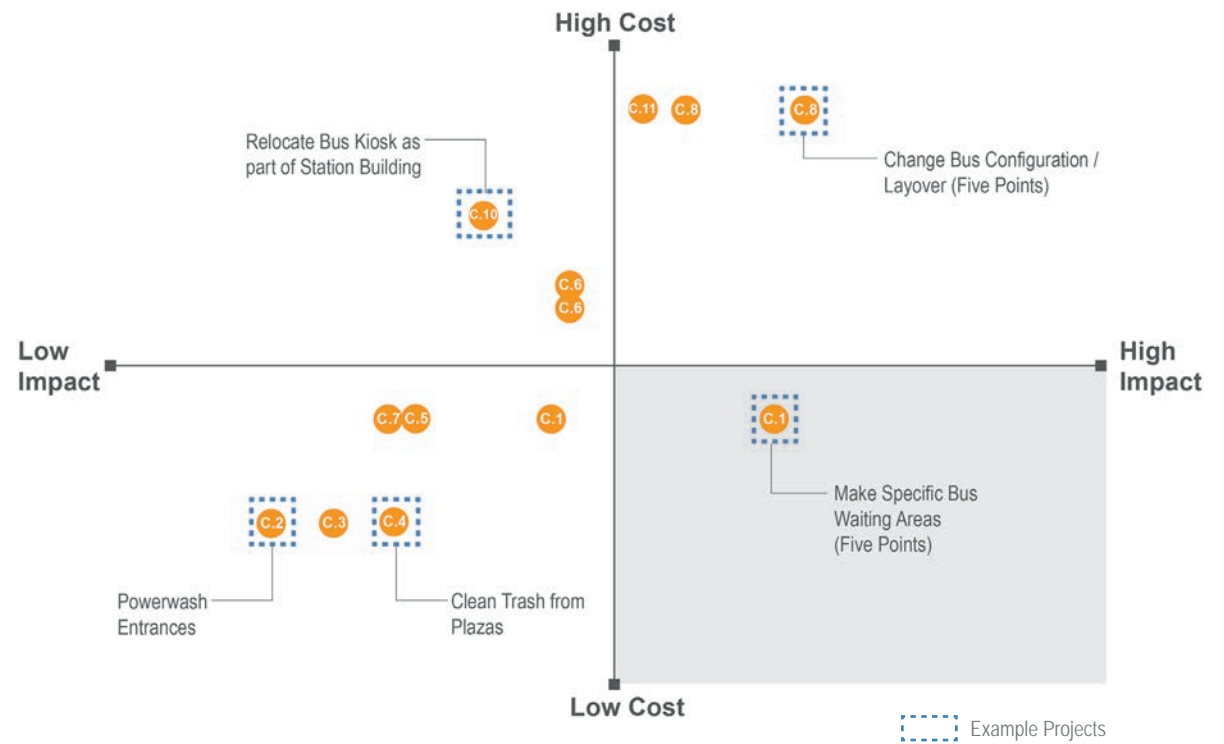
Streets (B.2); and adding pop-up retail in the Upper Plaza area (B.3). All of these recommendations can be accomplished concurrently to increase the positive activity occurring inside and around the station, but could take place in phases. For example, tactical urbanism demonstrations can add seating and pop-up retail for the special event. If this is successful for multiple events, permanent seating and retail could be implemented.

## Operations

The Operations category evolved because of feedback from the initial public survey and charrette. Many people described issues with cleanliness, maintenance of existing systems and facilities, bus service and configuration, customer service, police presence, and the availability of bathrooms. Most of these issues were not included as options on the survey, but received multiple comments in the blank comment spaces provided, so they received a weighted score in the project evaluation matrix, which increased the impact score and priority of the projects.

Chart 4.5 shows the impact vs. cost scatterplot for the Operations projects, and Diagram 4.11 shows where the projects would take place at the stations and around the neighborhood. As with the other project categories, some numbers in the scatterplot are repeated because they are applicable at both stations. On the diagram, some project numbers are duplicated because they will occur in more than one location.

The project that fell into the “high impact, low cost” quadrant was making specific bus waiting areas at Five Points (C.1). This project was in response to the layovers on Alabama Street and Broad Street that block police views and increase loitering issues at the station. MARTA currently has efforts to reconfigure bus layovers, which will



**Chart 4.5 | Operations Impact vs. Cost Scatterplot**

be in place in 2015. Their new configurations will remove the buses on Broad Street, and buses will have specific places to stop along Alabama Street. This also addresses project of changing the bus configuration / layover at Five Points (C.9), which fell into the “high impact, high cost” quadrant.

Other Operations projects that are “high impact, high cost”



### Diagram 4.11 | Operations Project Locations

Chart 4.5 shows the impact vs. cost scatterplot for the Operations projects.

Diagram 4.11 shows where the Operations projects are located in physical context at the two stations and in the surrounding neighborhood context.

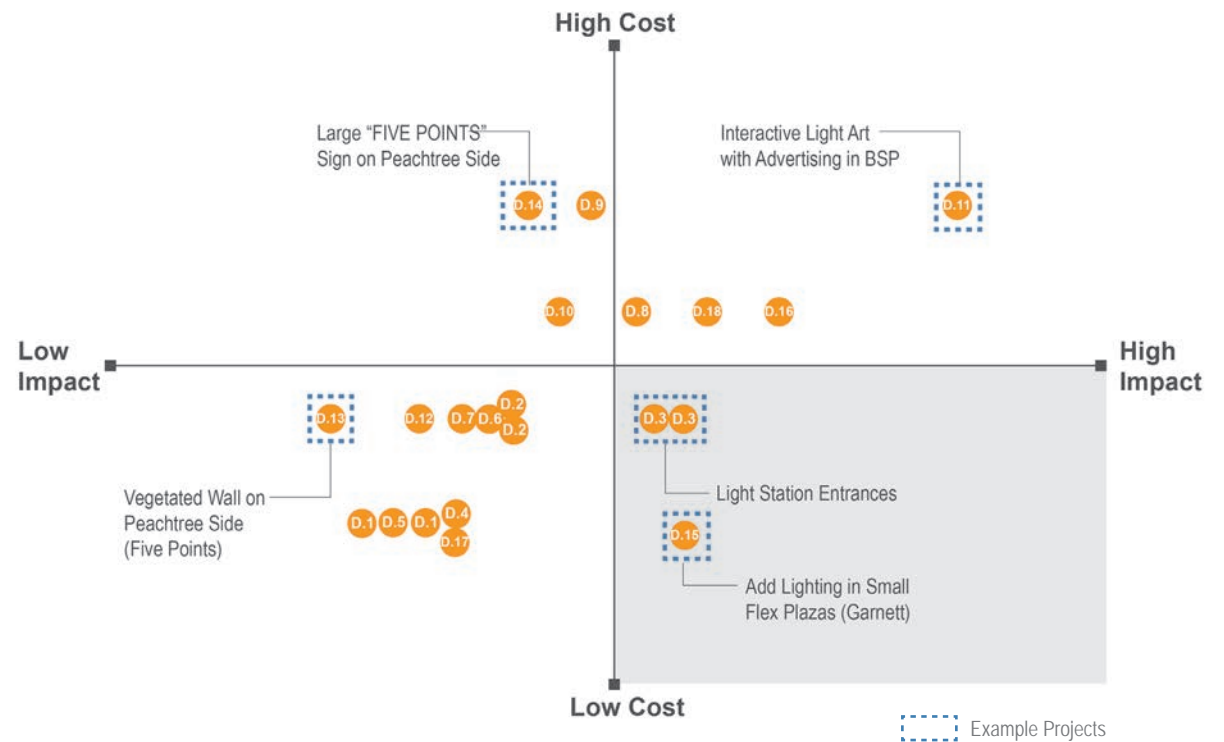
include: moving the trash facility from the current location at Alabama Street and Peachtree Street (C.8), and changing the bus configuration / layover on Broad Street (C.11), also addressed by MARTA's new bus plan. Some of the "low impact, low cost" projects that are important to note include: power washing station entrances at both stations (C.2); adding more trash cans at both stations (C.3); cleaning the trash from the plazas at both

stations (C.4); adding more police officers or increasing "rounds" at both stations (C.5); and allowing more access to restrooms at Five Points Station (C.7). Many of the Operations projects are applicable at both stations.

## Visual Interest

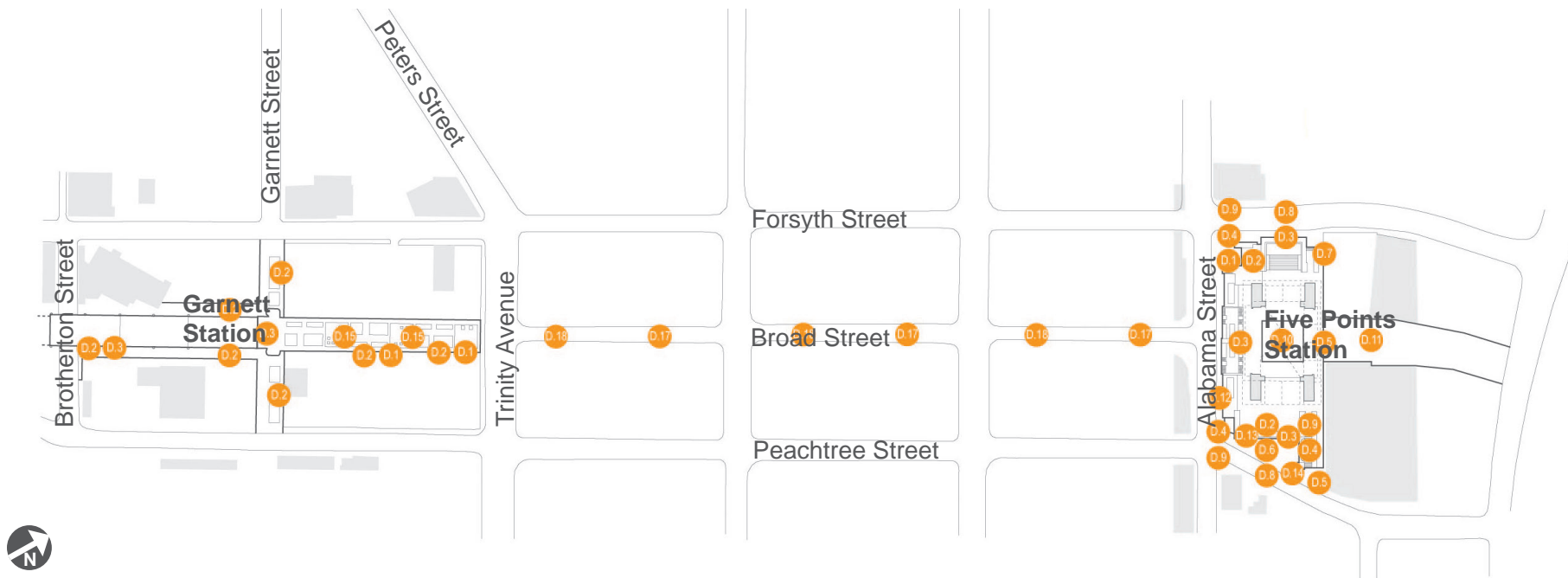
The Visual Interest project category covers art enhancements, lighting, landscape improvements, and some signage projects, which will all enhance the appearance, and more importantly, the visibility of the stations. Chart 4.6 shows the impact vs. cost scatterplot for the Visual Interest projects, and Diagram 4.12 shows where the individual Visual Interest projects would be located at the stations and in the surrounding neighborhood. Again, some project numbers are repeated because they are applicable at both stations or need to be implemented in multiple locations in order to be successful.

Three projects fell into the “high impact, low cost” quadrant and deal with lighting at the stations, which would increase safety and security issues, while also improving the aesthetic quality. Lighting station entrances at both stations (D.3) would include colorful lighting within the station buildings to make the entrances more visible, and appear less cavernous from the exterior. Adding lighting in the small plazas at Garnett (D.15) includes adding string lighting to the smaller plazas on the Main Plaza Ramp. This would allow users to see the building entrance better and may encourage more positive activity on the ramp.



**Chart 4.6 | Visual Interest Impact vs. Cost Scatterplot**

Some of the “high impact, high cost” projects include: adding interactive light art in Broad Street Plaza, potentially with advertising revenue for MARTA (D.11); adding colorful light pylons to signify station entrances at Garnett Station (D.16); and painting wayfinding maps painted at Peachtree Plaza and Forsyth Street entrances at Five Points (D.8). Some of the “low impact, low cost” projects that fall closer to the “high impact” line include



### Diagram 4.12 | Visual Interest Project Locations

Chart 4.6 shows the impact vs. cost scatterplot for the Visual Interest projects.

Diagram 4.12 shows where the Visual Interest projects are located in physical space at the two stations and in the surrounding neighborhood context.

making landscape improvements in the current planters at both stations (D.2); painting a mural on the Peachtree Street entrance at Five Points (D.6); adding local public art on the MARTA vents at Five Points (D.4); and adding a graphic history wall on the Forsyth Street entrance side at Five Points (D.7). Again, most of the improvements at Five Points occur at the Peachtree Street entrance side because of the visibility issues and usage of the entrance compared to the others. At Garnett, the Visual Interest

projects are fairly evenly distributed, but many occur on the Main Plaza Ramp near Trinity Avenue. For this project category, Broad Street between the two stations is viewed as an interactive, artistic connection that continues many of the artistic changes recommended in Broad Street Plaza, through the Upper Plaza at Five Points, and at the terminus at Trinity Avenue. The projects along Broad Street include interactive light art and string lighting.

### Priority Levels

Each project was given a “Priority Level” based on where they fell in the individual project category scatterplots.

Chart 4.8 shows how the priority level number was determined in each scatterplot. If necessary, this number was adjusted for some projects based on the Project Team’s observations during the station assessments and because of current MARTA efforts. The priority levels are on a scale of 1 to 5 and do not represent the order by which the projects should be completed; instead, this number was used as a guideline when making the implementation priority list for each station, which puts the projects in order based on completion and term (immediate-, short-, or long-term). The implementation priority list can be found on pages 140 to 143. Overall, throughout the list of 84 potential projects recommended, 32 projects could become tactical projects for a 2015 installation. These involve purely tactical urbanism solutions, or projects that could have a tactical solution as a test model before permanent changes are made.

As shown in Chart 4.8, the projects that fell within the lower right quadrant (high impact, low cost) became the first priority level, but this level also included the “high impact, high cost” projects that fell close to the axis because the cost level was still relatively low. The second priority level was given to the projects adjacent

# 84 Potential Projects

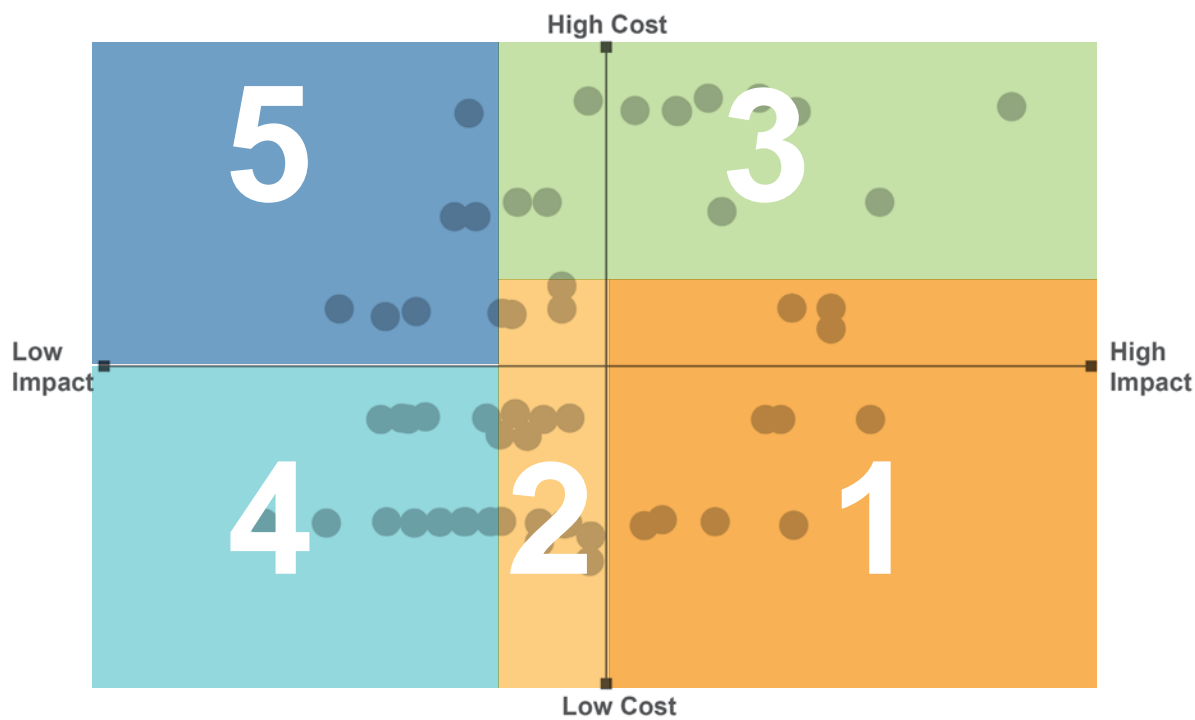
**28 Circulation & Connectivity**  
**18 Public Space Enhancement**  
**17 Operations**  
**21 Visual Interest**

## 32 Potential Tactical Projects



### Chart 4.7 | Potential Projects Breakdown

to the axes, particularly in the “low impact, low cost” quadrant because they were still closer to a “high impact” than others in this quadrant. The third priority level was attributed to those projects that fell within the “high impact, high cost” quadrant because the projects could greatly improve conditions at the stations, despite the higher implementation cost. If deemed important enough for the success of the stations, funding could be allocated via



affect the quality of the stations the least, but cost a fair amount of money to implement. Because these impact scores were created purely from public input, some of the projects' Priority Levels were changed (usually higher) based on the Project Team's station assessments (Section 2.1). Once the projects were divided into "Action Groups" for implementation (Section 4.3), this Priority Level number was used as a guideline to determine the implementation priority by station.

### Chart 4.8 | Scatterplot Prioritization Process

Chart 4.7 shows the breakdown of the types of projects by project category, and how many can be accomplished entirely or partially with tactical urbanism solutions.

Chart 4.8 shows the scatterplot prioritization process for determining the priority level (between 1-5) for each individual project, based on where they were located in the individual scatterplots.

grants or MARTA capital funds. The fourth priority level includes projects that fell into the lower left quadrant of "low impact, low cost" because the cost to implement them is fairly low, and the impact may be greater than anticipated, particularly if completed in conjunction with other projects. Finally, the lowest priority level (5) was given to those projects that are located in the upper left quadrant, "low impact, high cost," because they will

## 4.3 IMPLEMENTATION

### Action Groups

After the Priority Levels were determined from the previous processes, the projects were divided into “Action Groups” for implementation, which included:

- Grassroots / Community Groups (Primarily Tactical Urbanism Projects)
- Station Capital Projects
- Public-Private Partnerships

The Grassroots / Community Groups Action Group is primarily comprised of the tactical projects that can be accomplished with community efforts and limited funding within a short amount of time. Many of these projects could take place during the 2015 tactical urbanism installation. The Station Capital Projects are short-term projects that require more funding and coordination with MARTA to complete. These projects are also more intensive and require physical changes to the stations themselves; however, tactical solutions could test the permanent solution for many of these projects. The Public-Private Partnership Group involves larger-scale projects and any projects that could allow a private sponsorship / private funding in any capacity. For example, a larger public-private partnership project would be development around the Garnett Station, and a smaller-scale version

# ACTION GROUPS

GRASSROOTS / COMMUNITY  
(TACTICAL PROJECTS)

STATION CAPITAL PROJECTS

PUBLIC-PRIVATE PARTNERSHIPS

#### Chart 4.9 | Action Groups

would be local corporate sponsorship for advertisements within the light art installations at the stations. Revenue earned from these partnerships could also be used to fund Capital Projects and Grassroots / Community Group projects. A funding mechanism will need to be developed within MARTA so that a certain percentage of the revenue can be allocated for capital and operations projects at the individual MARTA stations. Determining this mechanism as soon as possible will ensure that appropriate funding is

Chart 4.9: This chart shows the three action groups into which the projects are grouped for implementation.

Chart 4.10: This chart shows the Action Groups with the corresponding coordinators, potential project partners, and funding sources.



PROJECT PARTNERS	ACTION GROUPS	FUNDING SOURCES
<b>COORDINATOR: CAP / ADID</b>	<b>Grassroots/ Community Efforts for Tactical Projects</b>	Public Art Grants / Funding Sources
CAP / ADID		Private Advertising
City of Atlanta		Private Entities
Atlanta Regional Commission		<b>Public-Private Partnership Revenue</b>
MARTA		
Community Groups / Organizations		
<b>COORDINATOR: MARTA &amp; CAP / ADID</b>	<b>Capital Projects</b>	Public Art Grants / Funding Sources
CAP / ADID		Private Advertising
City of Atlanta		Private Entities
Atlanta Regional Commission		Project-Specific Grants
MARTA		City of Atlanta
Community Groups / Organizations		<b>Public-Private Partnership Revenue</b>
<b>COORDINATOR: MARTA &amp; CAP / ADID</b>	<b>Public-Private Partnerships</b>	Private Advertising
CAP / ADID		Large Corporations local to Atlanta
City of Atlanta		Private Developers
Atlanta Regional Commission		City of Atlanta
MARTA		Project-Specific Grants
Community Groups / Organizations		<b>Public-Private Partnership Revenue</b>

**Chart 4.10 | Action Group Project Partners and Funding Sources**

allocated for station improvements that address MARTA's overall goals of increasing ridership and making the stations destinations or meeting places for people.

Each Action Group also has a "Coordinator" for implementation that collaborates with other potential project partners to find funding, prioritize the projects, and determine methods for implementation. CAP / ADID is a Coordinator for all three Action Groups, and MARTA is a

Coordinator for the Capital Projects and Public-Private Partnerships. Chart 4.10 shows the relationship between the Action Groups, Project Partners, and potential Funding Sources. Many funding sources are applicable to all three Action Groups, such as private advertising, private entity funding, and public-private partnership revenue. Public art grants are unique to the Grassroots / Community Group and Capital Projects Action Groups.

## Implementation Prioritization

As described previously, the Priority Level numbers (1-5) for each individual project derived from the impact vs. cost scatterplots were used as a guideline to determine the implementation priority after the projects were grouped into the three Action Groups. Generally, projects with a higher priority level number were given a higher implementation priority number. However, some exceptions exist, most likely due to the cost or ability to combine the project with current MARTA efforts and operations. For example, at Garnett Station, power washing the entrances (C.2) and adding trash cans (C.3) received high implementation priority numbers, despite a priority level number of '4' because they can be combined with current MARTA efforts or can be completed within a short time frame. Charts 4.11 to 4.14 show all of the projects organized by station then by Action Group with the project number, project name, implementation term (with icon), priority level, and implementation priority.

Some projects have multiple implementation terms (immediate-, short-, long-term) because immediate- or short-term strategies can be installed in the interim, as a trial version or while more funding is obtained to complete the long-term solution. An example is the pylon re-design and mock-up (A.1). In the immediate-term, a mocked-up sign can be designed and placed in new locations to test

## FIVE POINTS STATION

### GRASSROOTS / COMMUNITY














Project #	Project Name	Term	Priority Level	Implementation Priority
D.6	Mural on Peachtree Street Side	 	1	1a
B.1	Café seating on Five Points Upper Plaza	 	2	1b
B.2	Seating at Alabama and Forsyth	 	2	1c
B.3	Pop-Up Retail in Upper Plaza	 	2	1d
D.10	Art on non-functional sign in Upper Plaza		2	2
D.1	Tree socks on trees at Alabama and Forsyth		4	3
D.4	Local / public art on vents		4	4
D.5	Paint existing "jack" bollards		4	5
D.8	Wayfinding map painted on Peachtree Plaza and Forsyth entrance pavement		1	6

Chart 4.11 | Five Points Projects by Action Group

**A.#** Project Number

 Project Category













 Tactical Project Possible

 Short-Term (1-3 years)

 Long-Term (1-3 years)

the effectiveness. If the signs are successful, then MARTA can allocate more funding to re-design signs and install permanent replacements in the short-term (1-2 year) time frame. Or, depending on the extent to which the project is completed, the project could be an immediate-term or short-term solution. For example, a mural on the Peachtree Street side of Five Points (D.6) could be completed with a vinyl wrap in the immediate-term, but

CAPITAL PROJECTS					
Project #	Project Name	Term	Priority Level	Implementation Priority	
A.1	Pylon sign re-design and movement at stations	 	1	1a	
A.6	Mid-block Crossing at Peachtree	 	1	1b	
A.7	Remove City of Atlanta Kiosks at BSM and Marietta	 	1	1c	
C.2	Powerwash Entrances (regularly)	 	4	2	
A.2	Provide real-time data outside the station (Alabama / Forsyth, Peachtree)		1	3	
C.3	Add more trash cans		4	4a	
C.4	Clean trash from plazas (regularly)		4	4b	
C.7	Allow more access to restrooms	 	4	5	
D.2	Landscape improvements in current planters	 	1	6a	
D.12	Landscape improvements on Alabama Street (Cascading plants)	 	1	6b	
B.4	Remove "clutter" at Peachtree Plaza		2	7a	
A.10	Remove Bus Shelter on Peachtree Plaza	 	4	7b	
C.6	Update streetscape and station plaza lighting	 	2	8a	
D.3	Light inside of station entrances		1	8b	
A.4	Add bike facilities in plazas (storage, racks)	 	2	9	
C.8	Move trash facility		3	10	
A.9	Open/Widen Ramp at Peachtree Plaza	 	3	11a	
A.8	Access Control at Bottleneck on Peachtree		4	11b	
A.14	Alabama Entrance Opening		3	12	
A.5	Mid-block Crossing at Forsyth	 	4	13	
C.1	Make specific bus waiting areas		1	14	

CAPITAL PROJECTS					
Project #	Project Name	Term	Priority Level	Implementation Priority	
C.9	Change bus configuration / layover		3	15	
C.10	Relocate Bus Kiosk to be part of the station building		5	16	
C.5	Increase police "rounds" or additional police officers	 	4	17	
A.3	Station Iconography added to building	 	5	18a	
D.14	Large "FIVE POINT S" Sign on Peachtree Street side		5	18b	
D.13	Vegetated wall on Peachtree Street Side		4	19	
B.5	Plaza space rental in Upper Plaza		4	20	
A.11	Pedestrian Scramble at Alabama / Peachtree	  	2	21	













PUBLIC / PRIVATE PARTNERSHIPS					
Project #	Project Name	Term	Priority Level	Implementation Priority	
D.9	LED wraps on vents	 	3	1a	
D.11	Interactive light art with advertising in Broad Street Mall		3	1b	
D.7	History wall on Forsyth entrance side	 	4	2	
B.6	Regular public event programming in Upper Plaza	 	5	3	
A.13	Tabled Intersection at Alabama and Broad Streets	 	5	4	
B.7	More permanent retail in plazas		5	5a	
B.8	Create "Back of House" in Upper Plaza		5	5b	
A.12	Shared Street on Peachtree Street		3	6	

Chart 4.12 | Five Points Projects by Action Group, Cont.









in the short-term, a paid local artist could paint a more detailed mural on the building.

Many projects can be completed in tandem, which is noted by projects that have an implementation priority number like "1a." For example, for the Grassroots category at Five Points Station (Chart 4.11), the 2015 tactical urbanism demonstration could include a mural on Peachtree Street side (D.6), café seating on the Upper Plaza (B.1) and at the corner of Alabama and Forsyth (B.2), and pop-up retail that supports both seating locations (B.3). Measuring the success of those changes could catalyze future events and potentially permanent installations. An example at Garnett Station is the ability to combine the projects of creating small flex plazas on the Main Plaza Ramp (B.12) and creating the central axis on the Main Plaza Ramp (B.10) because they will require combined design and construction work. These are prioritized in the middle of the capital projects implementation because of the design work and cost required to accomplish them.

MARTA should use the implementation priority numbers as a guideline when funding is obtained through grants or revenue from public-private partnerships. This could help them to determine which project to implement first at each station.

## GARNETT STATION

### GRASSROOTS / COMMUNITY

Project #	Project Name	Term	Priority Level	Implementation Priority
D.15	Add lighting in small flex plaza areas		1	1a
B.1	Seating in Main Plaza Ramp	 	1	1b
B.14	Café seating at Brotherton Street Entrance	 	4	2
B.13	Pop-up or shipping container retail on Main Plaza Ramp	 	4	3
D.1	Paint / tree socks for trees in plaza		4	4

### CAPITAL PROJECTS

Project #	Project Name	Term	Priority Level	Implementation Priority
A.1	Pylon sign re-design and movement at stations	 	1	1a
B.9	Trim / Remove trees as needed on Main Plaza Ramp		1	1b
C.2	Powerwash Entrances (regularly)		4	2
C.3	Add more trash cans		4	3a
C.4	Clean trash from plazas (regularly)		4	3b
D.2	Landscape improvements in current planters	 	1	4
B.11	Remove "clutter" in Main Plaza Ramp		1	5
A.2	Provide Real-time data outside the station (Trinity, Brotherton)		1	6
C.6	Update streetscape and station plaza lighting	 	2	7a
D.3	Light inside of station entrances		1	7b
B.12	Create small flex plazas on Main Plaza Ramp (lighting and seating)	 	1	8a
B.10	Create central access on Main Plaza Ramp		3	8b

Chart 4.13 | Garnett Projects by Action Group

**A.#** Project Number

 Project Category











 Tactical Project Possible

 Short-Term (1-3 years)









 Long-Term (1-3 years)

## GARNETT STATION CONT.

### CAPITAL PROJECTS CONT.



Project #	Project Name	Term	Priority Level	Implementation Priority
C.5	Increase police "rounds" or additional police officers	 	4	9
A.4	Add bike facilities (storage, racks)	 	2	10
C.1	Make specific bus waiting areas		2	11
D.16	Add light pylons to signify entrances		1	12
B.15	Create small plaza at Brotherton Street entrance		3	13
A.3	Station Iconography added to building	 	4	14
A.15	Open side staircases		2	15

### PUBLIC-PRIVATE PARTNERSHIP PROJECTS




Project #	Project Name	Term	Priority Level	Implementation Priority
A.18	Streetscape Enhancements to Castleberry Hill (Trinity)		1	1a
A.19	Streetscape Enhancements to Castleberry Hill (Garnett)		1	1b
A.16	Remove fencing on adjacent lots		4	2
A.17	Reconfigure Greyhound Bus Staging on Brotherton		1	3
A.20	Create Regional Bus Hub with future development		3	4
A.21	Create grand staircases on the sides		3	5a
A.22	Future Development on adjacent lots		3	5b
B.16	Allow access from adjacent future development to the grand staircases		3	5c

## SURROUNDING NEIGHBORHOOD

### GRASSROOTS / COMMUNITY

Project #	Project Name	Term	Priority Level	Implementation Priority
D.17	Overhead lighting on Broad Street		4	1
B.17	Pop-up retail along Broad Street (Food Trucks?) near Alabama		2	2

### CAPITAL PROJECTS

Project #	Project Name	Term	Priority Level	Implementation Priority
A.24	Improve wayfinding to the stations		1	1
A.23	Improve bus stop signage		1	2
C.11	Change bus configuration / layover on Broad Street		3	3

### PUBLIC-PRIVATE PARTNERSHIPS

Project #	Project Name	Term	Priority Level	Implementation Priority
D.18	Interactive light art on Broad Street		1	1

Chart 4.14 | Neighborhood Context Projects by Action Group

## Key Project Descriptions

Selected key projects are described in more detail on the following pages, grouped by project categories (A, B, C, D) and organized by station and neighborhood context. The Priority Level is shown in the lower right corner of each Figure. Diagrammatic changes and photos show how projects could look and be implemented.

## Five Points Station Projects

### A. Circulation & Connectivity

#### A.1 - Add a 4-sided pylon MARTA sign

- Tactical mock-up of pylon is possible in 2015
- Work with MARTA for current wayfinding project to determine the design and installation locations
- Fund short-term changes with current MARTA budget and wayfinding efforts, by station
- Install the pylons within the public right-of-way close to the street near station entrances

#### A.7 - Remove Kiosks in Broad Street Plaza to Open Plaza Views

- City approval to remove kiosks
- Relocate kiosks elsewhere Downtown

#### A.6 - Paint midblock crossing on Peachtree Street entrance side

- Paint a temporary 20' crosswalk on the street with spray chalk 100' from Alabama Street
- Re-time the signals with the Department of Public



Figure 4.7

- A.1 4-sided pylon MARTA sign
- A.7 Remove kiosks to open plaza views



Figure 4.8

- A.6 Paint midblock crossing on Peachtree Street entrance side



Figure 4.9

- A.9 Remove walkway bottleneck by recapturing unused stairway as part of ramp





Figure 4.10

**A.14** Remove physical / visual barriers and open corridor by replacing stairs at Alabama

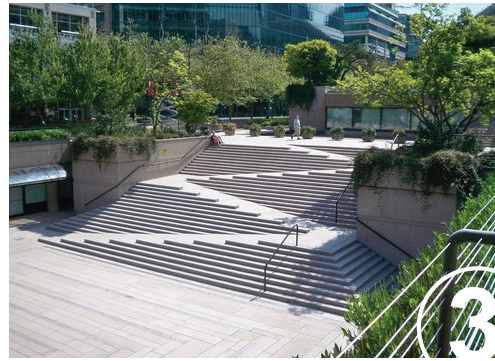


Figure 4.11

**B.1** Re-imagine plaza space for public / private events with pop-up vending, seating

**B.3**



Figure 4.7: Broad Street Plaza at Marietta (left) and the possible pylon location and removal of the kiosks, to the right (TSW, 2014).

Figure 4.8: Peachtree Street in front of Five Points and the potential location for the midblock crossing, to the right (TSW, 2014).

Figure 4.9: The bottleneck pathway with closed stairs and narrow ramp and the diagram showing where to widen the ramp (TSW, 2014).

Figure 4.10: The current Alabama Street entrance with the stairs, ramps, and tall planter walls (TSW, 2014) and an example of a stair and ramp combination that could replace the existing conditions (Ganton, 2012).

Figure 4.11: The blocked Upper Plaza above the Peachtree Street entrance as it currently appears (TSW, 2014) and an example of tactical, temporary café seating under a transit overpass, to the right (Melcher, Archpaper blog, 2014)

Works, if possible

- Coordinate with the City and new owner of Underground for funding and feasibility

### A.9 - Remove bottleneck / widen ramp

- Remove existing planter
- Widen existing ramp in the planter's former location
- Remove fence and open stairs to public use
- Use potential revenue from Public-Private Partnerships (P3) or MARTA capital budget to fund this project

### A.14 - Replace stairs at Alabama to remove physical / visual barriers and open corridor

- Lower tall planter walls as the interim stage
- Remove existing staircase and ramps
- Hire consulting firm to design the stair and ramp combination
- Construct stair and ramp combination entrance
- Use potential revenue from P3 to fund this project

## B. Public Plaza Space Enhancement

### B.1 - Add café seating in Upper Plaza

- Add temporary event seating and open the plaza
- Offer seating during the Downtown food truck events
- Replace black steel fencing with transparent barrier that can be opened during specific events or time frames
- Use potential revenue from P3 advertising or retail to fund this project or add to MARTA Operations budget

### B.3 - Add pop-up retail in Upper Plaza

- MARTA and CAP / ADID to coordinate the program and determine a revenue stream from the retail for MARTA
- Offer public and private events with food trucks at and around the station

### D. Visual Interest

#### D.3 - Light station entrances to make interior spaces inviting

- Commission light artist and approve the design concept
- Install light in entrances
- Light during the day and at night
- Secure funding as part of a P3 project, through public art funds (page 148), or from P3 project revenue

#### D.5 - Paint “jack” bollards

- Commission artists or students for art as possible pro bono work
- Approve art concept for all bollards
- Paint as a grassroots / community group effort
- Change art on an annual basis as a community event
- Secure funding P3 with supply donations or through public art funds

#### D.6 - Paint mural on Peachtree Street entrance side

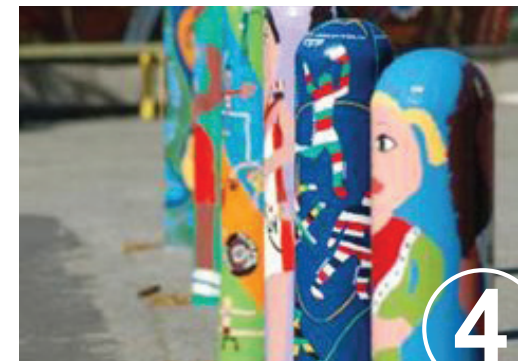
- Create an RFP for local artist design concepts (CAP / ADID)
- CAP / ADID and MARTA to choose concept and artist



D.3 Light station entrances to make interior spaces inviting



D.5 Re-imagine existing barriers as public art



D.6 Paint mural on Peachtree Street entrance side







Figure 4.15

**D.7** Add graphic art on blank wall with history or maps to draw people to Broad Street



Figure 4.16

**D.10** Add light / art to defunct sign - focal point at station within Broad Street corridor



Figure 4.12: The current Peachtree Street entrance (TSW, 2014), and the recommended lighting treatment, to the right (Ollo, n.d.)

Figure 4.13: The vehicular barriers (TSW, 2014) and how they could be re-imagined as public art to the right (DIY Porter's Lodge, 2013)

Figure 4.14: The current Peachtree Street entrance and the recommended mural location (TSW, 2014).

Figure 4.15: The existing wall at Forsyth Street at Five Points Station (TSW, 2014) and an example of a graphic art installation noting historic events (Huffington Post, n.d.).

Figure 4.16: The current defunct electronic sign in the Five Points Upper Plaza (TSW, 2014) and an example of a light art treatment that could be added by a local artist (Montagna, 2011).

- Start installation in 2015, if possible
- Use funding from LCI grant for installation, use public art funding (page 148), or secure funds from P3 project revenue

#### D.7 - Add history wall at Forsyth Street entrance

- Secure private donations or corporate sponsors, OR
- Send an RFP for local corporate companies to invest in projects with advertising
- Hold a design competition with artists and possibly incorporate company branding with the design
- Use revenue from P3 projects or add it into a P3 project with potential corporate branding or credit

#### D.10 - Add light or art to defunct sign to create a focal point

- Secure private donations or corporate sponsors, OR
- Send an RFP for local corporate companies to invest in projects with advertising
- Hold a design competition with artists and possibly incorporate branding with the design
- Use revenue from P3 projects or add it into a P3 project with potential corporate branding or credit

**D.11 - Add interactive light art in Broad Street Plaza**

- Secure private donations or corporate sponsors, OR
- Send an RFP for local corporate companies to invest in projects with advertising
- Hold a design competition with artists and possibly incorporate branding with the design
- Use revenue from P3 projects or add it into a P3 project with potential corporate branding or credit



**D.11** Attract people to Broad Street Plaza with colorful, interactive lighting



**D.12 - Improve landscaping with cascading plants**

- Add this recommendation to the current MARTA landscaping efforts
- Use MARTA capital projects budget to fund



**D.12** Add cascading, trailing plants in elevated planters to soften harsh building surfaces



**Neighborhood Project Descriptions**

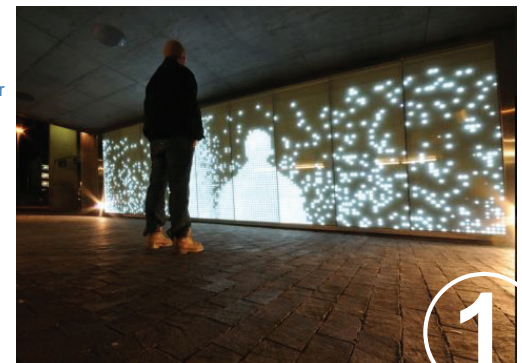
**D. Visual Interest**

**D.18 - Add light art to create a continuous, inviting corridor along Broad Street**

- Secure private donations or corporate sponsors, OR
- Create RFPs for local corporate companies to invest in projects with advertising
- Design competition with light artists (potentially incorporate branding with designs)
- Approve and install light installation



**D.18** Add light art to create a continuous, inviting corridor along Broad Street



\*\*Captions on page 147



Figure 4.20

A.1 Add a 4-sided pylon MARTA sign at street edge

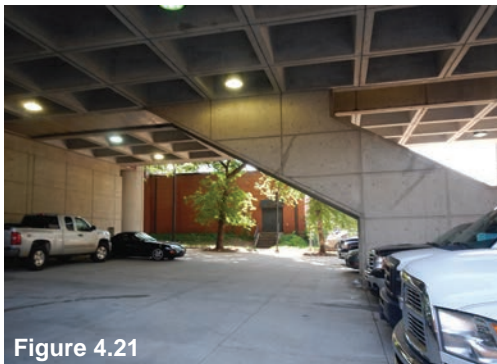


Figure 4.21

A.17 Reconfigure Greyhound Bus Staging

A.20 Create regional bus hub with future development



Figure 4.22

A.21 Grand stairs for direct access to station entrance



## Garnett Station Projects

### A. Circulation & Connectivity

#### A.1 - Add a 4-sided pylon MARTA sign

- Tactical mock-up of pylon is possible in 2015
- Work with MARTA for current wayfinding project to determine the design and installation locations
- Fund short-term changes with current MARTA budget and wayfinding efforts, by station
- Install the pylons within the public right-of-way close to the street near station entrances
- Add a four-sided MARTA pylon sign at the street edges on Peachtree and Forsyth Streets at the former Garnett right-of-way connections

#### A.17 - Reconfigure Greyhound bus staging

- Create specific bus waiting areas on Brotherton Street
- Create bus staging areas under the Garnett Station
- Fund with MARTA and Greyhound Operations budgets

#### A.20 - Create regional bus hub with future development

- Include the Greyhound facility as part of the development integrated with Garnett Station and new buildings
- Fund through a Public-Private Partnership between MARTA, the City of Atlanta, Greyhound, Developer(s), and other important parties to accomplish development

\*\*Captions on page 147

**A.21 - Construct grand stairs for direct access to station entrance**

- Secure developers for parking lots adjacent to the station
- Construct well-lit, open staircases to provide direct lines of sight and access to the main station entrance
- Allow development direct access to the stairs
- Fund via a Public -Private Partnership between MARTA, the City of Atlanta, CAP / ADID, Developer(s), and other entities to accomplish the development

**B. Public Plaza Space Enhancement**

**B.14 - Add café seating at Brotherton Street entrance**

- Purchase, find, or rent temporary seating and paint, if necessary, and re-use or rent chairs for future events
- Add temporary seating in 2015 installation
- Offer food truck vending nearby (plaza ramp or parking lots) for 2015 installation event
- Measure success of temporary event to encourage permanent implementation
- Fund with LCI grant money

**B.15 - Create small plaza to support Greyhound / Bus Terminal**

- Add seating for a temporary installation (B.14) and measure results
- Create plaza before or as part of future development adjacent to the station



Figure 4.23



Figure 4.24



Figure 4.25

**B.14** Add café seating at Brotherton Street entrance



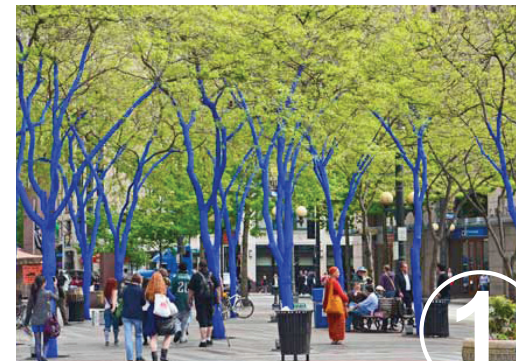
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**B.15** Create small urban plaza with retail establishment to support terminal



3

**D.1** Paint tree trunks or add socks for color  
**B.9** Trim / remove trees blocking views



1



**D.15** Add string lighting in small flex plazas on Main Plaza Ramp



**Figure 4.26**

Figure 4.17: The Broad Street Plaza as it is now (TSW, 2014) and an example of interactive light art (GNK Media Group Pty Ltd, 2014).

Figure 4.18: The existing planters along Alabama Street (TSW, 2014) and an example of cascading plants (Accommodation Auctions Online, 2014).

Figure 4.19: The existing Broad Street corridor between the two stations that is home to many high-quality building murals, wide sidewalks, and market stands from the 1996 Olympics (TSW, 2014) and an example of interactive light art, to the right (Per Erik Sviland, 2008).

Figure 4.20: The Main Plaza Ramp at Trinity Avenue and Broad Street and the proposed location for a 4-sided MARTA Pylon sign (TSW, 2014).

Figure 4.21: The existing unknown vehicle staging that occurs in the large open space under Garnett Station (TSW, 2014) and an example of bus staging that could occur in this space (Seoul Suburban, 2013).

Figure 4.22: The existing Garnett Street right-of-way plaza at the Forsyth Street side (TSW, 2014) and an example of a grand staircase with access to adjacent development to the right (Equity Residential, 2014).

Figure 4.23: The existing Brotherton Street Entrance (TSW, 2014) and a tactical urbanism example of temporary seating at a Chicago Transit Authority station (Nushu Studio, 2014).

Figure 4.24: The existing Brotherton Street entrance with underutilized plaza space and an ineffective MARTA pylon sign (TSW, 2014) and, to the right, an example of café seating in a small urban plaza adjacent to a building (NYC Department of City Planning, 2007)

Figure 4.25: The existing Main Plaza Ramp's landscape organizational system with many trees and light fixtures (TSW, 2014) and, to the right, an example of painting tree trunks in an urban plaza to add color (Dazzling Places.com, 2012).

Figure 4.26: The existing smaller plazas on the Main Plaza Ramp at Garnett Station (TSW, 2014) and an example of tactical urbanism using string lighting (Better Block, 2014).

- Fund via a partnership between MARTA, the City of Atlanta, Greyhound, Developer(s), and other important entities for adjacent development and a regional bus hub at the station

### **B.9 - Trim / remove trees blocking views**

- Trim limbs in 2015 installation or as part of current MARTA landscaping efforts
- Reduce the number of trees blocking views to the station entrance through the main plaza
- Fund with MARTA Operations or Capital budget

## **D. Visual Interest**

### **D.1 - Add tree socks for color**

- Add tree socks or paint tree limbs and trunks during 2015 installation
- Fund via material donations from local companies
- Work with local artists and knitting groups for a community event and partnership

### **D.15 - Add string lighting in small flex plazas on Main Plaza Ramp**

- Purchase string lights or Christmas lights
- Add string lighting in 2015 installation in existing small plazas, using the trees and other site elements as the base
- Fund via LCI grant funding

## 4.4 FUNDING OPPORTUNITIES

### Public Art Funding

The light art installations along Broad Street from Alabama to Garnett Station can be commissioned, similar to the Art along the BeltLine effort. The concept of an activated corridor of light encourages community, a sense of play, support for local artists, and night time activity in the area. Light art installations are generally funded the same way as public art installations. Usually, the art is fabricated off-site and installed on-site in pieces. For light art, power would be required and need to be maintained over time by an entity, possibly MARTA or the City of Atlanta. Many times, corporate sponsors are engaged, so that they can pay for the initial installation. The following sections describe options to fund art installations at the stations.

### Percent-for-Art Funding (City of Atlanta Ordinance)

A specific percentage of the City's capital improvements is budget allocated to public art (Office of Cultural Affairs). This type of funding takes a percentage of the publicly funded capital improvement budget per year for public art. These artworks are typically on or adjacent to the capital project itself. The ordinance ensures funding for public art regardless of what happens to city budgets or art funding, and guarantees public art projects will be planned each year, as long as capital improvement projects continue.

### Private Developers

Private developers can be resources for the funding, installation, and maintenance over time of artworks because they often understand the benefits that public art brings to their projects. Many developers have started to realize that artwork can improve working environments, create a unique focal point, demonstrate larger civic commitment, and can increase rent prices. Alternatively, public art can be included in the incentive package for developers, thereby increasing their desire to introduce it to their project. The preliminary steps include:

- The City, MARTA, or CAP / ADID could take stock of the public and private investment occurring in the area and the city
- Public art program staff should solicit developers as early in the development / planning process as possible

Ways to incent the developers to add public art are:

- Include art in the incentive package by adding it to the required site elements list, or use it as a way to meet some of the requirements for other amenities
- Set aside fees the developer must pay for public space for public art
- Award bonuses, similar to FAR and public space bonuses, for adding public art.

Developers will need to maintain and conserve the artwork once installed, so they will need advisors to ensure



Figure 4.27



Figure 4.28

Figure 4.27: "Homage to the King" by Xavier Medina-Campeny in 1996 as part of the Office of Cultural Affairs' public art collection (Sinharoy, 2012).

Figure 4.28: "The Pigeon" by Molly Rose Freeman as part of Art on the BeltLine in 2014. This mural is located on the BeltLine under Piedmont Avenue (Atlanta BeltLine, Inc., 2015).



Figure 4.29

Figure 4.29: The #weloveatl on display at the CNN Center as part of a partnership throughout all of 2015. Photos are uploaded from Instagram twice daily (Corry, 2015).

quality artwork and that it adheres to the City's public art vision (Project for Public Spaces, n.d.). In Atlanta, the Adopt-an-Artwork Program through the Office of Cultural Affairs allows companies, corporations, neighborhood organizations, and citizens to partner with the City to help preserve artwork in their respective communities.

### Corporate Sponsors / Private Donations

A design competition can be held for local artists for various art projects at the stations. Corporate sponsors or private donations can sponsor the competition itself, artist commission, and the art installation. Companies could also donate materials for the artist, and the artist could install the artwork. RFPs could be sent to local corporate companies for sponsoring artwork. To encourage this collaboration and provision of funding and resources, minimal branding elements can be included in the art itself.

### Other Funding Methods for Art

Art projects throughout the country are also funded through other sources, such as through a portion of the city's hotel/motel tax, parking meter revenue, taxing large-scale events and festivals, state lottery revenue, and regional and federal grants. Other methods include Tax-Increment Financing (TIF), foundation grants including the National Endowment for the Arts and National Endowment

for the Humanities, neighborhood appeals, proceeds from the sale of City-owned land, historical societies and commissions, utility companies, and museums (Project for Public Spaces, n.d.).

### Establishing a Fund

Public art trust funds can be set up as funds for a Public Art Program. Public art staff would put all funds for public art projects, no matter the source, into the fund. Each defined project can have a separate account within the trust. Money can be added to the fund for specific projects or for project types. The Public Art Program would contract artists and pay them from the fund (Project for Public Spaces, n.d.). For the art projects recommended in this project, MARTA could establish their own trust fund or work with the City of Atlanta Office of Cultural Affairs to allocate funding toward public art on MARTA property. This fund could also include a defined portion of the agreed-upon revenue stream from public-private partnerships previously described in the implementation section.

Alternatively, MARTA and CAP / ADID could facilitate an arts non-profit organization and submit grant applications to the Metropolitan Atlanta Arts Fund (a partnership between the Metro Atlanta Chamber and the Community Foundation for Greater Atlanta), which receives donations from private and corporate sponsors.



Garnett Station at Trinity Avenue





## 5.0 Project Implementation

## 5.1 PUBLIC INPUT

### Neighborhood Meetings

After the prioritization process, design concept revisions, and Steering Committee design review, the Project Team presented the prioritization list and recommended tactical urbanism projects to the Atlanta Downtown Neighborhood Association (ADNA) and Castleberry Hill Neighborhood Association (CHNA) in February 2015. The Project Team asked for feedback on the top tactical urbanism projects for each station, listed in the following section.

#### Five Points Top Tactical Urbanism Projects

- A.1 - Re-design and mock-up a four-sided pylon sign
- A.6 - Paint a midblock crossing on Peachtree Street
- A.7 - Remove the City of Atlanta kiosks at Broad Street Plaza
- B.2 - Add seating in the Upper Plaza and at Alabama and Forsyth Street
- B.3 - Add pop-up retail and vending in Upper Plaza
- D.1 - Create tree socks for trees at Alabama and Forsyth Streets
- D.4 - Install art on the MARTA Vents
- D.6 - Paint a mural on the Peachtree Street entrance
- D.10- Add light art or art to the defunct sign in the Upper Plaza

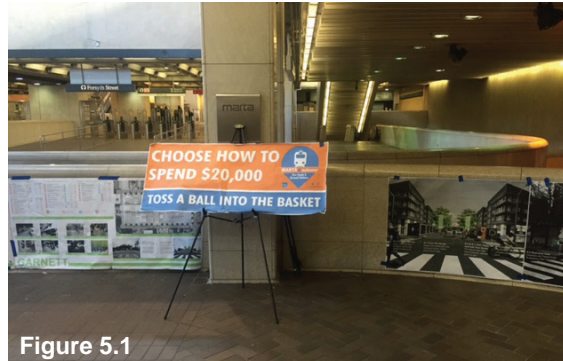


Figure 5.1



Figure 5.3



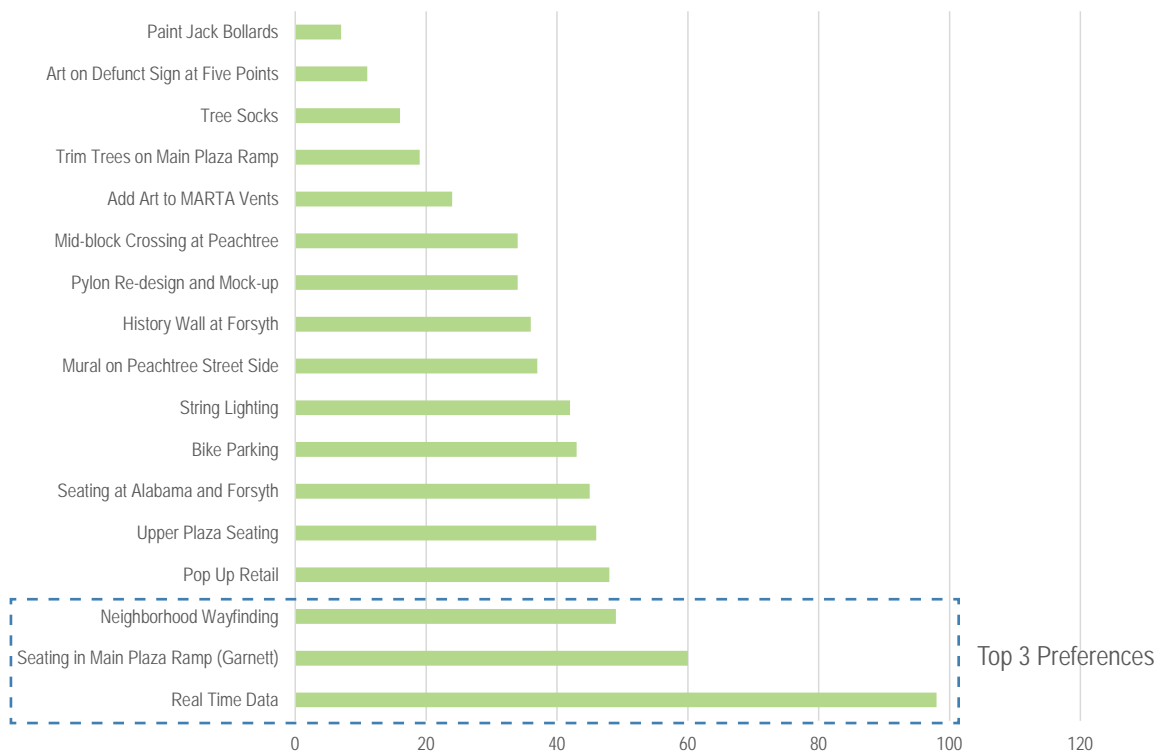
Figure 5.2

#### Garnett Top Tactical Urbanism Projects

- A.1 - Re-design and mock-up a four-sided pylon sign
- B.9 - Trim or remove trees blocking entrance views in the Main Plaza Ramp
- B.14 - Add café seating at Brotherton Street entrance
- D.1 - Paint tree trunks or add tree socks for color on Main Plaza Ramp
- D.15 - Add string lighting and seating in the small flex plaza areas on the Main Plaza Ramp



Figure 5.4



**Chart 5.1 Tactical Project Preferences from Five Points Intercept**

Figure 5.1: This image shows some of the materials used at the Five Points Intercept (Contente Consulting, 2015).

Figure 5.2: A MARTA rider reading the overall vision and master plan for Five Points at the intercept (Contente Consulting, 2015).

Figure 5.3 and 5.4: MARTA riders choosing their preferences for the tactical urbanism demonstration while staying within the budget at the Five Points intercept (Contente Consulting, 2015).

### Five Points Intercept

The Project Team held another intercept at Five Points Station for one day to capture riders' input on the tactical urbanism projects. The "I Choose MARTA" ball / basket exercise was reconfigured to show the possible tactical projects with their associated implementation costs. Participants were given as many balls to toss as they needed to reach the \$20,000 budget for the Spring

tactical urbanism demonstration. A total of 649 balls were tossed into the baskets throughout the day. The top three preferences for tactical urbanism installations included:

- Real time data outside the stations
- Seating in the Main Plaza Ramp at Garnett Station
- Neighborhood wayfinding signage

Ideally, more projects can occur during the installation. Other notable options were the pop-up retail at Five Points Station, seating in the Upper Plaza and at Alabama and Forsyth Streets at Five Points Station, and the addition of bike parking in the Upper Plaza.

## 5.2 IMMEDIATE PROJECTS PLANNING AND RECOMMENDATIONS

Following the last round of input, multiple projects were selected to be implemented immediately and throughout 2015 based on project timelines and readiness. Some projects will be implemented with the LCI grant money and will advance immediately. Tables 5.1 and 5.2 show the list of projects and implementation schedule by station, and Figures 5.5 and 5.12 show the vision for the immediate implementation of these projects. The additional figures and plans in this section provide additional design detail and basic construction drawings for larger efforts. Following the implementation of immediate projects, CAP / ADID will host an event to unveil the implementation progress to the public. This event could include food trucks and temporary café seating in the plazas. In addition, CAP / ADID will host a "Development Day" event to showcase the implementation progress at the two stations and the potential for future development, particularly adjacent to the Garnett Station.

Five Points Station Immediate Projects			
Project (and #)	Project Description	Responsible Parties	Next Steps
<b>Station Wayfinding (A.3, D.14)</b>	Add universal transit icon wayfinding signage (exterior) to station structure	TSW, ADID, MARTA	TSW to design sign and size specifications for MARTA's internal sign shop
<b>Pylon Signs (A.1)</b>	Add a 4-sided pylon MARTA sign at street edges (Peachtree Street, Marietta Street, Forsyth Street, Alabama Street)	TSW, ADID, MARTA	TSW to design sign specifications for MARTA's internal sign shop
<b>Trash Relocation (C.8)</b>	Relocate trash facility	MARTA	Alternative location needed
<b>Relocated Bus Layover (C.9)</b>	Add MARTA's plans for reconfiguring layovers	MARTA	MARTA to execute
<b>Landscape Enhancements (D.2, D.12)</b>		MARTA	MARTA to execute
<b>Peachtree Street Side Mural (D.6)</b>	Paint mural on Peachtree Street entrance side	ADID, MARTA	ADID to create / issue RFP for artist and install
<b>Peachtree Street Midblock Crossing (A.6)</b>	Install midblock crossing enhancements along Peachtree Street station entrance	Nelson \ Nygaard, ADID, City of Atlanta	NN to provide policy and legal precedent. ADID and COA to execute
<b>Special Events &amp; Food Truck Set-up (B.1, B.2, B.3, B.5, B.6)</b>	Add cafe seating for special events	TSW, ADID, MARTA	ADID / MARTA to coordinate for events
<b>Real time Display (A.2)</b>	Add real time arrival display (public or private property)	ADID, MARTA	ADID to advance scope, feasibility, and fee for installation
<b>Community Garden (added project)</b>	Add community garden (raised beds) in Upper Plaza space	TSW, ADID, MARTA	TSW to develop planting logistics; ADID to build community support; MARTA to offer general coordination

**Table 5.1 | Five Points Station Immediate Projects Implementation**

Garnett Station Immediate Projects			
Project (and #)	Project Description	Responsible Parties	Next Steps
Pylon Signs (A.1)	Add universal transit icon wayfinding signage (exterior) to station structure	TSW, ADID, MARTA	TSW to design sign and size specifications for MARTA's internal sign shop
Landscape Enhancements (D.1, B.9, B.11, B.10, B.12)	Paint tree trunks or add tree socks for color. Remove sculpture obstructing views from Trinity Avenue approach. Trim / remove trees blocking entrance views. Create a basic landscape plan.	ADID, MARTA	TSW and ADID to organize tree enhancement. ADID and MARTA to coordinate sculpture removal. MARTA to coordinate tree maintenance.
Development Activity (added event)	Host South Downtown 'Development Day' event with land owners and investors	ADID	ADID to organize development community for event

**Table 5.2 | Garnett Station Immediate Projects Implementation**

### Five Points Station 2015 Implementation Projects

The following pages describe the implementation methods for some of the immediate projects and provide graphics for how they could look in the future. Figure 5.5 shows the vision for the area around Peachtree Plaza for the immediate implementation of the selected projects at Five Points Station.

#### Mid-Block Crossing

The Project Team reviewed the signal data and conducted basic studies for a scramble signalization (see Chapter 4) for the Alabama / Peachtree Street and Wall Street / Peachtree Street intersections to determine the feasibility

of adding a mid-block crossing on Peachtree Street that is aligned with the station entrance. The Project Team also studied precedent projects throughout the country to support the efficiency and feasibility of mid-block crossings, shared streets, and scramble light phasing. The idea is to hire an artist to design a mid-block crossing that responds to the potential mural painted on the station entrance facade (Project D.6). Figures 5.6 to 5.8 show examples of artistic crosswalks, and the following text describes precedent projects studied throughout the country.

#### City of Cambridge, MA | Traffic, Parking, and Transportation Regulations

An example of a true shared-street definition enacted in an ordinance is in the Cambridge, Massachusetts, traffic regulations, which is also adopted by ordinance into the official city code. This is their definition of a shared street: "A. The Traffic Director shall determine which streets are classified as shared streets. Each of these shall be posted as a "Shared Street" and described in Schedule Q incorporated herein and made part hereof available at the Traffic Department.

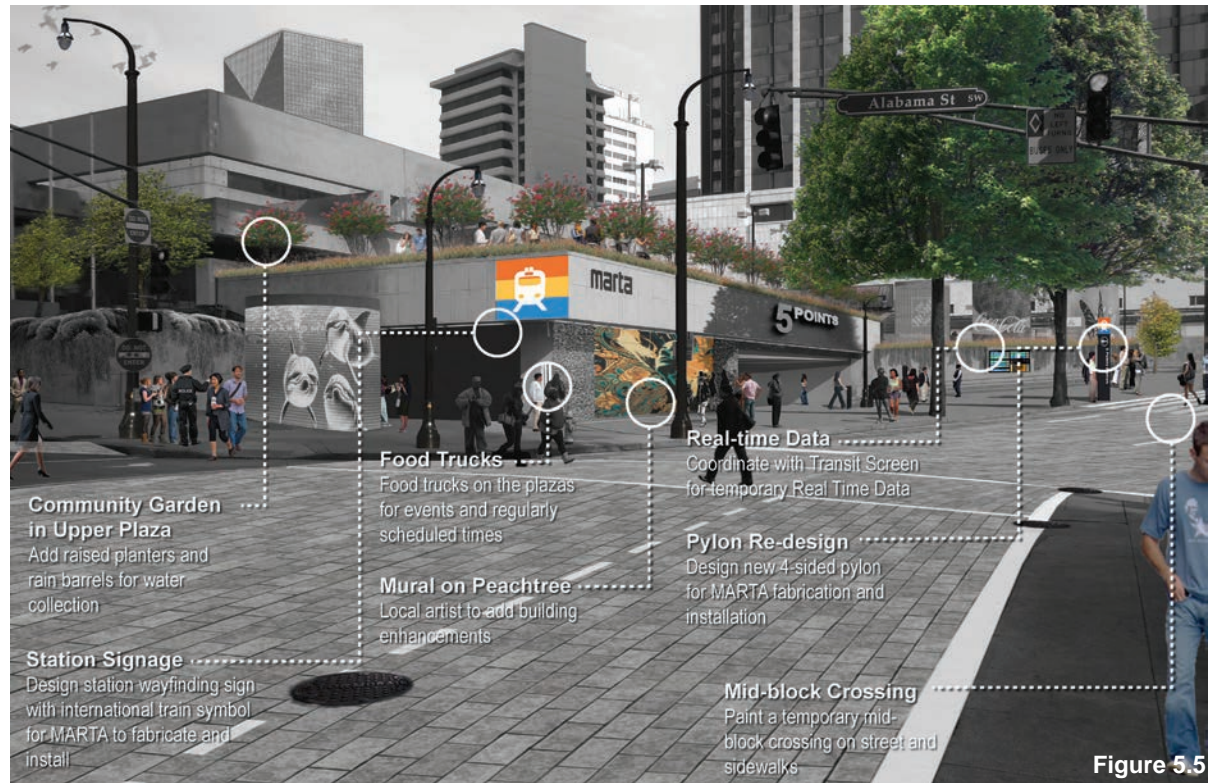
B. All public right-of-ways defined as a "Shared Street" shall operate in the following manner:

- All types of motorized vehicles and non-motorized vehicles including bicycles must yield to pedestrians.

- All types of motorized vehicles and non-motorized vehicles including bicycles shall use caution and travel at a speed that ensures pedestrian safety. A speed greater than 10 miles per hour is considered hazardous to pedestrians.
- A ten-foot unobstructed passage must be maintained at all times for emergency vehicle access and said regulation shall be enforced under the authority of Section 14.1 (b)"

Despite these regulations, the Commonwealth of Massachusetts General Laws only provide protection for pedestrians who are injured by a motor vehicle in a marked crosswalk:

- Massachusetts General Law (MGL) Chapter 89, Section 11 requires, among other things, that when traffic control signals are not in place or not in operation, the driver of a vehicle shall yield the right-of-way to a pedestrian crossing the roadway within a marked crosswalk;
- Regulations promulgated under MGL Chapter 90, Section 18A, by MassHighway, require every pedestrian crossing a roadway at any point other than a marked crosswalk shall yield the right-of-way to all vehicles upon the roadway.



**Figure 5.5**

### Chicago, IL | Argyle Street

Chicago is currently constructing a shared street on Argyle Street in Uptown, but the City has not yet finalized the enabling legislation or made drafts for public review available. They have no working definition of a shared street in current city code and needed the ordinance to establish this as a specific street type. The Chicago Department of Transportation (CDOT) is leaning toward

Figure 5.5: This image highlights the immediate projects and describes the means to accomplish them for the Peachtree Street entrance side at Five Points Station.

Figure 5.6: An example of stamped asphalt crosswalks (Rundell Ernster Associates, n.d.).

Figure 5.7: An example of a colorful crosswalk that could be added on Peachtree Street (Kaczmarczyk, 2013).

Figure 5.8: An example of an artistic crosswalk by Carlos Cruz Diez (Miami New Times, 2010).



Figure 5.6

legislation that treats Argyle Street as a pilot project—as opposed to a change to the overall streets chapter of the code that would globally define shared streets and allow CDOT city-wide authority to designate them. The project is currently under construction, during which time this section of Argyle is closed to vehicle traffic. CDOT is using this time to finalize an ordinance with the City legal department.



Figure 5.7

The Cambridge, Massachusetts, ordinance is based on three key principles, and Chicago may use the same principles:

- Moving vehicles (cars and bikes) must yield to pedestrians
- Speed limit is lower than normal – Cambridge is using 10 MPH and Chicago is considering 10 or 15 MPH
- Emergency vehicles must have an unobstructed passage, so no objects can be placed in the width defined.

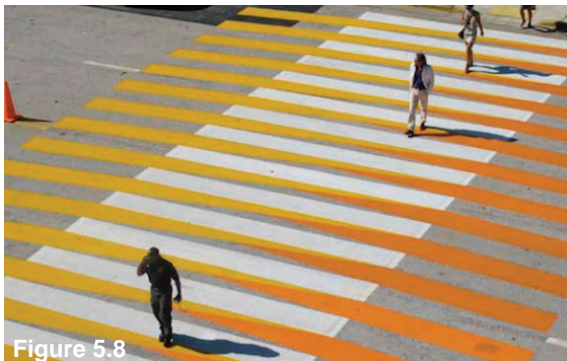


Figure 5.8

### Seattle, Washington | Seattle Municipal Code

Language provided by Seattle Department of Transportation (Seattle DOT) on Seattle's "Green Street" program is largely focused on design guidelines; however, the Seattle Municipal Code includes the following language:

SMC 11.40.040: "The operator of an approaching vehicle shall stop and remain stopped to allow a pedestrian using an unmarked or marked crosswalk or a disabled person using a curb ramp as provided in Section 11.40.090 to cross the roadway when the pedestrian or disabled person is upon or within (1) lane of the half of the roadway upon which the vehicle is traveling or onto which it is turning. For purposes of this section, "half of the roadway" means all traffic lanes carrying traffic in one (1) direction of travel and includes the entire width of a one-way roadway. This section shall not apply to pedestrians crossing a roadway at a point where an accessible pedestrian tunnel or overhead pedestrian crossing has been provided."

### Signal Timing for the Recommended Scramble on Peachtree Street

A signal timing concept for the Alabama Street-Wall Street scramble system in the short-term was studied based on the current 110-second cycle length. Future revisions to the Downtown signal system may need to adjust the time for the scramble accordingly. The longer the scramble phase, the lower the level of service. It is recommended that either a 30- or 45-second scramble could work; a 60-second shows considerable decline in level of service.

### Mural on Peachtree Plaza Side

CAP / ADID is currently soliciting artists to paint a mural on the Peachtree Street entrance side of Five Points Station, and this mural could respond to or flow into the mid-block crossing on Peachtree Street.

### Improved Station Signage

The Project Team created new designs for the four-sided pylon signs (Figure 5.10) and a large international train symbol sign for the side of the Five Points Station building (Figure 5.9). The designs were submitted to MARTA for review, revision, and scheduling for implementation. The pylon signs at both Five Points and Garnett Stations would include improved iconography for transportation modes offered at the stations and larger font for the station names. These pylon signs will serve as a pilot project for the entire MARTA train system.

### Community Garden in the Upper Plaza

The Project Team created a layout plan for the installation of a community garden at the Five Points MARTA Station in the Upper Plaza (see Plan 5.1). The plan involves the specifications for planters (3' x 3' x 8' and 2' x 4' x 8') and rain barrels, with four-foot (4') walkways between them. The pilot area, which is hatched and outlined on the plan, shows an initial installation of three (3) 50-gallon rain barrels and sixteen (16) wood planters. The planters and

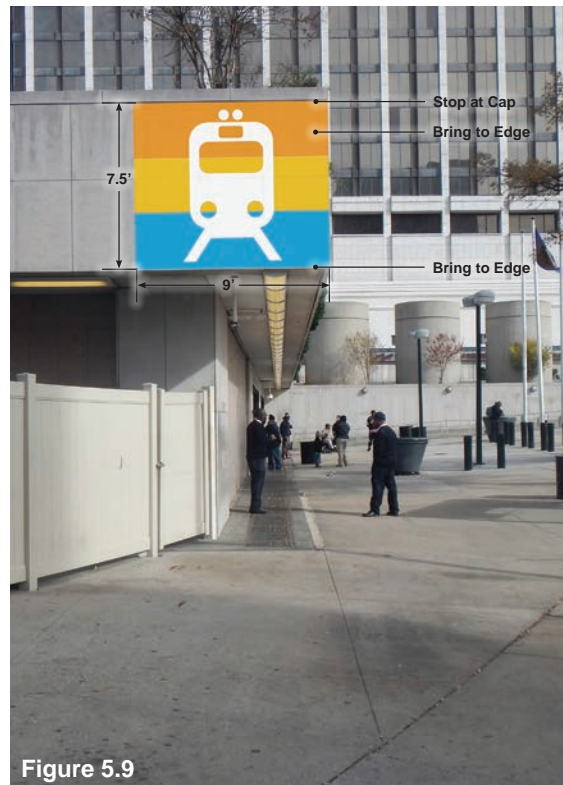


Figure 5.9

rain barrel products are shown in Figure 5.11. The plan shows the ability for full capacity, if the pilot area proves to be successful.

CAP / ADID will coordinate a list of people who would like to participate in the pilot program with their own garden plot. MARTA will be responsible for determining appropriate access times and methods for the garden

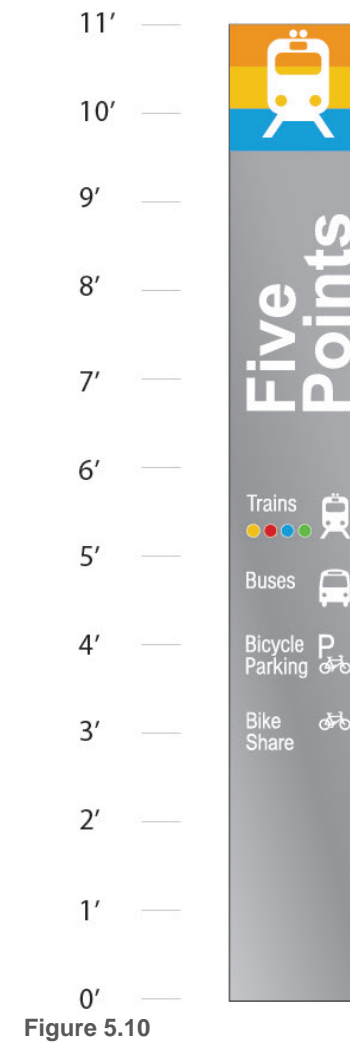
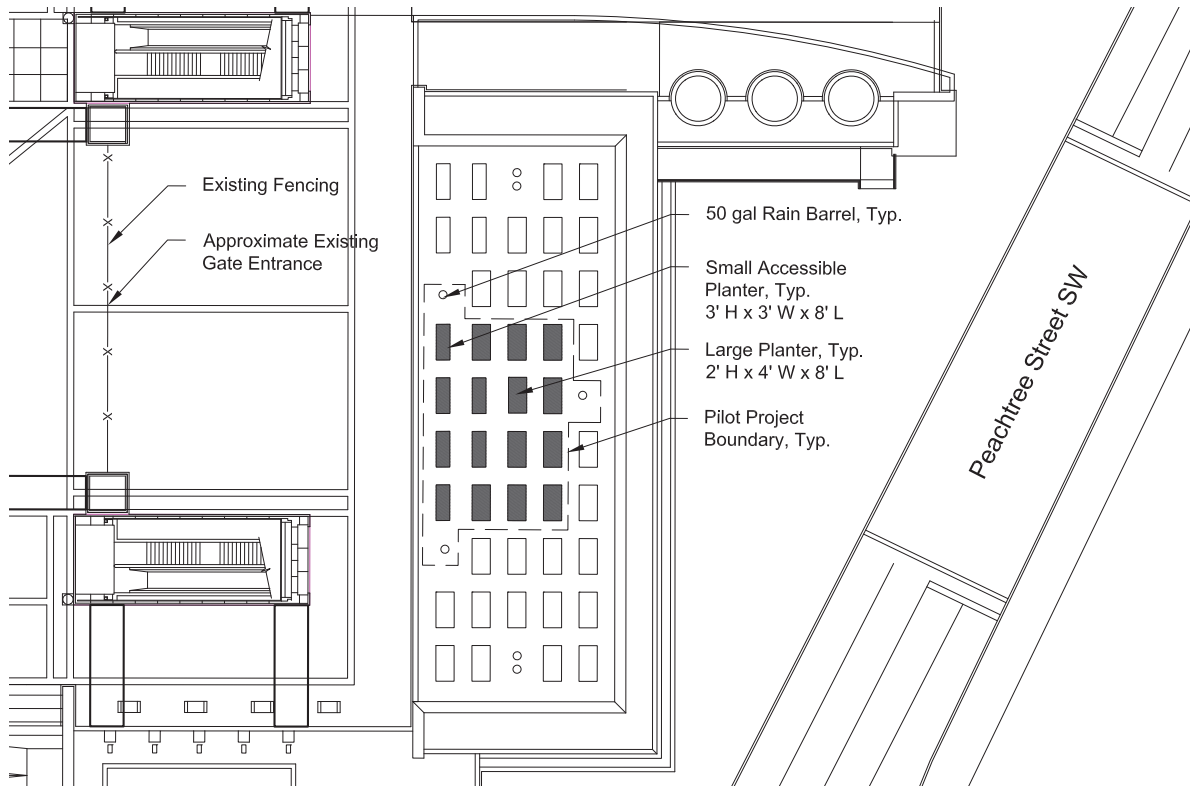


Figure 5.10





**PLAN 5.1 | COMMUNITY GARDEN IN FIVE POINTS STATION UPPER PLAZA**

Figure 5.9: The international train symbol sign that will be installed on the corner of the overhang facing Alabama Street at Five Points.

Figure 5.10: A possible design options for the new pylon signs.

Figure 5.11: An example of the planters and rain barrels for the community garden in the Upper Plaza.

users to ensure security for the users and to prevent the destruction of property. MARTA and CAP / ADID will also coordinate the installation of the garden. Community events, such as markets or outdoor seating, could occur in the Upper Plaza adjacent to and using the garden. The following steps are necessary to complete the implementation:

- Determine Upper Plaza access time periods for garden users



**Figure 5.11**

- Determine Upper Plaza access method for garden users
- Acquire and assemble planters
- Purchase rain barrels and other tools needed
- Purchase soil
- Install rain barrels and planters with soil
- Secure a list of people interested in maintaining a garden plot
- Allow access to Upper Plaza for garden users during scheduled time periods

The Project Team sent the plans, cost estimate, specifications, and scope of work to MARTA for review and implementation. MARTA is currently studying the feasibility of the project regarding the required security measures, weight limits on the Upper Plaza, and access to a water line if needed.

## Garnett Station 2015 Implementation Projects

The following pages describe the implementation methods and provide graphics for how the immediate projects could look in the future for Garnett Station. Figure 5.12 shows the overall vision for the Main Plaza Ramp at Trinity Avenue for the immediate implementation of the selected projects.

### String lighting

String lighting can be added to the existing smaller plazas along the Main Plaza Ramp to create smaller, usable spaces and serve as a temporary wayfinding tactic along the plaza to the building entrance.

### Improved Station Signage

The Project Team created new designs for the four-sided pylon signs (Figure 5.13) to be installed at Garnett Station. The designs were submitted to MARTA for review, revision, and scheduling for implementation. The pylon signs at both Five Points and Garnett Stations would include improved iconography for transportation modes offered at the stations and larger font for the station names. These pylon signs will serve as a pilot project for the entire MARTA train system.



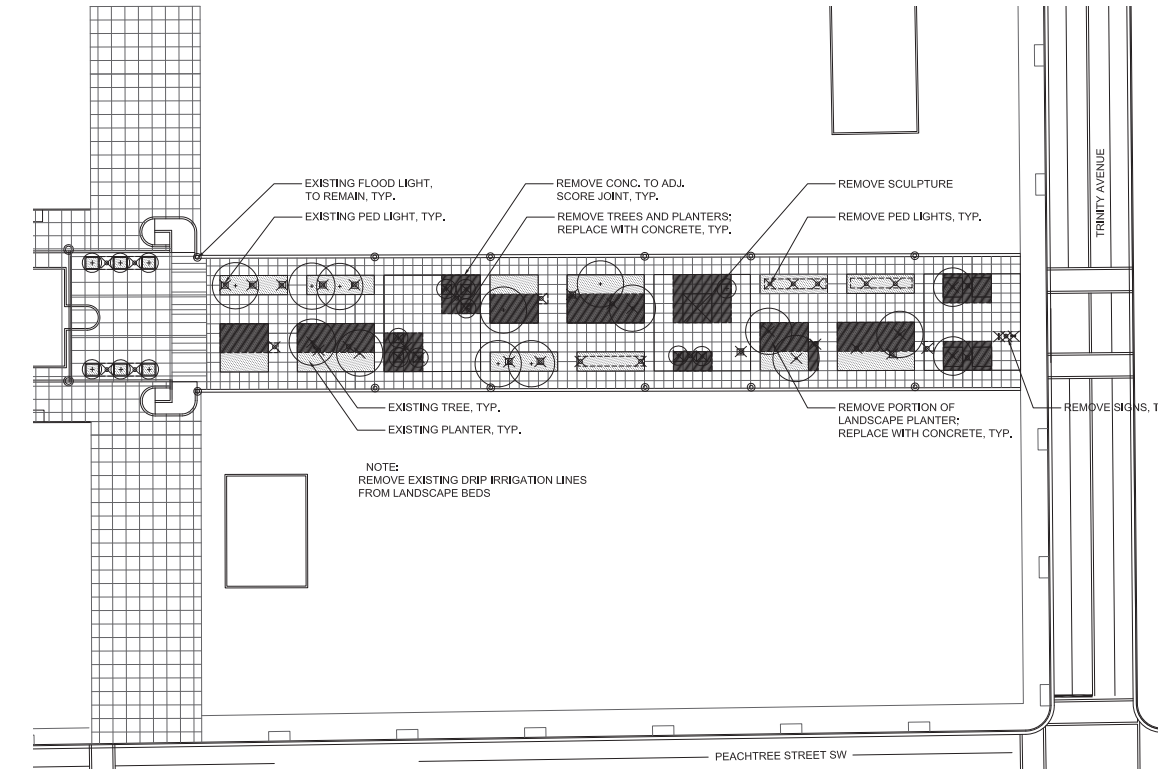
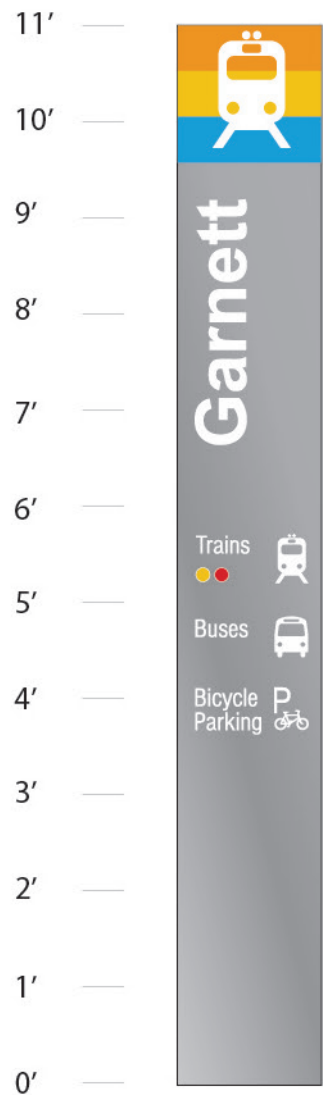
Figure 5.12

### Landscaping Improvements on Main Plaza Ramp

The Project Team created basic landscape improvement plans for the Main Plaza Ramp at the Garnett MARTA Station (see Plans 5.2 and 5.3). The enhancements include the removal of some existing planter areas, concrete removal and replacement, defunct light fixture removal, the removal of the sculpture, the addition

Figure 5.12: This image highlights the immediate projects and describes the means to accomplish them for the Main Plaza Ramp at Trinity Avenue at Garnett Station.

Figure 5.13: A possible design option for the new four-sided pylon signs.



**PLAN 5.2 | DEMOLITION PLAN FOR GARNETT STATION MAIN PLAZA RAMP**

of a pylon sign at Trinity Avenue, and the addition of ground cover and canopy trees. The MARTA Facilities Maintenance Department will complete the landscape demolition, concrete replacement, and groundcover replacement. A collaborative effort between MARTA and Trees Atlanta could provide the new canopy trees recommended for the plaza. The MARTA Electrical and Power Department will complete the removal of the

defunct pedestrian light fixtures. The string lighting posts and lights are shown on the plans in the small flex plazas to demonstrate potential future use. For example, CAP / ADID may choose to install these as a demonstration project during the forthcoming Development Day, which will aim to attract investors and developers to the Garnett Station and South Downtown area.

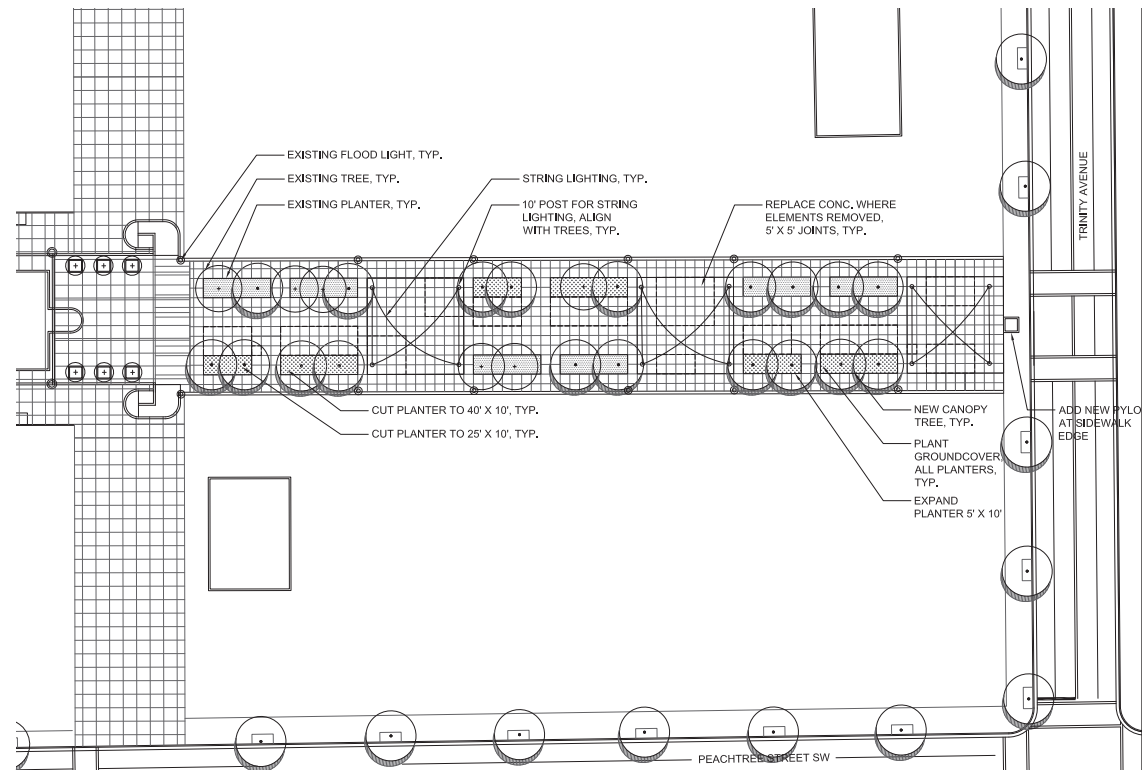
Figure 5.13

### Demolition and Haul Away (Noted on Plan 5.2)

- Concrete Removal for Planters / Lights / Sculpture – 975 SF
- Sculpture Removal – 1 sculpture
- Pedestrian Light Removal – 34 Lights
- Planter Removal – 4,675 SF
- Tree Removal - 17 trees

### Replacement of Pavement and Landscape (Noted on Plan 5.3)

- Concrete Replacement for Planters (5'x 5') – 4,675 SF
- Concrete Replacement for Lights / Sculpture (5'x 5') – 975 SF
- Concrete Replacement for Fixing Cracks
- Stain Concrete in Small Flex Plazas – 3 x 2,500 SF (7,500 SF total)
- String Lighting Posts and Lights (Optional, Future) - 12 Posts total
- Groundcover – 4,050 SF
- Canopy Trees – 19 trees. Potentially coordinate with Trees Atlanta.
- Pylon Replacement – (1) Place on sidewalk on Trinity Avenue in front of the Main Plaza Ramp



### PLAN 5.3 | LANDSCAPE PLAN FOR GARNETT STATION MAIN PLAZA RAMP

The demolition and landscape plans were submitted to MARTA for review, and they are currently scheduling the dates for the project completion.

## 2015 Implementation Projects Summary

The Project Team conducted additional research and created plans and scopes of work for multiple, potential projects for 2015 implementation at both stations. CAP / ADID and MARTA are partnering to ensure that the selected projects are implemented. These immediate projects will serve as catalysts for the future implementation of the short-term and long-term projects described in Chapter 4. Once complete, CAP / ADID will schedule a public event to showcase the implementation progress at the stations to the South Downtown neighborhood and other MARTA users.



Five Points Station



## 6.0 Appendices

## 6.1 MAP DATA EXPLANATIONS

### Previous Planning Studies

The previous planning studies maps were created from reviewing the reports and re-creating the plans' key elements and planning boundaries from the report maps and text. This exercise displayed where duplicative recommendations and planning similarities occur and overlap. The maps were then simplified into an "overall" previous planning studies map (Map 1.2), then separate maps for each of the planning studies.

### Existing Conditions Maps

#### Maps 1.1 and 1.5 | Downtown and Station Study Areas Context

This map was created using Bing aerial photography from ArcGIS. The Downtown boundary is the boundary that CAP / ADID uses for Downtown Atlanta, and the Station Study area boundary was determined by a one-block radius around each station, and the connecting blocks between them along Broad, Forsyth, and Peachtree Streets.

#### Maps 1.6 and 1.7 | Existing Land Use

These maps were created using 2012 land use and parcel GIS data from the City of Atlanta. The land uses were coded by the existing use noted in the data. No

modifications to the City's data were made, other than colors.

#### Maps 1.8 and 1.9 | Community Resources

These maps were created using data primarily accessed from the Atlanta Regional Commission and the City of Atlanta. The City of Atlanta data includes 2012 parcel lines, existing land use, and building outlines. The existing land use data was coded between "non-residential" and "residential" to show the general differences. Some modifications and updates were made to the building outlines data. The ARC data included schools, colleges and universities, historic resources, parks, brownfields, libraries, streets, and neighborhoods. Some updates were made to the school and parks data shapefiles. Polygons for art galleries and restaurants / bars were created manually using Google Earth imagery as a reference. The walking radii (1/4-mile and 1/2-mile) were created in ArcGIS using a network made up of the sidewalks and streets, and all of the station building access points (Project Team created shapefile).

#### Map 1.10 | Land Ownership and Proposed Developments

This map was created using City of Atlanta 2012 parcel data. The separate categories were exported into separate shapefile layers based on ownership type:

City of Atlanta Government and Authority, Fulton County Government and Authorities, State Agencies, MARTA, City or State Park Land, Federal Agencies, Georgia Power (Utility), Railroads, and Private owners. If authorities, such as housing, development, or land bank, were present, they were grouped with the governing body that oversees them. The development projects were found at the following website: <http://devmap.io/cities/atlanta/developments>. They were grouped by general project type.

#### Map 1.11 | Station Area Vacant Parcels and Surface Parking Lots

This map was created using City of Atlanta 2012 existing land use data. If the parcel had "vacant" in the existing land use coded field, it is shown as vacant on the map. The surface parking lot parcels were created manually by looking at updated Google Earth aerial photography. Where the "vacant" code and surface parking overlap, the map shows a hatch pattern.

#### Maps 1.12 and 1.13 | Transportation Networks and Station Access

This map was created using City of Atlanta 2012 existing land use data and data from the ARC including: bus routes, bus stops, MARTA rail lines and stations, an existing bikeways. The streetcar route and stops were



created in ArcGIS manually. The 1/4-mile and 1/2-mile walking radii were created using Network Analyst utilizing the network of sidewalks and streets and station building access points. The bus route data was simplified to show a general hierarchy of the frequency of bus routes. For the station study area, the bus stops were separated by transit agency. Also in the station study area map, the annual average daily traffic for the streets was obtained from GDOT.

## Demographics Maps

### Map 1.14 | Population Density by Census Tract

The 2010 population Census data by Census Tract were obtained from the ARC's website and analyzed in ArcGIS. The density level was measured by square mile. The raw population number data were joined with the Census Tracts based on Block numbers to display a conceptual representation of where people live within the Tracts. Each dot on the map represents 5 people, and they are placed within the Census Blocks in their respective Census Tracts that had a population in 2010, but not on their individual addresses.

### Map 1.15 | Racial Distribution by Census Block

The 2010 population Census data by Census block

were obtained from the ARC's website and analyzed in ArcGIS. The race / ethnicity raw number data were joined with the parcels coded as "residential" to display a conceptual representation of where people live. Each dot on the map represents 5 people, and they are placed within their respective Census Blocks, but not on their individual addresses. The individual races are displayed using different colors. Unlike the MARTA data, race was calculated separately from Hispanic origin, so true numbers for each are represented.

### Map 1.16 | Age Distribution by Census Tract

The 2010 population age Census data by Census Tract were obtained in spreadsheet format from the ARC's Neighborhood Nexus WEAVE Program and analyzed in ArcGIS. The spreadsheet file was joined to the Census Tract shapefile in ArcGIS by Census Tract number. The raw population age number data were joined with the Census Tracts based on Block numbers to display a conceptual representation of where people live within the Tracts. Each dot on the map represents 5 people, they are placed within the Census Blocks in their respective Census Tracts that had a population in 2010, but not on their individual addresses.

### Map 1.17 | Educational Attainment by Census Tract

The 2010 educational attainment Census data by Census Tract were obtained in spreadsheet format from the ARC's Neighborhood Nexus WEAVE Program and analyzed in ArcGIS. The spreadsheet file was joined to the Census Tract shapefile in ArcGIS by Census Tract number. The raw population educational attainment data were joined with the Census Tracts based on Block numbers to display a conceptual representation of where people live within the Tracts. Each dot on the map represents 5 people, they are placed within the Census Blocks in their respective Census Tracts that had a population in 2010, but not on their individual addresses. Fewer dots are located on this map because the data only represents people over 25 years old.

### Map 1.18 | Transit Dependency by Census Tract

The 2010 vehicle access Census data by Census Tract were obtained in spreadsheet format from the ARC's Neighborhood Nexus WEAVE Program and analyzed in ArcGIS. The spreadsheet file was joined to the Census Tract shapefile in ArcGIS by Census Tract number. The access to a vehicle is represented by the percentage of people in the Census Tract that have access. The raw population number data were joined with the Census Tracts based on Block numbers to display a conceptual representation of where people live within the Tracts.

Each dot on the map represents 5 people, they are placed within the Census Blocks in their respective Census Tracts that had a population in 2010, but not on their individual addresses

### **Map 1.19 | Average Income by Census Tract**

The 2010 average income Census data by Census Tract were obtained in spreadsheet format from the ARC's Neighborhood Nexus WEAVE Program and analyzed in ArcGIS. The spreadsheet file was joined to the Census Tract shapefile in ArcGIS by Census Tract number. The data are shown by average per capita income within the tracts, rather than household income, in order to match the data MARTA provided for their individual riders. The income range categories are also the same that MARTA uses for their ridership statistics for parallel comparison.

## **Crime Statistics**

### **Maps 1.20, 1.21, 1.22 and 1.23 | Downtown and Station Study Area Average Number and Change of Non-Violent and Violent Crimes between 2010-2014**

This map was created using the Atlanta Police Department's crime data, which coded crimes by type and locates specific crimes at the address the incident occurred. The data was geocoded by the crime location coordinates in ArcGIS then joined with Census Block

data. ArcGIS was used to calculate the average number of crimes throughout the five years (2010-2014) for both non-violent and violent crime at the Census Block level. Violent crime includes aggravated assault, rape, robbery, and homicide. Non-violent crime is defined as burglary, auto-theft, and larceny. The station study area maps also show areas of increase and decrease in both types of crime. The data were compared at the City, Downtown, and station study area levels for the changes during the five-year period.

Additionally, the data were compared to other stations in the MARTA system at a 1/8-mile radius around the stations (approximately a one-block radius). The crime data for the station study areas were analyzed in ArcGIS using the City of Atlanta crime data and a 1/8-mile radius buffer around each of the rail stations. The numbers of non-violent and violent crimes were selected for each year between 2010 and 2014 for all of the stations to determine a trend over the five years. The average number was calculated and compared to the ridership. Ridership data were received from MARTA and are based on average station entries. The per 1,000,000 riders number was calculated by dividing the number of crimes in the station areas by the average number of riders at each station per year and multiplying it by 1,000,000.

## 6.2 STATION ASSESSMENT MATRIX

AVG.  
SCORE

### ISSUES + RATING CRITERIA

Urban Context (within 1 block radius of Station)																				
	Daily Ridership	Surrounding Land Uses	Residential Density	Jobs per acre	Shopping / Daily Needs	Community Services	Walkability	Bike-ability	Vehicular Street Traffic (amount?)	Public Art Presence	Public Art Quality	Shelter from Weather and Shade	Maintenance of Streetscapes	Street Furniture (lights, seating, trash, bike racks)	Safety / Loitering Issues					
Five Points	5	4	3	4	3	3	5	3	5	2	2	4	2	2	1					3.20
Garnett	1	2	2	2	2	4	4	4	2	3	4	4	1	1	1					2.47
Public Space within / Around the Station																				
	Proximity to Parks	Proximity to Usable Public Space	Station Plaza Quality	Use of plazas	Accessibility of plazas (are they blocked off?)	Circulation within Plazas	Views into Plazas	Views out of Plazas	Safety in Plazas and Outdoor Space	Cleanliness	Maintenance	Public Art Presence	Public Art Quality / Maintenance	Shelter from Weather and Shade	Availability of Seating	Loitering Issues	Landscaping Quality	Landscaping Maintenance		
Five Points	3	2	2	2	2	2	1	3	3	3	2	2	2	2	1	1	2	2		2.06
Garnett	1	2	2	1	2	2	2	3	2	2	2	2	1	3	1	1	2	2		1.83
Safety and Security																				
	Seating in plazas / on sidewalks	Seating while waiting for train	Seating around bus stops	Police presence	Lighting (Effectiveness, Enough?)	Streetscape Lighting	Call box help (Presence / Visibility)	Cleanliness / Litter	View Corridors Inside the Station	View Corridors Outside the Station	Graffiti Presence	Loitering Presence	Safety while on the Concourse	Safety outside the Station	Stairwells / Escalators / Elevators	Safety in Surrounding Context				
Five Points	2	3	3	4	4	3	2	1	4	3	5	1	4	2	4	3				3.00
Garnett	1	3	1	2	3	4	1	1	5	2	5	3	4	1	4	2				2.63
Wayfinding / Signage																				
	Wayfinding to the Station	Wayfinding Before Fare Gates / Outside	Wayfinding along the concourse	Wayfinding vertically through the station	Wayfinding to surrounding attractions	Wayfinding to bus areas	Bus and train arrival times	Visibility of the Station from the Street	Visibility of Entrances / Access Points											
Five Points	2	3	4	4	2	3	3	1	2											2.67
Garnett	2	3	4	4	3	1	3	2	2											2.67
Circulation / Access / Views																				
	Plaza Circulation (all levels) effectiveness	Pedestrian Circulation outside the Station	Pedestrian Circulation along the concourse	Bike Parking Availability	Bike Parking Visibility	Crosswalk effectiveness	ADA compliant ramps	Safe sidewalks (obstacles, unevenness)	Visible Access Points	Availability of Entrance points (are they blocked off?)	Views out of the Station (blocked?)	Views into the Station (blocked?)	Views inside of the Station (blind corners / hallways?)	Waiting Area Size for Trains	Waiting Area Size for Buses					
Five Points	2	2	3.5	1	1	2	2	3	3	4	3	2	2	4	2					2.43
Garnett	2	2	5	2	2	3	2	2	2	4	2	4	5	1						2.67

1 = VERY POOR (i.e. non-existent, completely ineffective / inefficient, facilities need major renovations / improvements)  
 2 = POOR (i.e. present but ineffective / inefficient, more space / facilities/ etc. needed, facilities need improvements)  
 3 = NEUTRAL (i.e. present and somewhat effective, not needed here, present but somewhat ineffective / efficient, facilities need some improvements)  
 4 = GOOD (i.e. present and functions adequately, facilities meet need and need few improvements)  
 5 = EXCELLENT (i.e. great example, functions well, large enough, enough facilities that meet the need and don't need improvements)

## 6.3 IMPACT VS. COST MATRIX

### PROJECT CATEGORIES - MATRIX

#### A. Circulation and Connectivity

##### FIVE POINTS

Project #	Project Name	Immediate-Term	Short-Term	Long-Term	Safety Improvements	Security Improvements (x 2)	Rule Enforcement	Loitering / Criminal Activity (x 1.75)	Improved Circulation around Station	Improved Station Access	Walkability	Bike-ability	Improved Wayfinding + Signage at Stations	Improved Wayfinding + Signage to Stations	Real Time Data / Schedule Signage (x 1.75)	Retail Options - Daily Needs, Food (x 1.75)	Retail Options (Leisure)
A.1	Pylon sign re-design and movement at stations	1	1						1	1	1	1	1	1			
A.2	Provide real-time data outside the station (Alabama / Forsyth, Peachtree)		1										1	1	1.75		
A.3	Station Iconography added to building	1	1						1		1	1	1	1			
A.4	Add bike facilities in plazas (storage, racks)	1	1		1		1		1	1	1	1					
A.5	Mid-block Crossing at Forsyth	1	1		1			1.75	1	1	1	1					
A.6	Mid-block Crossing at Peachtree	1	1		1	2		1.75	1	1	1	1	1	1			
A.7	Remove City of Atlanta Kiosks at BSM and Marietta		1		1	2	1	1.75	1	1	1		1	1			
A.8	Access Control at Bottleneck on Peachtree		1		1	2		1.75	1	1	1		1	1			
A.9	Open/Widen Ramp at Peachtree Plaza		1	1	1	2		1.75	1	1	1	1	1	1			
A.10	Remove Bus Shelter on Peachtree Plaza		1			2		1.75	1	1	1						
A.11	Pedestrian Scramble at Alabama / Peachtree	1	1	1	1	2	1		1	1	1	1					
A.12	Shared Street on Peachtree Street			1	1	2	1	1.75	1	1	1	1	1	1			
A.13	Tabled Intersection at Alabama and Broad Streets		1	1	1	2	1	1.75	1	1	1	1					
A.14	Alabama Entrance Opening			1	1	2		1.75	1	1	1	1					

##### GARNETT

A.1	Pylon sign re-design and movement at stations	1	1						1	1	1	1	1	1			
A.2	Provide Real-time data outside the station (Trinity, Brotherton)		1										1	1	1.75		
A.3	Station Iconography added to building	1	1						1		1	1	1	1			
A.4	Add bike facilities (storage, racks)	1	1		1		1		1	1		1					
A.15	Open side staircases		1			2	1	1.75	1	1	1	1	1	1			
A.16	Remove fencing on adjacent lots		1		1	2		1.75	1	1	1						
A.17	Reconfigure Greyhound Bus Staging on Brotherton		1		1	2	1	1.75	1	1	1	1	1	1			
A.18	Streetscape Enhancements to Castleberry Hill (Trinity)		1		1	2		1.75	1	1	1	1	1	1			
A.19	Streetscape Enhancements to Castleberry Hill (Garnett)		1		1	2		1.75	1	1	1	1	1	1			
A.20	Create Regional Bus Hub with future development			1	1	2			1	1	1	1					
A.21	Create grand staircases on the sides			1	1	2		1.75	1	1	1	1	1	1			
A.22	Future Development on adjacent lots			1	1	2		1.75	1	1	1	1				1.75	1

##### SURROUNDING CONTEXT

A.23	Improve bus stop signage		1						1	1	1	1	1	1			
A.24	Improve wayfinding to the stations		1						1	1	1	1	1	1			

#### B. Public Plaza Space

##### FIVE POINTS

B.1	Café seating on Five Points Upper Plaza	1	1			2	1	1.75								1.75	1
B.2	Seating at Alabama and Forsyth	1	1		1	2	1	1.75	1								
B.3	Pop-Up Retail in Upper Plaza	1	1			2		1.75								1.75	1
B.4	Remove "clutter" at Peachtree Plaza		1		1	2		1.75	1	1	1	1	1	1			
B.5	Plaza space rental in Upper Plaza		1			2	1	1.75									
B.6	Regular public event programming in Upper Plaza		1			2		1.75									
B.7	More permanent retail in plazas			1		2	1	1.75								1.75	1
B.8	Create "Back of House" in Upper Plaza			1	1		1	1.75								1.75	1

Public Art (x 1.5)	Make Use of Plazas	Community Events	Landscape Improvements	Lighting	Seating	Station Maintenance / Cleanliness (x 1.1)	Streetscape Maintenance / Enhancement	Bathroom Access (x 1.1)	Expanded / Improved Service (x 1.1)	ADA Compliance	Customer Service	Potential Revenue for MARTA	# of Issues Addressed	Weight from Post-Charrette Survey	Overall Impact	Cost Level	Impact Rounded	Impact for Chart	Average Impact Adj	Impact for Chart	Cost for Chart	Priority Level	Adjusted Priority Level
							1						7	1.75	12.25	2	12.25	-6.25	-2	-4.25	-0.5	4	1
							1		1.1				5.85	1.75	10.2375	2	6	-6.5	-2.25	-6.2625	-0.5	4	1
													5	1.75	8.75	3	6.25	-6.25	-2	-7.75	0.5	5	5
	1					1.1	1						8.1	1.1	8.91	1				-7.59	-1.5	4	2
							1			1			8.75	1.5	13.125	1	6	-6.5	-2.25	-3.375	-1.5	4	4
							1			1			12.75	1.5	19.125	1	6	-6.5	-2.25	2.625	-1.5	1	1
	1		1				1						13.75	1.5	20.625	2	15.5	3	7.25	4.125	-0.5	1	1
							1			1			11.75	1	11.75	2	3	-9.5	-5.25	-4.75	-0.5	4	4
			1			1.1	1			1			14.85	1	14.85	4	3.5	-9	-4.75	-1.65	1.5	3	3
	1		1				1						9.75	1	9.75	1	2.75	-9.75	-5.5	-6.75	-1.5	4	4
							1			1			10	1.5	15	2	10	-2.5	1.75	-1.5	-0.5	2	2
	1		1				1			1			15.75	1	15.75	5	2.5	-10	-5.75	-0.75	2.5	3	3
							1		1.1	1			12.85	1	12.85	4	3.25	-9.25	-5	-3.65	1.5	5	5
	1		1		1		1			1			13.75	1.75	24.0625	5	16	3.5	7.75	7.5625	2.5	3	3
							1						7	1.75	12.25	2	6.25	-6.25	-2	-4.25	-0.5	4	1
							1		1.1				5.85	1.75	10.2375	2	6	-6.5	-2.25	-6.2625	-0.5	4	1
													5	1.1	5.5	3	2.5	-10	-5.75	-11	0.5	4	4
	1					1.1	1						8.1	1.1	8.91	1				-7.59	-1.5	4	2
	1			1		1.1	1						14.85	1	14.85	1	3.75	-8.75	-4.5	-1.65	-1.5	2	2
			1				1						9.75	1	9.75	1	2.75	-9.75	-5.5	-6.75	-1.5	4	4
									1.1	1			13.85	1.75	24.2375	3	17.25	4.75	9	7.7375	0.5	1	1
			1	1			1			1			14.75	2	29.5	3	19.25	6.75	11	13	0.5	1	1
			1	1			1			1			14.75	2	29.5	3	19.25	6.75	11	13	0.5	1	1
	1		1						1.1	1		1	12.1	1.75	21.175	5	15	2.5	6.75	4.675	2.5	3	3
	1			1		1.1	1			1			15.85	1.75	27.7375	4	19.75	7.25	11.5	11.2375	1.5	3	3
	1	1					1			1		1	16.5	2	33	5	24.75	12.25	16.5	16.5	2.5	3	3
							1						7	1.75	12.25	2	8.75	-3.75	0.5	-4.25	-0.5	4	1
							1						7	1.75	12.25	3	8.75	-3.75	0.5	-4.25	0.5	5	1
	1	1			1								10.5	1.25	13.125	1	8.75	-3.75	0.5	-3.375	-1.5	4	2
	1				1		1			1			10.75	1.25	13.4375	1	9	-3.5	0.75	-3.0625	-1.5	2	2
	1	1									1		9.5	1.5	14.25	1	9.5	-3	1.25	-2.25	-1.5	2	2
	1	1	1				1			1			15.75	1.1	17.325	1	7.5	-5	-0.75	0.825	-1.5	2	2
	1	1									1		7.75	1.1	8.525	1	4	-8.5	-4.25	-7.975	-1.5	4	4
	1	1									1		6.75	1.1	7.425	3	3.5	-9	-4.75	-9.075	0.5	5	5
	1										1		9.5	1.1	10.45	4	4.75	-7.75	-3.5	-6.05	1.5	5	5
	1	1				1.1				1			10.6	1	10.6	5	2.75	-9.75	-5.5	-5.9	2.5	5	5

## 6.3 IMPACT VS. COST MATRIX

Project #	Project Name	Immediate-Term	Short-Term	Long-Term	Safety Improvements	Security Improvements (x 2)	Rule Enforcement	Loitering / Criminal Activity (x 1.75)	Improved Circulation around Station	Improved Station Access	Walkability	Bike-ability	Improved Wayfinding + Signage at Stations	Improved Wayfinding + Signage to Stations	Real Time Data / Schedule Signage (x 1.75)	Retail Options - Daily Needs, Food (x 1.75)	Retail Options (Leisure)
<b>GARNETT</b>																	
B.1	Seating in Main Plaza Ramp	1	1			2	1	1.75	1							1.75	1
B.9	Trim / Remove trees as needed on Main Plaza Ramp	1			1	2	1	1.75	1	1	1	1	1				
B.10	Create central access on Main Plaza Ramp		1		1	2	1	1.75	1	1	1	1	1				
B.11	Remove "clutter" in Main Plaza Ramp	1			1	2		1.75	1	1	1	1	1				
B.12	Create small flex plazas on Main Plaza Ramp (lighting and seating)	1	1		1	2	1	1.75	1	1	1						
B.13	Pop-up or shipping container retail on Main Plaza Ramp	1	1					1.75								1.75	1
B.14	Café seating at Brotherton Street Entrance	1	1			2	1	1.75									
B.15	Create small plaza at Brotherton Street entrance			1		2		1.75	1	1							
B.16	Allow access from adjacent future development to the grand staircases			1	1	2		1.75	1	1	1	1		1		1.75	1
<b>SURROUNDING CONTEXT</b>																	
B.17	Pop-up retail along Broad Street (Food Trucks?) near Alabama	1				2		1.75			1					1.75	1
<b>C. Operations</b>																	
<b>FIVE POINTS</b>																	
C.1	Make specific bus waiting areas		1		1	2	1	1.75	1	1	1	1					
C.2	Powerwash Entrances (regularly)	1															
C.3	Add more trash cans	1			1		1										
C.4	Clean trash from plazas (regularly)	1			1		1										
C.5	Increase police "rounds" or additional police officers	1	1			2	1	1.75									
C.6	Update streetscape and station plaza lighting	1	1		1	2		1.75			1	1	1	1			
C.7	Allow more access to restrooms		1	1	1		1										
C.8	Move trash facility			1				1.75	1	1	1		1	1			
C.9	Change bus configuration / layover			1	1	2	1	1.75	1	1	1	1					
C.10	Relocate Bus Kiosk to be part of the station building		1			2			1	1			1	1			
<b>GARNETT</b>																	
C.1	Make specific bus waiting areas		1		1	2	1	1.75	1	1	1	1	1	1			
C.2	Powerwash Entrances (regularly)	1															
C.3	Add more trash cans	1			1		1										
C.4	Clean trash from plazas (regularly)	1			1		1										
C.5	Increase police "rounds" or additional police officers	1	1			2	1	1.75									
C.6	Update streetscape and station plaza lighting	1	1		1	2		1.75			1	1	1	1			
<b>SURROUNDING CONTEXT</b>																	
C.11	Change bus configuration / layover on Broad Street			1	1	2	1	1.75	1	1	1	1	1	1			
<b>D. Visual Interest</b>																	
<b>FIVE POINTS</b>																	
D.1	Tree socks on trees at Alabama and Forsyth	1															
D.2	Landscape improvements in current planters	1	1		1		1	1.75			1						
D.3	Light inside of station entrances		1		1	2	1	1.75	1	1	1		1	1			
D.4	Local / public art on vents	1															
D.5	Paint existing "jack" bollards	1															
D.6	Mural on Peachtree Street Side	1	1								1		1				
D.7	History wall on Forsyth entrance side		1								1		1	1			
D.8	Wayfinding map painted on Peachtree Plaza and Forsyth entrance pavement		1						1	1	1	1	1	1			
D.9	LED wraps on vents		1	1				1.75					1	1			
D.10	Art on non-functional sign in Upper Plaza		1			2											
D.11	Interactive light art with advertising in Broad Street Mall			1	1	2	1	1.75	1	1			1				
D.12	Landscape improvements on Alabama Street (Cascading plants)		1					1.75									

Public Art (x 1.5)	Make Use of Plazas	Community Events	Landscape Improvements	Lighting	Seating	Station Maintenance / Cleanliness (x 1.1)	Streetscape Maintenance / Enhancement	Bathroom Access (x 1.1)	Expanded / Improved Service (x 1.1)	ADA Compliance	Customer Service	Potential Revenue for MARTA	# of Issues Addressed	Weight from Post-Charrette Survey	Overall Impact	Cost Level	Impact Rounded	Impact for Chart	Impact for Chart - Average Adj	Impact for Chart	Cost for Chart	Priority Level	Adjusted Priority Level	
	1				1									11.5	1	11.5	1	3	-9.5	-5.25	-5	-1.5	4	4
	1		1			1.1								13.85	1.75	24.2375	1	17.25	4.75	9	7.7375	-1.5	1	1
	1		1											12.75	1	12.75	3	3.25	-9.25	-5	-3.75	0.5	3	3
	1		1	1		1.1								13.85	1.5	20.775	1	14	1.5	5.75	4.275	-1.5	1	1
	1	1	1	1	1					1				14.75	1.75	25.8125	2	20	7.5	11.75	9.3125	-0.5	1	1
	1	1										1		7.5	1.5	11.25	1	7.5	-5	-0.75	-5.25	-1.5	4	4
	1		1	1	1	1.1				1				10.85	1.75	18.9875	1	13.5	1	5.25	2.4875	-1.5	1	1
	1		1	1	1	1.1				1				11.85	1.75	20.7375	4	15	2.5	6.75	4.2375	1.5	3	3
	1						1			1		1		16.5	1.1	18.15	5	8.75	-3.75	0.5	1.65	2.5	3	3
		1					1					1		10.5	1.5	15.75	1	10.5	-2	2.25	-0.75	-1.5	2	2
	1						1		1.1	1				13.85	1.75	24.2375	2	16	3.5	7.75	7.7375	-0.5	1	1
			1			1.1	1							2.1	1.25	2.625	1	1.5	-11	-6.75	-13.875	-1.5	4	4
			1			1.1	1							5.1	1	5.1	1	1.25	-11.25	-7	-11.4	-1.5	4	4
	1		1			1.1	1							6.1	1.25	7.625	1	4.5	-8	-3.75	-8.875	-1.5	4	4
	1					1.1				1				7.85	1	7.85	2	2	-10.5	-6.25	-8.65	-0.5	4	4
				1		1.1	1			1				12.85	1.1	14.135	3				-2.365	0.5	2	2
						1.1	1	1.1		1	1	1		8.2	1	8.2	2	2	-10.5	-6.25	-8.3	-0.5	4	4
	1		1			1.1	1			1	1			10.85	1.75	18.9875	5	13.5	1	5.25	2.4875	2.5	3	3
							1		1.1	1	1			13.85	1.75	24.2375	5	17.25	4.75	9	7.7375	2.5	3	3
	1						1		1.1	1	1			11.1	1	11.1	4	2.75	-9.75	-5.5	-5.4	1.5	5	5
	1								1.1	1				14.85	1	14.85	2	3.5	-9	-4.75	-1.65	-0.5	2	2
						1.1	1							2.1	1.25	2.625	1	1.5	-11	-6.75	-13.875	-1.5	4	4
			1			1.1	1							5.1	1	5.1	1	1.25	-11.25	-7	-11.4	-1.5	4	4
	1		1			1.1	1							6.1	1.25	7.625	1	4.5	-8	-3.75	-8.875	-1.5	4	4
	1					1.1				1				7.85	1	7.85	2	2	-10.5	-6.25	-8.65	-0.5	4	4
				1		1.1	1			1				12.85	1.1	14.135	3				-2.365	0.5	2	2
							1		1.1	1	1			15.85	1.1	17.435	5	8	-4.5	-0.25	0.935	2.5	3	3
1.5	1		1			1.1	1							5.6	1.25	7	1	4.25	-8.25	-4	-9.5	-1.5	4	4
			1			1.1	1							7.85	1.75	13.7375	2	8.5	-4	0.25	-2.7625	-0.5	4	1
1.5				1		1.1	1			1				16.35	1.1	17.985	2	7.75	-4.75	-0.5	1.485	-0.5	1	1
1.5	1	1				1.1	1							5.6	1.75	9.8	1	7	-5.5	-1.25	-6.7	-1.5	4	4
1.5	1	1				1.1	1							5.6	1.25	7	1	4.25	-8.25	-4	-9.5	-1.5	4	4
1.5	1	1				1.1	1							7.6	1.75	13.3	2	8.25	-4.25	0	-3.2	-0.5	4	1
1.5	1					1.1	1							7.6	1.5	11.4	2	7.75	-4.75	-0.5	-5.1	-0.5	4	4
1.5	1					1.1	1			1				11.6	1.5	17.4	3	11.75	-0.75	3.5	0.9	0.5	1	1
1.5	1			1		1.1	1					1		10.35	1.5	15.525	4	10.25	-2.25	2	-0.975	1.5	3	3
1.5	1	1		1		1.1	1					1		9.6	1.5	14.4	3	10	-2.5	1.75	-2.1	0.5	2	2
1.5	1	1		1	1	1.1				1		1		17.35	1.75	30.3625	4	21.75	9.25	13.5	13.8625	1.5	3	3
			1			1.1	1							4.85	1.75	8.4875	2	6	-6.5	-2.25	-8.0125	-0.5	4	1

## 6.3 IMPACT VS. COST MATRIX

Project #	Project Name	Immediate-Term	Short-Term	Long-Term	Safety Improvements	Security Improvements (x 2)	Rule Enforcement	Loitering / Criminal Activity (x 1.75)	Improved Circulation around Station	Improved Station Access	Walkability	Bike-ability	Improved Wayfinding + Signage at Stations	Improved Wayfinding + Signage to Stations	Real Time Data / Schedule Signage (x 1.75)	Retail Options - Daily Needs, Food (x 1.75)	Retail Options (Leisure)
D.13	Vegetated wall on Peachtree Street Side		1														
D.14	Large "FIVE POINTS" Sign on Peachtree Street side			1					1	1			1	1			
<b>GARNETT</b>																	
D.1	Paint / tree socks for trees in plaza	1															
D.2	Landscape improvements in current planters	1	1		1		1	1.75			1						
D.3	Light inside of station entrances		1		1	2	1	1.75	1	1	1		1	1			
D.15	Add lighting in small flex plaza areas	1				2	1	1.75			1						
D.16	Add light pylons to signify entrances		1			2	1	1.75	1	1	1		1	1			
<b>SURROUNDING CONTEXT</b>																	
D.17	Overhead lighting on Broad Street	1				2		1.75			1	1	1	1			
D.18	Interactive light art on Broad Street		1			2		1.75			1		1	1			



Public Art (x 1.5)	Make Use of Plazas	Community Events	Landscape Improvements	Lighting	Seating	Station Maintenance / Cleanliness (x 1.1)	Streetscape Maintenance / Enhancement	Bathroom Access (x 1.1)	Expanded / Improved Service (x 1.1)	ADA Compliance	Customer Service	Potential Revenue for MARTA	# of Issues Addressed	Weight from Post-Charrette Survey	Overall Impact	Cost Level	Impact Rounded	Impact for Chart	Impact for Chart - Average Adj	Impact for Chart	Cost for Chart	Priority Level	Adjusted Priority Level
1.5			1			1.1	1						4.6	1.1	5.06	2	2.25	-10.25	-6	-11.44	-0.5	4	4
1.5	1					1.1	1						8.6	1.5	12.9	4	8.75	-3.75	-0.5	-3.6	1.5	5	5
1.5	1		1			1.1	1						5.6	1.5	8.4	1	5.5	-7	-2.75	-8.1	-1.5	4	4
			1			1.1	1						7.85	1.75	13.7375	2	8.5	-4	0.25	-2.7625	-0.5	4	1
1.5				1		1.1	1			1			16.35	1.1	17.985	2	7.75	-4.75	-0.5	1.485	-0.5	1	1
	1	1		1		1.1	1						10.85	1.75	18.9875	1	12.25	-0.25	4	2.4875	-1.5	1	1
1.5	1			1		1.1	1						15.35	1.5	23.025	3	15.25	2.75	7	6.525	0.5	1	1
				1			1						9.75	1	9.75	1	2	-10.5	-6.25	-6.75	-1.5	4	4
1.5				1			1				1		11.25	1.75	19.6875	3	12.75	0.25	4.5	3.1875	0.5	1	1

## 6.4 TACTICAL URBANISM PROJECTS MATRIX

FIVE POINTS					
GRASSROOTS / COMMUNITY					
Project #	Project Name	Priority Level	Implementation Priority	Description	Unit Cost
D.6	Mural on Peachtree Street Side	1	1a	Use vinyl graphics if necessary, so that it is removable and can be an established event. Send out the RFP to local artists for them to submit designs. Select a design and have them make the print before the event. Install the print the day of.	
	Artist				2,500.00
	Vinyl - Small Format				8.00
	Vinyl - Larger Format				6.50
	Installation Cost				
D.7	History wall on Forsyth entrance side				
	Artist (@weloveatl)				8,000.00
	Materials				
B.1	Café seating on Five Points Upper Plaza	2	1b	Either make the seating from pallets (IKEA, Lowe's, Home Depot give them for free) or purchase cheap, colorful tables and chairs. Paint them if necessary	
	Rental				12.00
	Purchase				130.00
	Paint for Pallets				130.00
	Pallets for Furniture				0.00
B.2	Seating at Alabama and Forsyth	2	1c	Either make the seating from pallets (IKEA, Lowe's, Home Depot give them for free) or purchase cheap, colorful tables and chairs. Paint them if necessary	
	Rental				12.00
	Purchase				130.00
	Paint for Pallets				130.00
	Pallets for Furniture				0.00

Unit	# Units	Cost	Product / Contact
<b>TOTAL COST</b>		<b>6,562.50</b>	Imagers - Ed
Commission	1	2,500.00	
SF	625	5,000.00	
SF	625	4,062.50	
		0.00	
<b>TOTAL COST</b>		<b>8,000.00</b>	
Commission	1	8,000.00	
SF			
<b>TOTAL COST</b>		<b>VARIES</b>	To purchase seating: <a href="http://www.homedecorators.com/detail.php?sku=1356810610&amp;aid=google.push&amp;cm_mmc=SEM%7CHDC%7CG%7CPLA&amp;gclid=CLLsuM_1yMMCFYY8gQodJVEAGA&amp;kwid=productads-plaid^80964031699-sku^1356810610-adType^PLA-device^c-adid^56452262179">http://www.homedecorators.com/detail.php?sku=1356810610&amp;aid=google.push&amp;cm_mmc=SEM%7CHDC%7CG%7CPLA&amp;gclid=CLLsuM_1yMMCFYY8gQodJVEAGA&amp;kwid=productads-plaid^80964031699-sku^1356810610-adType^PLA-device^c-adid^56452262179</a>
1 table, 36", 4 chairs	10	120.00	Rental could be an option? <a href="http://www.atlantaeventrental.com/TablesChairs.htm">http://www.atlantaeventrental.com/TablesChairs.htm</a>
1 table, 2 chairs (green) + shipping and tax allowance	15	1,950.00	<a href="http://www.homedecorators.com/detail.php?sku=1356810610&amp;aid=google.push&amp;cm_mmc=SEM%7CHDC%7CG%7CPLA&amp;gclid=CLLsuM_1yMMCFYY8gQodJVEAGA&amp;kwid=productads-plaid^80964031699-sku^1356810610">http://www.homedecorators.com/detail.php?sku=1356810610&amp;aid=google.push&amp;cm_mmc=SEM%7CHDC%7CG%7CPLA&amp;gclid=CLLsuM_1yMMCFYY8gQodJVEAGA&amp;kwid=productads-plaid^80964031699-sku^1356810610</a>
5 gal	2	260.00	<a href="http://www.homedepot.com/p/BEHR-Premium-Plus-5-gal-ECC-36-3-Red-Bluff-Flat-Exterior-Paint-430005/204914465">http://www.homedepot.com/p/BEHR-Premium-Plus-5-gal-ECC-36-3-Red-Bluff-Flat-Exterior-Paint-430005/204914465</a>
1 pallet (for free) - 4 per chair	20	0.00	
<b>TOTAL COST</b>		<b>VARIES</b>	To purchase seating: <a href="http://www.homedecorators.com/detail.php?sku=1356810610&amp;aid=google.push&amp;cm_mmc=SEM%7CHDC%7CG%7CPLA&amp;gclid=CLLsuM_1yMMCFYY8gQodJVEAGA&amp;kwid=productads-plaid^80964031699-sku^1356810610-adType^PLA-device^c-adid^56452262179">http://www.homedecorators.com/detail.php?sku=1356810610&amp;aid=google.push&amp;cm_mmc=SEM%7CHDC%7CG%7CPLA&amp;gclid=CLLsuM_1yMMCFYY8gQodJVEAGA&amp;kwid=productads-plaid^80964031699-sku^1356810610-adType^PLA-device^c-adid^56452262179</a>
1 table, 36", 4 chairs	5	60.00	
1 table, 2 chairs (green) + shipping and tax allowance	7	910.00	
5 gal	2	260.00	<a href="http://www.homedepot.com/p/BEHR-Premium-Plus-5-gal-ECC-36-3-Red-Bluff-Flat-Exterior-Paint-430005/204914465">http://www.homedepot.com/p/BEHR-Premium-Plus-5-gal-ECC-36-3-Red-Bluff-Flat-Exterior-Paint-430005/204914465</a>
1 pallet (for free) - 4 per chair	20	0.00	

## 6.4 TACTICAL URBANISM PROJECTS MATRIX

B.3	Pop-Up Retail in Upper Plaza	2	1d	Begin conversations with food truck operations (5-6?), including King of Pops. King of Pops could go in the actual plaza, and others can locate on the street. Start the approval process with the City. <b>REVISION - City cannot permit food trucks and vending on public land, only private, unless sponsored by Non-Profit</b>	
	King of Pops				2.00
	Food Trucks				
D.10	Art on non-functional sign in Upper Plaza	2	2.00	Use vinyl graphics if necessary, so that it is removable and can be an established event. Send out the RFP to local artists for them to submit designs. Select a design and have them make the print before the event. Install the print the day of.	
	Artist Commission				10,000.00
	Materials				
D.1	Tree socks on trees at Alabama and Forsyth	4	3.00	Reach out to Stitch N Bitch group for knitting the tree socks. Also ask Kristin with TSW for assistance and if she knows anyone else	
	Yarn				
	Time?				
D.4	Local / public art on vents	4	4.00	Reach out to local corporate companies for sponsorship with ads. Include #weloveatl for an exhibit.	
	Artist Commission				1,000.00
	Vinyl - Small Format				8.00
	Vinyl - Larger Format				6.50
	Installation Cost				
D.5	Paint existing "jack" bollards	4	6.00	Continue discussions with #weloveatl to make this part of the exhibit opportunity	
	Artist Commission				400.00
	Materials				
<b>CAPITAL PROJECTS</b>					
Project #	Project Name	Priority Level	Implementation Priority	Description	Unit Cost
A.1	Pylon sign re-design and movement at stations	1	1a	TSW and NNW to design the pylon mock-up with MARTA input. Create temporary signage timber, foam, corrugated plastic, and install on the sidewalk. Or, alternatively, have MARTA move their signs closer to the street edge. Use 5-gallon buckets for base and fill with Quickcrete to hold post. Attach foam with spray foam, then staple corrugated plastic signs to all four sides	
	Corrogated Plastic				85.78
	Foam Sheets				18.98
	Timber Post				12.57
	Spray Foam				4.96
	5-gallon bucket				2.97
	Duct Tape				9.78
	Quickcrete				3.25

<b>TOTAL COST</b>		<b>500.00</b>	<b>REVISION - City cannot permit food trucks on public land, only private.</b> atlanta.kingofpops.net/catering. \$25/ hour plus 100 pop minimum Sunday - Friday, 200 pop minimum Saturdays @ \$2.00 / pop. Atlantastreetfood.com
pops x 4 hours (\$25/hour)	200.00	500.00	
Food Trucks	4		
<b>TOTAL COST</b>		<b>10,000.00</b>	
Artist Commission	1	10,000.00	
<b>TOTAL COST</b>		<b>0.00</b>	<a href="http://stitchnbitch.org/United-States/2528-Metro-Atlanta-and-surrounding-area/View-details.html">http://stitchnbitch.org/United-States/2528-Metro-Atlanta-and-surrounding-area/View-details.html</a> or <a href="http://www.meetup.com/crochet-120/">http://www.meetup.com/crochet-120/</a> <a href="http://atlantaknittingguild.org/knittingatlanta/">http://atlantaknittingguild.org/knittingatlanta/</a>
<b>TOTAL COST</b>		<b>20,600.00</b>	Home Depot, Chick Fil A, Coke, Delta, UPS, #weloveatl
Artist commission per vent	5	5,000.00	
SF (all vents)	2400	19,200.00	
SF (all vents)	2400	15,600.00	
<b>TOTAL COST</b>		<b>7,200.00</b>	
Artist Commission/ bollard	18	7,200.00	
Materials per bollard	18		
<b>Unit</b>	<b># Units</b>	<b>Cost</b>	<b>Product / Contact</b>
<b>Total for Sign</b>	<b>4</b>	<b>612.74</b>	<a href="http://www.fastsigns.com/mat-plastic-signs">http://www.fastsigns.com/mat-plastic-signs</a> or <a href="http://www.fastsigns.com/mat-corooplast-signs">http://www.fastsigns.com/mat-corooplast-signs</a> or <a href="http://www.signsbytomorrow.com/atlantabuckhead/signproducts/outdoor/Event-Sponsor-Signs/Outdoor-plastic-signs--company-maker">http://www.signsbytomorrow.com/atlantabuckhead/signproducts/outdoor/Event-Sponsor-Signs/Outdoor-plastic-signs--company-maker</a>
1'-6" x 10' (4 sides)	4	343.12	<a href="http://www.fastsigns.com/mat-corooplast-sign">http://www.fastsigns.com/mat-corooplast-sign</a>
1" thick x 4' x 8'	8	151.84	<a href="http://www.homedepot.com/p/Owens-Corning-FOAMULAR-150-1-in-x-4-ft-x-8-ft-R-5-Tongue-and-Groove-Insulation-Sheathing-68WD/100320355">http://www.homedepot.com/p/Owens-Corning-FOAMULAR-150-1-in-x-4-ft-x-8-ft-R-5-Tongue-and-Groove-Insulation-Sheathing-68WD/100320355</a>
4" x 4" x 10' #2 Pressure Treated Timber	4	50.28	<a href="http://www.homedepot.com/p/Unbranded-4-in-x-4-in-x-10-ft-2-Pressure-Treated-Timber-4220254/100025396?N=5yc1vZc3fz">http://www.homedepot.com/p/Unbranded-4-in-x-4-in-x-10-ft-2-Pressure-Treated-Timber-4220254/100025396?N=5yc1vZc3fz</a>
can	4	19.84	<a href="http://www.homedepot.com/p/GREAT-STUFF-16-oz-Big-Gap-Filler-Insulating-Foam-Sealant-248314/100029171?MERCH=RV-_-rv_search_plp_rr_-NA_-100029171-_-N">http://www.homedepot.com/p/GREAT-STUFF-16-oz-Big-Gap-Filler-Insulating-Foam-Sealant-248314/100029171?MERCH=RV-_-rv_search_plp_rr_-NA_-100029171-_-N</a>
ea (1 per sign)	4	11.88	<a href="http://www.homedepot.com/p/The-Home-Depot-5-gal-Homer-Bucket-05GLHD2/100087613">http://www.homedepot.com/p/The-Home-Depot-5-gal-Homer-Bucket-05GLHD2/100087613</a>
2 roll pack (60 yds each)	1	9.78	<a href="http://www.homedepot.com/p/Nashua-Tape-1-7-8-in-x-120-yd-300-Heavy-Duty-Duct-Tape-2-Pack-Silver-1207809/100351967?MERCH=REC-_-NavPLPHorizontal1_rr_-NA_-100351967-_-N">http://www.homedepot.com/p/Nashua-Tape-1-7-8-in-x-120-yd-300-Heavy-Duty-Duct-Tape-2-Pack-Silver-1207809/100351967?MERCH=REC-_-NavPLPHorizontal1_rr_-NA_-100351967-_-N</a>
ea (80 lbs) - 2 per sign	8	26	<a href="http://www.homedepot.com/p/Quikrete-80-lb-Concrete-Mix-110180/100318511">http://www.homedepot.com/p/Quikrete-80-lb-Concrete-Mix-110180/100318511</a>

## 6.4 TACTICAL URBANISM PROJECTS MATRIX

A.4	Add bike facilities in plazas (storage, racks)	2	9.00	Install bike racks (temporary or permanent) in upper plaza of Five Points Station with sign explaining the temporary installation	
	Sign to describe project (corrugated plastic)				
	Bike racks			Reach out to ABC? Program for bike rack installation?	349.00
A.6	Mid-block Crossing at Peachtree	1	1b	Discuss with NN and the City for proper measurements and distance from intersections. Use colorful tape or paint to place it on the pavement. Could also extend the material onto both sidewalks to make the "shared" street experience temporarily. Discuss further with PEDS. May need police to direct traffic so that people know to stop during the event	
	Tape to Create Lines				23.20
	Spray Chalk				7.60
	Cones				2.00
	Potential Police Officers				1.00
A.7	Remove City of Atlanta Kiosks at BSM and Marietta	1	1c	Discuss with City to get permit. Have them removed the day of the event.	
A.5	Mid-block Crossing at Forsyth	4	12.00	Discuss with NN and the City for proper measurements and distance from intersections. Use colorful tape or paint to place it on the pavement. May need police officers to direct traffic so that people know to stop during the event	
	Tape to Create Lines				23.20
	Spray Chalk				7.60
<b>GARNETT</b>					
<b>GRASSROOTS / COMMUNITY</b>					
Project #	Project Name	Priority Level	Implementation Priority	Description	
D.15	Add lighting in small flex plaza areas	1	1a	Purchase Christmas lights (white) and install on the defunct light fixtures or the trees	
	Globe Lightds				169.99
	Mini Christmas Lights				25.99

Total Cost	1	698.00	
5' x 8' color sign	1	0.00	
Bike Rack - Wave (7 bikes) - no shipping or tax	2	698.00	<a href="http://www.theparkcatalog.com/7-bike-wave-rack">http://www.theparkcatalog.com/7-bike-wave-rack</a>
<b>TOTAL COST</b>		<b>144.98</b>	<a href="http://www.trendhunter.com/trends/spray-chalk">http://www.trendhunter.com/trends/spray-chalk</a> or <a href="http://www.amazon.com/Krylon-5894-Marking-Chalk-White/dp/B000PJ67M6">http://www.amazon.com/Krylon-5894-Marking-Chalk-White/dp/B000PJ67M6</a>
6 pack of tape - 60 yards each	2	46.4	<a href="http://www.amazon.com/Duck-240459-Multiple-Surfaces-0-94-Inch/dp/B00ARV96OI/ref=sr_1_4?s=hi&amp;ie=UTF8&amp;qid=1423845393&amp;sr=1-4&amp;keywords=exterior+painting+tape">http://www.amazon.com/Duck-240459-Multiple-Surfaces-0-94-Inch/dp/B00ARV96OI/ref=sr_1_4?s=hi&amp;ie=UTF8&amp;qid=1423845393&amp;sr=1-4&amp;keywords=exterior+painting+tape</a>
Can + 7.38 Shipping	12	98.58	<a href="http://www.amazon.com/Marking-Chalk-White-17-oz/dp/B00719UVK0/ref=sr_1_12?s=hi&amp;ie=UTF8&amp;qid=1423845103&amp;sr=1-12&amp;keywords=spray+chalk">http://www.amazon.com/Marking-Chalk-White-17-oz/dp/B00719UVK0/ref=sr_1_12?s=hi&amp;ie=UTF8&amp;qid=1423845103&amp;sr=1-12&amp;keywords=spray+chalk</a>
Cones	0	0.00	Bryan Bays has two cones
Officer	150	150.00	MARTA Police Force available?
<b>TOTAL COST</b>		<b>0.00</b>	City of Atlanta Real Estate. John Lavelle to investigate.
Relocation	2		
<b>TOTAL COST</b>		<b>144.98</b>	<a href="http://www.trendhunter.com/trends/spray-chalk">http://www.trendhunter.com/trends/spray-chalk</a> or <a href="http://www.amazon.com/Krylon-5894-Marking-Chalk-White/dp/B000PJ67M6">http://www.amazon.com/Krylon-5894-Marking-Chalk-White/dp/B000PJ67M6</a>
6 pack of tape - 60 yards each	2	46.4	<a href="http://www.amazon.com/Duck-240459-Multiple-Surfaces-0-94-Inch/dp/B00ARV96OI/ref=sr_1_4?s=hi&amp;ie=UTF8&amp;qid=1423845393&amp;sr=1-4&amp;keywords=exterior+painting+tape">http://www.amazon.com/Duck-240459-Multiple-Surfaces-0-94-Inch/dp/B00ARV96OI/ref=sr_1_4?s=hi&amp;ie=UTF8&amp;qid=1423845393&amp;sr=1-4&amp;keywords=exterior+painting+tape</a>
Can + 7.38 Shipping	12	98.58	<a href="http://www.amazon.com/Marking-Chalk-White-17-oz/dp/B00719UVK0/ref=sr_1_12?s=hi&amp;ie=UTF8&amp;qid=1423845103&amp;sr=1-12&amp;keywords=spray+chalk">http://www.amazon.com/Marking-Chalk-White-17-oz/dp/B00719UVK0/ref=sr_1_12?s=hi&amp;ie=UTF8&amp;qid=1423845103&amp;sr=1-12&amp;keywords=spray+chalk</a>
<b>Product / Contact</b>			
<b>TOTAL COST</b>	<b>VARIES</b>		To purchase lights: <a href="http://www.christmaslightsetc.com/Patio-String-Lights-and-Bulbs--930.htm">http://www.christmaslightsetc.com/Patio-String-Lights-and-Bulbs--930.htm</a> OR <a href="http://www.lowes.com/pd_535046-57465-X4G0017_4294586697_?productId=50074939&amp;Ns=p_product_qty_sales_dollar 1&amp;pl=1&amp;currentURL=%3FNs%3Dp_product_qty_sales_dollar%7C1%26page%3D1&amp;facetInfo=">http://www.lowes.com/pd_535046-57465-X4G0017_4294586697_?productId=50074939&amp;Ns=p_product_qty_sales_dollar 1&amp;pl=1&amp;currentURL=%3FNs%3Dp_product_qty_sales_dollar%7C1%26page%3D1&amp;facetInfo=</a>
100' Commercial String Light with 75 bulbs	8	1359.92	<a href="http://www.christmaslightsetc.com/p/75-G50-Clear-Globe-String-Lights-E17-Bulbs-15-Space-Black-Wire-58878.htm">http://www.christmaslightsetc.com/p/75-G50-Clear-Globe-String-Lights-E17-Bulbs-15-Space-Black-Wire-58878.htm</a>
75' Commercial Mini Lights with 200 lights	10	259.9	<a href="http://www.christmaslightsetc.com/p/Commercial-200-Clear-Mini-Christmas-Lights-4.5-inch-Spacing-Green-Wire--15227.htm">http://www.christmaslightsetc.com/p/Commercial-200-Clear-Mini-Christmas-Lights-4.5-inch-Spacing-Green-Wire--15227.htm</a>

## 6.4 TACTICAL URBANISM PROJECTS MATRIX

B.1	Seating in Main Plaza Ramp	4	1b	Either make the seating from pallets (IKEA, Lowe's, Home Depot give them for free) or purchase cheap, colorful tables and chairs. Paint them if necessary	
	Rental				12.00
	Purchase				130.00
	Paint for Pallets				130.00
	Pallets for Furniture				0.00
B.13	Pop-up or shipping container retail on Main Plaza Ramp	4	3	Flank both ends of Broad Street with food trucks. Start the discussion with food truck operations. <a href="http://www.atlantastreetfood.com/">http://www.atlantastreetfood.com/</a> and start the permitting process. <b>REVISION - City cannot permit food trucks and vending on public land, only private</b>	
	King of Pops				2.00
	Food Trucks				
D.1	Paint / tree socks for trees in plaza	4	4	Reach out to Stitch N Bitch group for knitting the tree socks. Also ask Kristin with TSW for assistance and if she knows anyone else. <a href="http://atlantaknittingguild.org/knittingatlanta/">http://atlantaknittingguild.org/knittingatlanta/</a>	
	Yarn				
	Time?				
<b>CAPITAL PROJECTS</b>					
Project #	Project Name	Priority Level	Implementation Priority	Description	
A.1	Pylon sign re-design and movement at stations	1	1a	TSW and NNW to design the pylon mock-up with MARTA input. Create temporary signage timber, foam, corrugated plastic, and install on the sidewalk. Or, alternatively, have MARTA move their signs closer to the street edge. Use 5-gallon buckets for base and fill with Quikcrete to hold post. Attach foam with spray foam, then staple corrugated plastic signs to all four sides	
	Corrogated Plastic				85.78
	Foam Sheets				18.98
	Timber Post				12.57
	Spray Foam				4.96
	5-gallon bucket				2.97
	Duct Tape				9.78
	Quickcrete				3.25





## 6.4 TACTICAL URBANISM PROJECTS MATRIX

B.9	Trim / Remove trees as needed on Main Plaza Ramp	1	1b	Receive approval from MARTA to trim trees. Have MARTA's landscaping crew trim the trees or allow TSW to do so	
<b>SURROUNDING CONTEXT</b>					
GRASSROOTS / COMMUNITY					
Project #	Project Name	Priority Level	Implementation Priority	Description	
D.17	Overhead lighting on Broad Street	4	1.00	Purchase Christmas lights (white) and install on the defunct light fixtures or the trees	
	Globe Lightds				169.99
	Mini Christmas Lights				25.99
B.17	Pop-up retail along Broad Street (Food Trucks?) near Alabama	2	2.00	Flank both ends of Broad Street with food trucks. Start the discussion with food truck operations. <a href="http://www.atlantastreetfood.com/">http://www.atlantastreetfood.com/</a> and start the permitting process	
	King of Pops				2.00
	Food Trucks				
<b>OTHER - TACTICAL PROJECTS</b>					
GRASSROOTS / COMMUNITY					
Project #	Project Name	Priority Level	Implementation Priority	Description	
-	Development signage at Garnett			Place them at potential store connections along the Main Plaza Ramp. Have the question, "What kind of store would you like to see here?" Allow people to write their ideas.	
	Plywood				7.15
	Chalkboard Paint				5.59
	Chalk				6.92
-	Wayfinding in neighborhoods			May be good to have these outside Garnett to Castleberry Hill and Government offices, Five Points to Woodruff Park, other important areas	
	Signs				25.00

TOTAL COST		???	
Product / Contact			
TOTAL COST		VARIES	To purchase lights: <a href="http://www.christmaslightsetc.com/Patio-String-Lights-and-Bulbs--930.htm">http://www.christmaslightsetc.com/Patio-String-Lights-and-Bulbs--930.htm</a> OR <a href="http://www.lowes.com/pd_535046-57465-X4G0017_4294586697__?productId=50074939&amp;Ns=p_product_qty_sales_dollar 1&amp;pl=1&amp;currentURL=%3FNs%3Dp_product_qty_sales_dollar%7C1%26page%3D1&amp;facetInfo=">http://www.lowes.com/pd_535046-57465-X4G0017_4294586697__?productId=50074939&amp;Ns=p_product_qty_sales_dollar 1&amp;pl=1&amp;currentURL=%3FNs%3Dp_product_qty_sales_dollar%7C1%26page%3D1&amp;facetInfo=</a>
100' Commercial String Light with 75 bulbs	8	1359.92	<a href="http://www.christmaslightsetc.com/p/75-G50-Clear-Globe-String-Lights-E17-Bulbs-15-Space-Black-Wire-58878.htm">http://www.christmaslightsetc.com/p/75-G50-Clear-Globe-String-Lights-E17-Bulbs-15-Space-Black-Wire-58878.htm</a>
75' Commercial Mini Lights with 200 lights	10	259.9	<a href="http://www.christmaslightsetc.com/p/Commercial-200-Clear-Mini-Christmas-Lights-4.5-inch-Spacing-Green-Wire--15227.htm">http://www.christmaslightsetc.com/p/Commercial-200-Clear-Mini-Christmas-Lights-4.5-inch-Spacing-Green-Wire--15227.htm</a>
TOTAL COST		500.00	REVISION - City cannot permit food trucks on public land, only private. atlanta.kingofpops.net/catering. \$25/ hour plus 100 pop minimum Sunday - Friday, 200 pop minimum Saturdays @ \$2.00 / pop. Atlantastreetfood.com
pops x 4 hours (\$25/hour)	200.00	500.00	
Food Trucks	4		
Product / Contact			
TOTAL COST		90.28	<a href="http://www.homedepot.com/p/Unbranded-Oriented-Strand-Board-Common-7-16-in-x-4-ft-x-8-ft-Actual-0-418-in-x-47-75-in-x-95-75-in-386081/202106230?N=5yc1v">http://www.homedepot.com/p/Unbranded-Oriented-Strand-Board-Common-7-16-in-x-4-ft-x-8-ft-Actual-0-418-in-x-47-75-in-x-95-75-in-386081/202106230?N=5yc1v</a> <a href="http://www.amazon.com/gp/product/B003T38FSE/ref=pd_lpo_sbs_dp_ss_2?pf_rd_p=1944579842&amp;pf_rd_s=lpo-top-stripe-1&amp;pf_rd_t=201&amp;pf_rd_i=B001DCTH2G&amp;pf_rd_m=ATVPDKIKX0DER&amp;pf_rd_r=1Z2NEQW257SVM97D7V4J">http://www.amazon.com/gp/product/B003T38FSE/ref=pd_lpo_sbs_dp_ss_2?pf_rd_p=1944579842&amp;pf_rd_s=lpo-top-stripe-1&amp;pf_rd_t=201&amp;pf_rd_i=B001DCTH2G&amp;pf_rd_m=ATVPDKIKX0DER&amp;pf_rd_r=1Z2NEQW257SVM97D7V4J</a>
Oriented Strand Board (4ft x 8ft)	6	42.90	<a href="http://www.homedepot.com/p/Unbranded-Oriented-Strand-Board-Common-7-16-in-x-4-ft-x-8-ft-Actual-0-418-in-x-47-75-in-x-95-75-in-386081/202106230?N=5yc1v">http://www.homedepot.com/p/Unbranded-Oriented-Strand-Board-Common-7-16-in-x-4-ft-x-8-ft-Actual-0-418-in-x-47-75-in-x-95-75-in-386081/202106230?N=5yc1v</a>
spray can	6	33.54	<a href="http://www.michaels.com/krylong-chalkboard-paint/M10170180.html?dwvar_M10170180_color=Black#q=chalkboard+paint&amp;start=1">http://www.michaels.com/krylong-chalkboard-paint/M10170180.html?dwvar_M10170180_color=Black#q=chalkboard+paint&amp;start=1</a>
box of 24	2	13.84	<a href="http://www.amazon.com/Binney-Crayola-Drawing-Assorted-Colors/dp/B000061BOJ/ref=sr_1_3?s=arts-crafts&amp;ie=UTF8&amp;qid=1423079295&amp;sr=1-3&amp;keywords=chalk">http://www.amazon.com/Binney-Crayola-Drawing-Assorted-Colors/dp/B000061BOJ/ref=sr_1_3?s=arts-crafts&amp;ie=UTF8&amp;qid=1423079295&amp;sr=1-3&amp;keywords=chalk</a>
TOTAL COST		1,350.00	walkyourcity.org. Less than \$25 / sign
Sign (9 signs per intersection,	54	1,350.00	CAP designed the wayfinding program from Downtown - may want to oversee this?

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