Jared Lombard, Community Development Division
Atlanta Regional Commission
40 Courtland Street, N.E., Atlanta, GA 30303
jlombard@atlantaregional.com
404-463-3302

November 2016

Dear Mr. Lombard and other ARC staff members:

We are pleased to submit a 2017 New LCI Study Area Application and supporting materials for the Imagine Memorial study of the Memorial Drive Corridor in the City of Atlanta.

This Corridor has benefitted from the Livable Centers Initiative program since at least 2003, when the Memorial-MLK Revitalization Plan commissioned by the Atlanta Housing Authority was grandfathered as an LCI plan. Through that plan, the community and dedicated officials were able to establish the SPI-22 zoning district and fund streetscapes and roadway improvements for the Capitol Gateway redevelopment project. It laid the foundation for hundreds of millions of dollars in walkable, mixed-use investment near the core of our region and sparked the ongoing quest to make Memorial Drive one of the most distinctive urban streets in our city.

While that 2003 plan has not been updated as required, it remains the inspiration and springboard for the Imagine Memorial initiative to carry on its work. This study was commissioned in 2014 with the goal of studying and integrating a wide range of past plans outside the previous LCI boundary that had failed to gain traction in improving the safety and experience of Memorial Drive. We have been very successful in building a diverse coalition of citizens, public officials, and the business community that will be a strong force for executing the LCI program’s principles well into the future.

Thank you for your careful consideration of this application and please feel free to reach out directly with any followup questions.

Sincerely,

[Signature]

Greg Giuffrida, Memorial Drive Corridor Executive • 84 Walton St. NW Suite #500, Atlanta, GA 30303 • 404-895-3082
ggiuffrida@atlantadowntown.com • memorialdriveatl.com

In partnership with Central Atlanta Progress
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2017 Application for NEW LCI Studies

Applicant Information:

Name of responsible organization:
(Eligible applicants include governmental entities, or Community Improvement Districts)

Memorial Drive Atlanta, in partnership with Central Atlanta Progress

Name of contact person: Greg Giuffrida

Title: Memorial Drive Corridor Executive Department: CAP Planning and Economic Development

Address/City/State/Zip: 84 Walton St. NW, Suite #500, Atlanta, GA 30303

Telephone: 404-895-3082 or 404-658-1877 E-mail: ggiuffrida@atlantadowntown.com

Name of Study: Imagine Memorial

Location/jurisdiction(s) of study: 5.5 miles of Memorial Drive (SR 154) from Capitol Avenue in Downtown Atlanta east to Candler Road. The majority of the Corridor is within the City of Atlanta, with a small portion abutting unincorporated DeKalb County. (Map provided)

Eligible Study Area Categories:

Applicants are encouraged to discuss the boundaries of a study location with ARC staff prior to submitting the application for consideration.

Study Area Types:
Eligible study areas are listed below and can be identified on the Unified Growth Policy Map (UGPM) and the Regional Development Guide. Appropriately defined LCI study areas must meet one of the UGPM categories below. Please note that the UGPM is currently undergoing an update for the development of the regional plan. Therefore, if your Comprehensive Plan identifies an area suitable for growth consistent with LCI and The Atlanta Region’s Plan goals, but is not currently reflected as an eligible place on the UGPM, please contact ARC’s Community Development Division regarding updating the UGPM.

- Local Centers:
  Includes, as identified on the UGPM and Regional Development Guide: Town Centers, Crossroads Communities, Village Centers (as well as Major Retail Centers, Wellness and University Districts unless otherwise contained in a Regional Center as described below).

- Regional Centers:
Includes, as identified on the UGPM and the Regional Development Guide: Regional Centers, Station Communities, Community Activity Centers, and Regional Town Centers.

- **Corridors:**
  Eligible corridors must connect two or more LCI areas or “places” as identified on the UGPM. LCI corridors should be relatively short in length (approximately ½-mile to 4 miles) and must have logical termini. Corridor studies will be focused on creating multi-modal, complete streets, connecting LCI areas or existing centers. Land uses between the LCI areas or existing centers should emphasize efficient multi-modal mobility and safety and efficient utilization of existing infrastructure, and should not divert growth opportunities from adjacent centers/nodes.

### LCI Study Information and Justification:

**List the name of the UGPM place, district, center, or corridor type that the proposed LCI area falls within** (see: Unified Growth Policy Map (UGPM) and the Regional Development Guide):

Click here to enter text.

**Select Type of New LCI Study Requested (select one):**

- [ ] Local Center
- [ ] Regional Center
- ☒ Corridor

**Does this study area fall within an Equitable Target Area? See Equitable Target Area (ETA) Map**

- [ ] Not within ETA
- ☒ Yes – Median range
- ☒ Yes – High range
- ☒ Yes – Very High range

**Please provide a response to the following questions:**

1. Please provide a **brief scope of work** of the proposed study. This can be in outline or bullet form listing specific study/consultant tasks with brief descriptions of each. **Do not** include background information, project need or outcomes in this section (you will have the opportunity later in the application). (max. 500 words):

   This application seeks limited funding to build on the previous Memorial-MLK LCI plan and 2014 Imagine Memorial study to enact a new, complete LCI plan for the Memorial Drive Corridor in the City of Atlanta. A small local investment ($30,000) in the Imagine Memorial study has yielded an extraordinary amount of public and political support for making Memorial Drive one of the great multimodal corridors in the City. That includes the creation of Memorial Drive Atlanta, a new full-time planning role and start-up organization that has already succeeded in engaging citizens, non-profit organizations, the business community, and public agencies. With a relatively small additional investment to complete the Imagine Memorial planning process, this organization is well-positioned to immediately capitalize on the effort and energy of the surrounding communities to implement projects and serve as a prime example for the LCI program.

   **Scope of work:**

   - Evaluate the 2014 Imagine Memorial plan against current LCI requirements. Coordinate with the Memorial Drive Corridor Executive and key public officials to establish a timeline and work plan to deliver the Imagine Memorial LCI for successful legislative approval by City Council and ARC in calendar 2017.
- Revise and update the 2014 Imagine Memorial plan based on a wide range of input from stakeholders, as well as other relevant plans and studies that are under way (detailed below).

- Conduct a new round of community engagement, with special emphasis on both innovative technology alternatives and targeted, in-person outreach to disadvantaged communities. Work with the Corridor Executive on documenting prior community engagement.

- Analyze land use and zoning in the communities along the Corridor and develop recommendations for the most urgent legislative needs to address them. Because the Corridor is already seeing a heavy amount of private investment, recommendations should focus primarily on housing affordability and accessibility. In areas where land uses and zoning already complement LCI priorities, the focus should be on consistency. In areas that do not, recommendations should be made for legislative and regulatory changes.

2. Please describe how this project/study addresses a need in your community and what you hope it will achieve (max. 250 words):

The Imagine Memorial LCI plan builds on decades of community-led planning to improve safety and promote quality redevelopment on this evolving industrial corridor near the region’s core. As a state highway (SR 154), Memorial Drive’s current condition reflects outdated practices of prioritizing regional motorized vehicle movement, with little attention to alternative modes and the needs of the surrounding communities. Each of its nine neighborhoods has formally expressed its desire for sidewalks, traffic-calming, intersection improvements, transit options, and other infrastructure to create a safer, more efficient, and attractive Corridor.

This plan serves as the framework for expressing and implementing these priorities at a unique time. The Georgia Department of Transportation is closely engaged and invested with the Imagine Memorial effort, and has funded its own study to explore safety and operational improvements desired by the community. The Atlanta BeltLine is currently being extended to Memorial Drive, bringing a new transportation network and spurring a wave of higher-density, mixed-used private development. The City of Atlanta, PATH Foundation, advocacy groups, and citizens are working with the Imagine Memorial process to design a network of walking/biking connectivity across the communities.

The LCI program is essential for understanding, planning, and funding the wide range of public infrastructure improvements that are needed to ensure this Corridor lives up to its full potential as a place where people, goods, services can move, invest, and interact in the region’s core.

3. Please describe how this project/study supports regional goals established in the Atlanta Region’s Plan Policy Framework. (max. 250 words):

This study supports the following regional goals, among others:

- **Support communities to achieve higher levels of investment and development in line with their local vision**
  - Each community has endorsed the Imagine Memorial process as the best opportunity to implement their goals dating back decades (see letters).

- **Promote transit and active transportation modes**
  - This study includes a detailed connectivity framework that includes MARTA rail, bus, future Streetcar and BRT service, the BeltLine, PATH trails, neighborhood greenways, sidewalks, and crosswalks.

- **Support diverse housing options**
  - The current draft offers policy options for preserving and producing affordable housing. This study seeks to explore the issue more thoroughly and offer recommendations for immediate implementation.

- **Maintain and operate the existing transportation system to provide reliable travel**
Thanks in part to community support generated by Imagine Memorial, the Georgia Department of Transportation (GDOT) has funded a $130,000 traffic operations study matching this scope. Completion is scheduled in January 2017.

- **Implement a complete streets approach on roadway projects that is sensitive to the existing community**
  - Among the alternatives proposed in the draft study and being explored by GDOT is a “road diet” conversion for the length of the Corridor, which could have major safety and efficiency benefits for all users.

- **Encourage communication within and amongst governmental bodies**
  - A key finding of the Imagine Memorial study was that past planning efforts were hindered by a lack of coordination across jurisdictions. The Corridor Executive’s primary role is to address this and it has proven successful.
4. Please describe any prior activities the applicant or community has undertaken that shows support of quality growth and complete streets principles. Explain the applicant’s commitment and ability to implement local initiatives that will support the proposed plan. (max. 250 words):

The 2014 Imagine Memorial reviewed a wide range of past plans for the Corridor, updated them for current conditions, and integrated them in a draft LCI plan. Its three primary goals: 1) Identify underused land for redevelopment 2) Enhance multimodal connectivity 3) Propose public-private coordination for implementation.

Quality growth has been promoted by multiple communities and their successes are the foundation for current development. The 2003 Memorial LCI plan led to the SPI-22 zoning district, which promotes higher density and mixed uses in a historically sensitive context. That effort later merged with the Atlanta BeltLine Subarea Master Planning process to apply “Quality of Life” zoning and the BeltLine Overlay. The eastern half of the Corridor comprises a patchwork of outdated zoning categories that this study aims to address. However, those neighborhoods and NPUs have expressed their support for Quality Growth principles through the City’s Comprehensive Development Plan.

Complete Streets principles have been advocated in every part of the Imagine Memorial process and each community in various ways. SPI-22 zoning, Quality of Life zoning (MRC and MR), and the BeltLine Overlay explicitly promote pedestrian and bike amenities, transit use, shared parking, and multimodal connections to adjacent communities. The eastern half of the Corridor has been proactive in promoting multimodal infrastructure and safety through the NPU-O Bicycle Route Plan, the Drew Charter School Safe Routes to School (SRTS) Plan, and the 2012 Road Safety Audit identifying the most urgent safety needs on Memorial Drive.

5. Please identify how your proposed new LCI study will address the following LCI objectives:

a. Encourage a diversity of housing, employment, commercial, shopping and recreation land uses within the study area that are accessible by people of all ages, abilities and income levels. (150 words max.):

The previous LCI plan for the western half of the Corridor laid the foundation for ongoing redevelopment that includes multifamily housing, restaurants, retail, creative office space, non-profits, grocery stores, neighborhood services, as well as preserving some existing industrial uses for employment diversity. In total, almost 3,400 new residential units and 950,000 square feet of commercial space are planned through 2018 within a half-mile of the Corridor (map in supporting materials). A key element of this LCI study will be studying affordability and accessibility for existing seniors who will need new housing options and infrastructure to age in place.

b. Enhance access to a range of travel modes such as transit, roadways, walking and biking or increased street connectivity that provides optimal access to all uses and disperse trips within the study area (150 word max.):

Besides improving multimodal performance of Memorial Drive itself, the Imagine Memorial plan envisions an expansive network of alternatives, including current MARTA service, future BeltLine, PATH trails, and other bike and pedestrian facilities established in the Connect Atlanta plan. In whole, the network will create a wide range of options for residents, employees, and goods to move between Downtown Atlanta and its inner-ring communities.

Two major transit expansion projects directly affect the Corridor:

1) BeltLine transit/Atlanta Streetcar expansion. One alignment under review by federal regulators would use Memorial Drive for 1.1 miles. The other would use the existing BeltLine corridor and cross Memorial Drive. Each route offers a set of opportunities and challenges that the LCI program is well-positioned to address.

2) MARTA I-20 East Bus Rapid Transit: The current Locally Preferred Alternative for this project uses Memorial Drive for 0.5 miles between the BeltLine and Moreland Avenue.
c. Foster public-private partnerships and sustained community support through an outreach process that promotes the involvement of all stakeholders, including those historically underserved or underrepresented (150 words maximum):

The Imagine Memorial plan has been crafted with robust involvement by residents, elected officials, public agencies, non-profits, and the business community. This is personified in the creation and funding of a new full-time position, the Memorial Drive Corridor Executive. Among its responsibilities is establishing a permanent organization with sustained funding, such as a Community Improvement District (CID) that can generate matching funds for implementation.

Community engagement was a priority for the original Imagine Memorial plan, with three large public meetings attended by hundreds of stakeholders. It continues with stakeholder committees, ad hoc working groups, social media, and hundreds of community meetings attended by the Corridor Executive. Recognizing the digital divide, information is also shared in print media and at local events. This will be supplemented with a new round of engagement targeted toward both innovative technology and personal attention to underserved areas.

d. Advance other LCI Priorities, such as, preservation of historic districts, buildings and community character; aging-in-place/lifelong community concepts; creative placemaking; brownfield or grayfield redevelopment; transit-oriented development; mixed-income and workforce housing; Travel Demand Management (TDM), economic development or the incorporation of Smart City Transportation investments.

(150 words maximum):
- Historic preservation: The scope includes Oakland Cemetery and Grant Park and Cabbagetown historic districts. Historic preservation and neighborhood character (“Place”) is one of four main categories for the Imagine Memorial mission (see supporting materials).
- Brownfields: As a transitioning industrial corridor, nearly every redevelopment project mitigates some level of environmental contamination.
- TOD: The project scope includes two MARTA TOD sites. Edgewood/Candler Park is currently under construction. King Memorial is still in the planning stage, but the site was rezoned specifically for this use under the previous LCI.
- Creative Placemaking: As home to WonderRoot community arts center, public art is being considered in any future urban design requirements for Memorial Drive.
- Mixed-income and workforce housing: This is a central focus of this application, with special attention to coordinating and expanding on the Atlanta BeltLine’s affordable housing program.
- Smart City: Memorial Drive is an actively managed Regional Traffic Operations Program (RTOP) corridor.
**BUDGET:**

Please list each task and the estimated total cost per task (i.e. not just the federal share). If you need more than six tasks, please attach a detailed budget.

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<th>Study/Project Tasks</th>
<th>Estimated Total Cost</th>
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<td>Task 1: Project Management: Establishing work plan, master schedule, coordination meetings, division of labor with client.</td>
<td>$5,000</td>
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<td>Task 2: Community Engagement (potentially subcontracted): Document prior engagement, establish dual strategies for online/mobile and in-person targeted outreach to disadvantaged communities; design and administer online tools, schedule and help facilitate public meetings; process input for inclusion in deliverables.</td>
<td>$20,000</td>
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<td>Task 3: Land Use &amp; Zoning Analysis: Study current conditions along Corridor, with primary emphasis on outdated segments and secondary emphasis on consistency of compliant categories.</td>
<td>$5,000</td>
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<td>Task 4: Market Study/Affordability Analysis: Document ongoing development and impacts on affordability, identify most critical needs, offer proposals for immediate implementation/legislation.</td>
<td>$5,000</td>
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<td>Task 5: Final deliverable: Update, revise, design, and publish final draft of Imagine Memorial study for public feedback and official review for adoption as LCI</td>
<td>$5,000</td>
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<td>Task 6: Click here to enter text.</td>
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<td><strong>TOTAL study/project budget</strong></td>
<td><strong>$40,000</strong></td>
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**Funds Requested (Max. 80% of Total Budget):** $32,000  
**Sponsor Cash Match (Min. 20% of Total Budget):** $8,000

Please note the following fund matching requirements:

- All LCI studies must include at least 20% cash match of the total study budget.
- The maximum funding request is $200,000 (i.e. $250,000 total, $200,000 fed/$50,000 local).

**SUBMITTAL PACKAGE CHECKLIST:**

Your complete NEW LCI STUDY application should include the following:

- [x] Completed *2017 New LCI Study Area Application*
- [x] A clear map of the **proposed study area**. Include jurisdiction boundaries, major street names, a scale, legend, north arrow, and any adjacent LCI boundaries on the map.
- [x] Resolutions or Letters of Commitment:
  - [x] Include a letter of commitment from the Mayor or City/County Manager, or a Council Resolution, indicating commitment to the implementation of the project,
including updating the plan every 5 years, and providing matching funds for this study.

☒ Non-governmental organizations applying for funds shall provide a letter of commitment from the Executive Director or Board Chairperson, or a resolution. The letter shall include commitment to providing matching funds for this study, and to implementing the recommendations from the study, including updating the plan every 5 years. The applicant must also provide a letter of support from an authorized official from the underlying jurisdiction.

☒ If entities other than the applicant are providing matching funds, please include letters of commitment for the matching funds from those entities.

☒ Optional: Support letters from stakeholders and community, detailed scopes of work, photos or other supporting documentation. Please limit to 15 pages.

**How to Submit Application:**

Combine all documents from the Submittal Package Checklist into a single PDF with the **name of your study area in the file name** and submit by November 18, 2016 via email, FTP or USB drive to:

Jared Lombard, Community Development Division,  
Atlanta Regional Commission  
40 Courtland Street, N.E., Atlanta, GA 30303  
jlombard@atlantaregional.com  
404-463-3302

**For information and questions:** See the application website [http://www.atlantaregional.com/land-use/livable-centers-initiative/study-application](http://www.atlantaregional.com/land-use/livable-centers-initiative/study-application), or contact ARC’s Community Development Division: Jared Lombard 404-463-3302 or jlombard@atlantaregional.com

**Submittal Deadline:**

**Friday, November 18, 2016 by 5pm**
Proposed Imagine Memorial LCI boundary

Corridor length: 5.5 miles
Adjacent to ETAs: 3.88 miles (58%)
Draft boundary area: 554 acres
Length in UGPM Region Core: 1.1 miles (26%)
Length in UGPM Maturing Neighborhoods: 4.4 miles (74%)
November 17, 2016

Atlanta Regional Commission
Community Development Division
40 Courtland Street, NE
Atlanta, Georgia 30303

Dear ARC staff and other interested parties:

This letter expresses my strong support for the support for the application seeking 2017 LCI planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

I commissioned the Imagine Memorial plan with Georgia Tech in 2014 using funds from my discretionary budget and the City’s Department of Planning and Community Development. Its goal was to examine and integrate a wide range of past plans for the Memorial Drive Corridor as the real estate market recovered and the area began seeing major private investment. These plans include the 2003 Memorial-MLK Revitalization Plan, which was grandfathered as an LCI plan in 2003, but not kept up to date.

Our initial $15,000 investment in the Imagine Memorial study has been very successful in helping residents, public agencies, and the business community work together on building a new organization to direct long-term improvements for the Corridor in keeping with the principles of the LCI program. We support the role of the Memorial Drive Corridor Executive in administering this process as the foundation of a permanent organization for Memorial Drive. Furthermore, I will contribute part of the local funding match required for the grant.

The City of Atlanta has been an active partner in efforts to improve and revitalize the Memorial Drive Corridor, through comprehensive planning, rezoning, coordination with Georgia Department of Transportation, and local investment in improved infrastructure for pedestrians, cyclists, and transit users. We look forward to ongoing cooperation and coordination throughout this effort.

Your favorable consideration of this application is appreciated.

Sincerely,

Natalyn M. Archibong
Atlanta City Council, District 5
November 15, 2016

Atlanta Regional Commission
Community Development Division
40 Courtland Street, NE
Atlanta, Georgia 30303

Dear ARC staff and other interested parties:

This letter expresses my support for the application seeking 2017 LCI planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

I was closely involved with the Memorial-MLK Revitalization Plan of 2001 (later grandfathered as the Memorial LCI plan) and worked closely with the community to implement its recommendations in the form of the SPI-22 zoning district. While this LCI has not had the required updates, we recognize how the Imagine Memorial study commissioned in 2014 builds upon our hard work.

Councilmember Natalyn Archibong and I maintain a positive working relationship and strong interest in ensuring that public and private investment on the Memorial Drive Corridor is well-planned and coordinated for the benefit of our constituents. The Imagine Memorial study has been very successful in helping residents, public agencies, and the business community work together on building a new organization to direct long-term improvements for the Corridor in keeping with the principles of the LCI program.

We support the role of the Memorial Drive Corridor Executive in administering this process as the foundation of a permanent organization for Memorial Drive. Furthermore, I will contribute part of the local funding match required for the grant.

The City of Atlanta has been an active partner in efforts to improve and revitalize the Memorial Drive Corridor, through comprehensive planning, rezoning, coordination with Georgia Department of Transportation, and local investment in improved infrastructure for pedestrians, cyclists, and transit users. We look forward to ongoing cooperation and coordination throughout this effort.

Your favorable consideration of this application is appreciated.

Sincerely,

[Signature]

Council Member
District 1
November 11, 2016

Atlanta Regional Commission
Community Development Division
40 Courtland Street, NE
Atlanta, Georgia 30303

Dear ARC staff and other interested parties:

This letter expresses the support of Central Atlanta Progress and the Atlanta Downtown Improvement District (CAP/ADID) for its role as a partner in the application seeking 2017 Livable Communities Initiative planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta.

CAP/ADID has long been a supporter and active participant in efforts to revitalize the Memorial Drive Corridor because we recognize its potential to offer housing, amenities, greenspace, and connectivity to the greater Downtown community. We have helped administer or partnered in dozens of planning efforts that include the Memorial Drive Corridor.

This advocacy role expanded in 2015 to include hosting a new full-time planning position. The Memorial Drive Corridor Executive was conceived and funded by a variety of stakeholders, including CAP members, who recognized the need for an ongoing champion to implement the Imagine Memorial study commissioned by Councilmember Natalyn Archibong in 2014. Through this partnership, CAP/ADID offers work space, benefits, administrative support, mentorship, and professional expertise that benefits the Memorial Drive Corridor far beyond Downtown.

Furthermore, CAP/ADID has a long history of successfully administering and implementing LCI programs and affirms its organizational commitment to assisting Memorial Drive Atlanta and any future entity with this effort.

Your favorable consideration of this application is appreciated.

Sincerely,

A.J. Robinson
President
Pending: Letter of commitment from City of Atlanta Department of Planning and Community Development.

The letter has been requested, but was not available at the time of submission. It will be delivered to ARC immediately upon arrival.

- Greg Giuffrida
November 16, 2016

Atlanta Regional Commission  
Community Development Division  
40 Courtland Street, NE  
Atlanta, Georgia 30303

Re: 2016 Livable Centers Initiative (LCI) Supplemental Study Funding Application  
Letter of Commitment - Downtown Atlanta LCI  
Supplemental Study - Real Estate Market Study

Dear ARC staff and other interested parties:

This letter expresses the Atlanta Housing Authority’s support for Memorial Drive Atlanta’s application for planning funds to complete the Imagine Memorial study for adoption as a new Livable Centers Initiative (LCI) for the Memorial Drive Corridor.

Atlanta Housing Authority was the sponsor of the Memorial Drive-MLK Revitalization Plan that was approved in 2003 as a “grandfathered” LCI plan. The plan has been highly effective in implementing the best principles of the LCI program, including the creation of the SPI-22 zoning district and a significant streetscaping and lane-reduction project for the Capitol Gateway neighborhood using LCI Transportation funds (PI #0006979/AT-243). However, the plan has not been updated as required by ARC.

The Imagine Memorial study commissioned in 2014 was intended to build on decades of organization and planning for improvements to the Memorial Drive Corridor and is well-suited to continue and expand upon the 2003 LCI plan. Imagine Memorial has already been successful in building support among citizens, public agencies, and business community for a new full-time planning role in the Memorial Drive Corridor Executive.

We endorse this role in continuing the work initiated by AHA and the City of Atlanta under the previous LCI plan.

Sincerely,

Catherine Buell  
President and Chief Executive Officer
**OUR MISSION**

- **Movement**: Making the Memorial Drive corridor an inviting public space that serves as a safer and more efficient connection for all people, including motorists, pedestrians, cyclists, and transit users.

- **Investment**: Promoting adaptive-reuse and new construction that offers a mix of housing, jobs, amenities, and gathering places for existing and future residents and visitors.

- **Place**: Preserving and supporting the history and culture that makes Memorial Drive and its communities unique in Atlanta and the world.

- **Organization**: Building the organization that will continue working for the Memorial Drive communities well into the future.

**BACKGROUND**

- Georgia Tech study commissioned by Council member Natalyn Archibong in Fall 2014 to review past and current plans from perspective of transportation corridor, rather than individual neighborhoods.

- Primary focus is on safety, efficiency, and accessibility for all users, while working across political boundaries.

- Memorial Drive Corridor Executive created at CAP and funded by Memorial Drive stakeholders to continue LCI implementation, build new organization.

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**MEMORIAL DRIVE ATLANTA**

Memorial Drive Atlanta is a new organization working to make Memorial Drive a safer, more efficient, and more inviting connection and destination for the communities of Southeast Atlanta.

memorialdriveatl.com

**MOVEMENT**

- **Immediate**
  - Sidewalk gaps; Safe crosswalks, Safe Routes to School

- **Near-term (2-3 years)**
  - Road Diet, Intersection redesigns, BeltLine, Bike alternatives

- **Long-term**
  - Streetcar planning, full Complete Street implementation

**PLACE**

- **Immediate**
  - Promotion of local non-profit organizations and neighborhoods; Promotion of quality historic preservation and adaptive-reuse projects on appropriate sites

- **Long-term**
  - Dedicated space and programming for public art and history; Community-led branding campaign

**INVESTMENT**

- **Immediate**
  - Coordination, engagement, and organization of communities, public agencies, and private partners.

- **Near-term (2-3 years)**
  - Consistent streetscape design in zoning, overlays, and GDOT policy; Capitol-Oakland linear park advocacy and planning; land use and zoning study for DeKalb County side of corridor

- **Long-term**
  - Detailed corridor land use, zoning, and design guidelines/legislation; planning and acquisition of green space for recreation and environmental uses

**ORGANIZATION**

- ** Immediate**
  - Point of contact for all parties and activities on Memorial Drive; Communications; Community Engagement; Administrative and staff support for Imagine Memorial committees; Feasibility research and advocacy for sustained funding of permanent organization

- **Near-term (2-3 years)**
  - Approval of Imagine Memorial plan as new LCI plan; Political and legal approval of permanent organization

- **Long-term**
  - A robust organization for planning, implementing, and leveraging funding for infrastructure improvements and programming in perpetuity
Public projects in pipeline through 2018 near Memorial Drive

**Memorial Drive Greenway (West Atlanta)**
A long-term vision for creating a green space connection from the Capitol to Oakland Cemetery is being revived, with a new community visioning program by ParkPride in progress.

**Boulevard safety improvements (City of Atlanta)**
The Renew Atlanta bond is paying for Complete Street improvements from 10th Street to Memorial Drive. Also, a safer bike-ped crossing at Carroll Street and an Eastern connection to Oakland Cemetery are being explored.

**M.L.K Jr. Drive Complete Street (City of Atlanta)**
The Connect Atlanta plan calls for making MLK Jr. Drive a "Complete Street" with improved streetscapes, bike lanes, and transit accessibility for all users. Work is under way west of Downtown and our goal is to build support and funding for the eastern half.

**Woodward Avenue bicycle route (City of Atlanta)**
The Cycle Atlanta plan establishes Woodward Avenue as a primary east-west bicycle route from Downtown to the BeltLine, running parallel to Memorial Drive.

**Future Connect Coordination Projects along Memorial Drive**

**Eastside Trolley Trail connection**
The PATH Foundation and City are working together on a preliminary design for completing the Trolley Trail from Cooan Park to the Atlanta BeltLine, using the new HAWK crossing at Moreland Avenue.

**Oakdale Rd/Whitefoord Ave Neighborhood Greenway**
Install traffic calming measures and bicycle infrastructure in the Kirkwood neighborhood along Oakview Road from 2nd Avenue to Hosea Williams Drive.

**Future Transit Projects along Memorial Drive**

**Potential Streetcar expansion along Memorial Drive**
One of the routes under federal review for BeltLine transit (Streetcar) would use Memorial Drive from Grant Street to Bill Kennedy Way. We support this alignment and intend to work with communities and agencies to implement it, preferably with dedicated right-of-way.

**I-20 East Bus Rapid Transit**
New bus rapid transit (BRT) service along I-20 between the existing Five Points MARTA and a new transit center at Wesley Chapel Road. The current configuration calls for a portion of the route to travel along Memorial Drive.

**Local Circulator Route**
MARTA is proposing circulator routes that are targeted toward neighborhood destinations and activity centers.

**Moreland Avenue Arterial Rapid Transit**
Arterial Rapid Transit (ART) bus service from Inman Park MARTA station to McDonough Rd.

**Downtown-Capitol Avenue Line**
Over 2 miles of in-street, bi-directional light rail transit (LRT) service running along Northside Drive, Luckie Street, Capitol Avenue, Hank Aaron Drive and the Atlanta BeltLine Southside Trail.

**Future Connectivity Projects along Memorial Drive**

**Reynoldstown Greenway**
Install traffic calming measures and bicycle infrastructure in the Reynoldstown neighborhood on Wylie, Harder, and Edgewood from Moreland Avenue to Flat Shoals Avenue.

**Stone Mountain=DeKalb Avenue trail connection**
Extend Stone Mountain multi-use trail along the south side of DeKalb Ave from Rocky Ford Road/DeKalb PI to Inman Park/Reynoldstown MARTA Station, Freedom Spur Trail, and Edgewood Avenue bike lanes. This project includes safe bicycle and pedestrian access to the Edgewood/Candler Park and Inman Park/Reynoldstown MARTA Stations.

**Rocky Ford Rd Greenway**
Install traffic calming measures and bicycle infrastructure in the Kinkelow neighborhood from Oakview Road to College Avenue.

**Hosea Williams Drive**
Install bulb-outs on all corners to protect parking & shorten pedestrian crossing distances from Candler Road to Moreland Ave.

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**Public Projects along Memorial Drive**

**Moreland/Arkwright Intersection redesign (GDOT)**
An existing GDOT project will redesign the intersections of Moreland Avenue at Memorial Drive and Arkwright Place. A key element is a new HAWK beacon (High-Intensity Activated crossWalk) for people to cross Moreland more safely.

**Multimodal Safety Improvements (GDOT)**
An existing GDOT project calls for safety improvements from Moreland to Candler Road (3.3 miles). A new traffic study in progress is testing the feasibility of a “road diet” to convert the reversible lanes into turn lanes.

**School safety and sidewalk gaps (GDOT/City of Atlanta)**
Coordination with City and state officials on addressing immediate safety needs around schools, specifically Drew Charter School and Alonso Crim High School. Exploring application of congressional earmark funding to sidewalk gaps on north side of Memorial.

**Atlanta BeltLine Eastside Trail extension (Atlanta BeltLine Inc.)**
Construction of the first phase to Kirkwood Avenue is scheduled for completion by May 2017. Pending funding, the second phase will be finished to Memorial Drive.
Private investment in pipeline through 2018 near Memorial Drive

Residential units: ~3,500
Commercial space: ~947,000 sf
Total development impact: At least $869 million*

* Completed, under construction, or in official planning. More proposed. Costs TBD on some projects.

Other Planned Projects
1. The Cube: Cafe, art gallery, outdoor game space
2. Grindhouse Killer Burgers: Local burgers/shakes
3. Brother Moto: Membership-based motorcycle cooperative, with cafe
4. Reynoldstown mixed-use site (planned); ground-floor retail opportunities

Grant Park Apartments
New ~$55 million multifamily development by Fairfield Residential with 321 units targeted toward students and working professionals

The George/Leonard
Two adjacent mixed-use sites with ground floor retail, across from city-owned greenspace planned for linear park

Atlantic Realty
New multifamily development with 238 units located across from Oakland Cemetery and within Grant Park commercial district.

Glencastle
Adaptive-reuse of historic Atlanta stockade; new apartments, townhomes, restaurant, private club, artist spaces

800 Glenwood
Kroger Marketplace, Chick-fil-A, Waffle House; retail opportunities; 300 apartments, offices, senior housing

Edgewater
Propose multi-family development with 300-320 units, with a new public trail offering connection between Walker park and future Trolley extension

The Atlantic
Former Atlantic shopping center acquired by Paces Properties. Concept in development, considering potential for mid-box retail and creative office space.

WonderRoot
New location of WonderRoot Centre for Social Arts and Change, inside renovated historic Tech High Charter School

MARTA TOD Community
300 residential units with active ground-floor space; sits between transit station and Historic Oakland Cemetery

Larkin on Memorial
Adaptive-reuse neighborhood retail center, with boutique local grocer; seeking cleaners, nail salon, daycare, medical, etc.

Atlanta Dairies
Adaptive-reuse/new mixed-use site near BeltLine, I-20; Music venue, creative office space, dining, boutique bowling/games

841 Memorial
75 apartments adjacent to BeltLine; 1200sf ground floor commercial space

Madison Yard
New 17.5 acre mixed-use site directly on BeltLine, I-20; organic grocer, movie theatre, ~600 new residential units

861 Memorial
75 apartments adjacent to BeltLine; 1200sf ground floor commercial space

The Atlantic
Former Atlantic shopping center acquired by Paces Properties. Concept in development, considering potential for mid-box retail and creative office space.
November 1, 2016

Jared Lombard, Community Development Division
Atlanta Regional Commission
40 Courtland Street, NE
Atlanta, GA 30303
jlombard@atlantaregional.com
404-463-3302

Dear ARC staff and other interested parties:

This letter expresses the support of Georgia Department of Transportation for the application from Memorial Drive Atlanta seeking Livable Centers Initiative planning funds to complete the Imagine Memorial study. This organization, acting in partnership with Central Atlanta Progress, is well suited to coordinate and execute this work.

Because Memorial Drive is a state route (SR 154), GDOT is an essential partner in any plans for the corridor. GDOT has been closely involved and engaged in the Imagine Memorial process. This initiative has been very successful in engaging a wide range of communities, public agencies, and private partners to create a long-term vision. Furthermore, GDOT has funded a traffic operations study to collect data and explore alternatives for addressing long-term safety and operational efficiency on the corridor that has drawn on the groundwork already laid by the draft Imagine Memorial study.

GDOT looks forward to continued collaboration surrounding the LCI process. The intent of this letter is not to support any particular alternative or project as proposed in the draft or final Imagine Memorial study, but rather to indicate our general support for completing the planning process. We further acknowledge that the Memorial Drive Atlanta application for LCI planning funds comes at a unique time of major private and public investment along the Memorial Drive Corridor. This investment can be shaped by the priorities of the Livable Centers Initiative to promote smart growth and transportation alternatives.

If you have any follow up questions please do not hesitate to reach out to Katelyn DiGioia, State Bicycle and Pedestrian Engineer, at 404.635.2834 or kdigiioia@dot.ga.gov.

Sincerely,

[Signature]

Andrew J. Heath, P.E.
State Traffic Engineer
Office of Traffic Operations
November 8, 2016

Doug Hooker, Executive Director  
Atlanta Regional Commission  
40 Courtland St, NE  
Atlanta, GA 30303

Dear Mr. Hooker:

The Metropolitan Atlanta Rapid Transit Authority (MARTA) is pleased to support Memorial Drive Atlanta’s application for a Livable Centers Initiative planning funds to complete the Imagine Memorial study. This organization, acting in partnership with Central Atlanta Progress, is well suited to coordinating and executing this work.

MARTA has been closely involved in past planning efforts for the Memorial Drive Corridor and remains an interested partner through a wide range of proposed real estate and service enhancements for the future. These include:

- Transit-Oriented Development (TOD) projects at King Memorial, Edgewood/Candler Park, and East Lake heavy rail stations;
- I-20 East Bus Rapid Transit (BRT);
- Proposed Atlanta Streetcar expansion on the Atlanta BeltLine Central Loop and Capitol Avenue lines;
- Proposed enhancements of existing bus service running along and across Memorial Drive; and
- Proposed Community Circulator routes in Memorial Drive communities.

This application comes at a unique time of major private and public investment along the Memorial Drive Corridor that can be shaped by the priorities of the Livable Centers Initiative to promote smart growth and transportation alternatives.

Should you have any questions or require additional information, please contact me at (404) 848-5357 or arhein@itsmarta.com.

Sincerely,

Amanda Rhein  
Senior Director of Transit Oriented Development and Real Estate

c: Greg Giuffrida
November 17, 2016

Jared Lombard, Community Development Division
Atlanta Regional Commission
40 Courtland St. NE
Atlanta, GA 30303
jlombard@atlantaregional.com
404-463-3302

Dear ARC staff and other interested parties:

This letter expresses the support of Memorial Drive Corridor-Imagine Memorial LCI for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

Neighborhood Planning Unit V affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities. We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption.

This letter was affirmed by a vote of our organization’s general body on November 14, 2016. Thank you in advance for your thoughtful consideration of this application.

Sincerely,

Stephanie Flowers
President of Neighborhood Planning Unit V
City of Atlanta NPU-W

October 26, 2016

Jared Lombard, Community Development Division
Atlanta Regional Commission
40 Courtland St. NE
Atlanta, GA 30303
jlombard@atlantaregional.com
404-463-3302

Dear ARC staff and other interested parties:

This letter expresses the support of City of Atlanta Neighborhood Planning Unit W for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

City of Atlanta Neighborhood Planning Unit W affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities.

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption.

This letter was affirmed by a vote of our organization’s general body on October 26, 2016 Thank you in advance for your thoughtful consideration of this application.

Sincerely,

Johnathan Barhite
Chair, NPU-W

Kommunegroup@gmail.com
(404) 482-0038
Dear Mr. Lombard, ARC staff, and other interested parties:

This letter expresses the support of NPU N for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

NPU N affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities.

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption.

This letter was affirmed by a vote of our organization on October 27, 2016. Thank you in advance for your thoughtful consideration of this application.

Sincerely,

Chris Jenko
NPU-N Chairperson, 2016
404.664.3119 | chris.jenko@mcjenko.net

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October 25, 2016

Jared Lombard, Community Development Division
Atlanta Regional Commission
40 Courtland St. NE
Atlanta, GA 30303
jlombard@atlantaregional.com
404-463-3302

Dear ARC staff and other interested parties:

This letter expresses the support of NPU-O for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

NPU-O affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities.

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption.

This letter was affirmed by a vote of our organization’s general body on October 25, 2016. Thank you in advance for your thoughtful consideration of this application.

Sincerely,

Garry W. Long, Chair
NPU-O
Dear ARC staff and other interested parties:

This letter expresses the support of Grant Park Neighborhood Association (GPNA) for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

GPNA affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities.

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption.

This letter was affirmed by a vote of our organization’s general body on November 15. Thank you in advance for your thoughtful consideration of this application.

Sincerely,

Laruen Rocerta
President, GPNA
Cabbagetown Neighborhood Improvement Association  
177 Estoria Street SE  
Atlanta, Georgia 30316  

November 8, 2016  

Jared Lombard, Community Development Division  
Atlanta Regional Commission  
40 Courtland St. NE  
Atlanta, GA 30303  
lombard@atlantaregional.com  
404-463-3302  

Dear ARC staff and other interested parties:  

This letter expresses the support of Cabbagetown Neighborhood Improvement Association (CNIA) for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.  

CNIA affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities.  

CNIA supports this application with the understanding that it will have a major role in defining and participating in a community engagement process that is thorough, inclusive, and innovative in reaching members of the community who have traditionally been marginalized or disengaged from previous planning efforts.  

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption.  

This letter was affirmed by a vote of our organization’s general body on November 8, 2016. Thank you in advance for your thoughtful consideration of this application.  

Sincerely,  

Katherine M. Dinga  
President, CNIA 2015 - 2017
November 15, 2016

Jared Lombard, Community Development Division
Atlanta Regional Commission
40 Courtland St. NE
Atlanta, GA 30303
jlombard@atlantaregional.com
404-463-3302

Dear ARC staff and other interested parties:

This letter expresses the support of the Reynoldstown Civic Improvement League (RCIL) for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

RCIL affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities.

RCIL supports this application with the understanding that it will have a major role in defining and participating in a community engagement process that is thorough, inclusive, and innovative in reaching members of the community who have traditionally been marginalized or disengaged from previous planning efforts.

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption.

This letter was affirmed by a unanimous vote of support our organization’s general body November 14, 2016. Thank you in advance for your thoughtful consideration of this application.

Sincerely,

Catherine H. Woodling
President, RCIL
Dear ARC staff and other interested parties:

As President of the Organized Neighbors of the Edgewood (ONE), the community organization representing the Edgewood neighborhood within Atlanta’s NPU-O, I am writing to express ONE’s support for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

ONE affirms the Imagine Memorial study commissioned in 2014 by Councilperson Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our community and surrounding neighborhoods.

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. ONE is regularly engaged through this role and we pledge to continue our partnership through its full adoption.

Memorial Drive is a critical component of ONE’s infrastructure and zoning plans. Improving urban livability through appropriate density, traffic planning, and infrastructure
improvements for the long-term are among ONE’s top priorities. The Imagine Memorial study is critical to this ongoing effort.

Sincerely,

Omar Branson Zaki  
President, Organized Neighbors of Edgewood  
107 Ericson St SE, Atlanta, Georgia, 30317
November 11, 2016

TO:
Jared Lombard, Community Development Division
Atlanta Regional Commission
40 Courtland St. NE
Atlanta, GA 30303
jlombard@atlantaregional.com
404-463-3302

Dear ARC staff and other interested parties:

This letter expresses the support of Kirkwood Neighbors Organization (part of NPU-O) for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

Kirkwood Neighbors Organization affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities.

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption. Kirkwood Neighbors Organization has had one of our members in each of the three current committees for over a year (Community Improvement District Committee, Transportation and Roadway Committee, Planning and Permitting Committee).

This letter was affirmed by a vote of our organization’s general body on 11/10/2016 at our monthly meeting. Thank you in advance for your thoughtful consideration of this application.

Sincerely,

Geoff Mueller
Kirkwood Neighbors Organization (KNO)
2015 & 2016 President (Cell: 678-231-7275)
president@historic-Kirkwood.org
East Lake Neighbors Community Association (ELNCA)

October 31, 2016

Jared Lombard, Community Development Division
Atlanta Regional Commission
40 Courtland St. NE
Atlanta, GA 30303
jlombard@atlantaregional.com
404-463-3302

Dear ARC staff and other interested parties:

This letter expresses the support of ELNCA for the application seeking Livable Centers Initiative (LCI) planning funds to complete the Imagine Memorial study submitted by Memorial Drive Atlanta, in partnership with Central Atlanta Progress.

ELNCA affirms that the Imagine Memorial study commissioned in 2014 by Councilmember Natalyn Archibong has been highly effective in engaging citizens, public agencies, and the business community in planning and coordinating long-term infrastructure improvements that will greatly benefit our communities.

We endorse the role of the Memorial Drive Corridor Executive in administering and implementing this process. Our organization has been regularly engaged through this role and we pledge to continue our participation through its full adoption.

This letter was affirmed by a vote of our organization’s board of directors on October 31, 2016. Thank you in advance for your thoughtful consideration of this application.

Sincerely,

Jeff Johnson, ELNCA President