

# Transit Station Area Enhancements Midtown Atlanta

Livable Centers Initiative Supplemental Study Application  
11/16/2012



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**LCI Supplemental Study Application Form**

Date: 11/16/2012

Type of Supplemental Study Requested (select one):

- Supplemental Study – Full Plan Update       Supplemental Study - Other

Name of responsible organization: Midtown Alliance

Name of contact person: Dan Hourigan

Title: Director of Transportation & Sustainability      Department: N/A

Address/City/State/Zip: 999 Peachtree Street NE, Suite 730, Atlanta, GA 30309

Telephone: (404) 809-2113      E-mail: dan@midtownalliance.org

Non-profit designation (if applicable): 501(c)(3)

Study area name and location: Transit Station Area Enhancements – Midtown Atlanta

Total study budget: \$ 100,000

Funds requested: \$ 80,000    Cash Match: \$ 20,000

Maximum funding requested: New LCI study areas = \$120,000 (plus \$30,000 local cash match); Supplemental studies and LCI Innovation = \$80,000 (plus \$20,000 local cash match). All studies must include at least 20% cash match of the total study budget.

Is the study proposal consistent with the adopted local Comprehensive Plan? If not, explain:

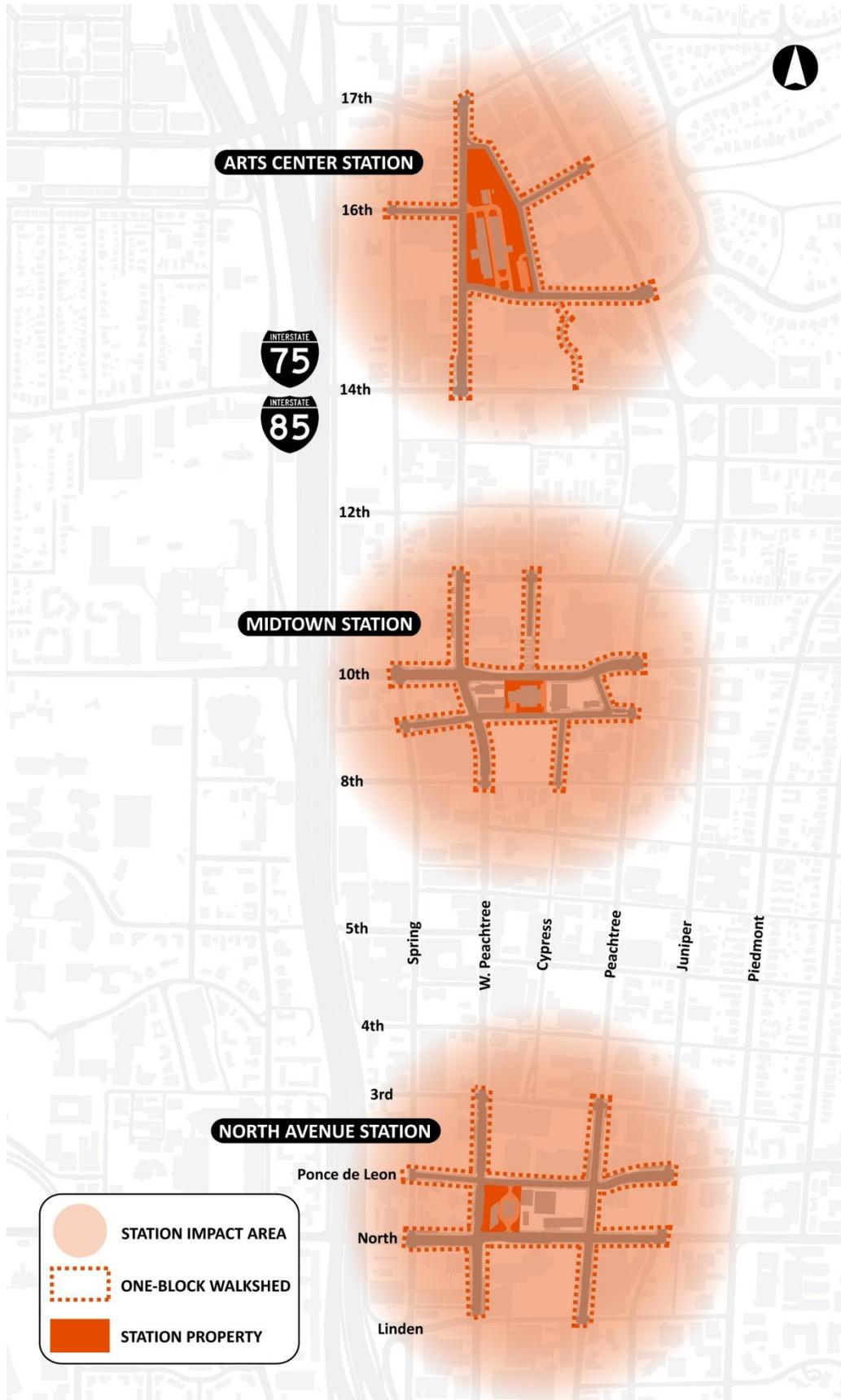
Yes

Signature:  11/16/12

## Proposed Study Area

The study area for this project is located entirely within the Midtown LCI (Blueprint Midtown) and Midtown Improvement District boundaries. Design teams will be asked to incorporate solutions that stretch to the greater area surrounding each station, identified as the “Station Impact Area” on the accompanying map. Particular emphasis will be placed on the road, sidewalk, and path connections to each station, called out as the “One-block Walkshed.” Teams will also investigate opportunities on the actual MARTA station properties to enhance the functional, operational, and aesthetic aspects of each station.

# Transit Station Area Enhancements – Midtown Atlanta





## Midtown Alliance

### Midtown Alliance

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Suite 730  
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[www.midtownalliance.org](http://www.midtownalliance.org)

November 16, 2012

Ms. Marisa Ghani  
Atlanta Regional Commission  
Land Use Planning Division  
40 Courtland Street, NE  
Atlanta, Georgia 30303

Re: LCI grant request for *Transit Station Enhancements - Midtown Atlanta*

Dear Marisa:

Having safe, connected, and vibrant transit stations is a critical element in implementing the goals of Midtown's community master plan, *Blueprint Midtown*. The *Blueprint* has successfully guided the build-out of Midtown since 1997 including over 12 million square feet of new commercial/office space; more than 11,000 new residential units; 1.7 million square feet of new retail; 3,700 new hotel rooms; and almost 2.5 million square feet of cultural/institutional space.

MARTA transit stations have been vitally important to this growth. However, years of disinvestment has resulted in transit station areas that are perceived by many as unsafe, poorly maintained, disconnected and unappealing. For Midtown to continue to become more densely developed and less reliant on the automobile, more people must be comfortable riding transit. Midtown Alliance believes that there are a number of opportunities to improve the conditions around these transit stations to make them even more of an asset to the community.

To that end, the Midtown Alliance, with funding from the Midtown Improvement District (MID), appreciates the consideration of this application and has allocated \$20,000 to match the enclosed \$80,000 LCI Supplemental Study grant request. Beyond this request, Midtown Alliance has also budgeted an additional \$15,000 for near-term improvements to transit station areas in 2013.

As secretary of the Midtown Improvement District Board of Directors, I certify that \$20,000 has been allocated in our 2013 budget as a match for this grant.

Please feel free to contact me with any questions.

Sincerely,

Kevin Green  
President & CEO

## Issue Statement

### Need and Purpose

In order for Midtown to support existing development, foster continued growth and remain one of the most significant economic generators in the region, we must make the most efficient use of our transportation system. This is particularly relevant given the lack of funds for any new major infrastructure. MARTA is an underutilized asset and has the potential, even under existing circumstances, to attract significantly more users.

MARTA transit stations are a major gateway to the City and to Midtown. Each day, over 18,000 people access Midtown's three main transit stations (Arts Center, Midtown, and North Ave) to ride MARTA rail, MARTA buses, or regional express buses. Following a recent assessment of these station areas by Midtown Alliance, MARTA staff, landscape design professionals, and City of Atlanta planning staff, a number of issues and opportunities were identified in the areas of access, connectivity, safety, maintenance, wayfinding, and activation.

The purpose of this study is to develop implementable solutions at each of the three transit station areas in order to maximize the existing transit infrastructure; increase the number of people taking transit; reduce congestion and improve air quality; and sustain economic development in one of the region's most densely developed activity centers.

#### a. Relationship to existing LCI study

In 1996, Midtown Alliance began the process of developing a long-term vision to transform Midtown from a blighted, crime-ridden area to a vibrant, urban, mixed-use center. *Blueprint Midtown*, a Livable Centers Initiative, is a community designed master plan for long-range economic development that set the stage for future development and became a regional model for smart growth planning. The *Blueprint* was updated in 2003 to incorporate the input of thousands of new residents and employees that moved to Midtown since the original *Blueprint*. *Blueprint Midtown II* reaffirmed the policies outlined in the original plan but provided a more detailed street-level retail strategy; identified new opportunities for plazas and parks; and expanded our multi-modal approach to transportation. In 2012, a new "green" layer was added to the vision through *Greenprint Midtown*. The *Greenprint* incorporated sustainability principles more directly with a specific focus on transportation, energy, water, waste, and open space.

Each of these plans includes strategies to enhance transit station areas and connections to those areas. *Blueprint Midtown* provided a clear vision for Midtown's growth and accurately stressed the importance of transit to the future success of Midtown. For example, *Blueprint* called for improving the sidewalks that connect to transit stations and enlivening stations through lighting and signage. It also recommended new mid-block connections to improve access to stations. *Greenprint Midtown* took it a step further and outlined comprehensive strategies that would increase the attractiveness of existing transit service through station area enhancements, technology tools, wayfinding, and multimodal connections. The *Greenprint* also specifically identified opportunities for creating permanent and temporary open spaces and using so called "tactical urbanism" strategies to enhance the vibrancy of the stations.

The proposed Transit Station Area Enhancements study will build off these existing plans to create specific, high impact, implementable strategies for Midtown's three main transit station areas – North Ave, Midtown, and Arts Center. It will translate past vision statements into actionable plans and help fill a longstanding gap in Midtown's growth.

#### b. Specific products resulting from the proposed study

To create the desired outcomes, Midtown Alliance will engage a group of multi-disciplinary design teams to develop a concept plan and set of action steps for each of the three stations. Teams will be asked to develop solutions that deal with access, connectivity, safety, sustainability, activation, and maintenance. Through a competitive process, Midtown Alliance will ask design teams to select one of the three stations and submit a proposal to develop concepts for that station. A different design team would be selected for each station in order to facilitate unique strategies and perspectives. Ideally, each team will have experience in the areas of urban design, landscape architecture, sustainability, public art, environmental graphic design, and transportation planning.

Teams will be asked to develop innovative "blue sky" solutions for each station. We are looking for a range of high impact interventions at various price points. Additionally, teams will be asked to develop the best solutions within a \$1 million per station budget.

At the conclusion of the study, Midtown Alliance expects to receive a document that includes an assessment of existing conditions along with specific and implementable strategies that address each of the areas of focus mentioned above. The document will include concept drawings for the station it deals with. It's expected that each team will identify near-term and longer-term strategies that define estimated costs and partnerships required to implement each strategy. Teams will also be asked to include goals, targets, and metrics for each station.

While this initiative supports the Transit Oriented Development (TOD) studies conducted by the City of Atlanta and MARTA, developing TOD strategies for each station is not within the scope of this project.

c. Desired outcomes once study is complete

There are several desired outcomes that are expected of this study as outlined below. Midtown Alliance will track metrics associated with each over time to measure success.

1. The ultimate outcome is a plan that sustains the continued mixed use, high density development in Midtown, particularly in areas within the 5-minute walkshed of transit stations.
2. A set of strategies that aim to increase transit ridership and station visits.
3. Actionable steps to increase public safety and improve perceptions of safety in and around Midtown's transit stations.
4. Actionable steps to improve accessibility to and from the stations by all users.
5. Actionable steps to improve connectivity to the stations.
6. A renewed interest by community members to view MARTA stations as an asset
7. Actionable steps to enhance the sense of place around MARTA stations.
8. Actionable steps that result in well-maintained station areas.

d. How proposed study supports local programs/policies of PLAN 2040 Local Government Plan Implementation requirements

Midtown Alliance is committed to working with the City of Atlanta, MARTA, the Atlanta Regional Commission and others to support the goals and objectives outlined in PLAN 2040. The following outlines how this supplemental study supports PLAN 2040:

1. This supplemental study **increases mobility options** for people by supporting a multi-modal transportation system, helping to preserve and maintain existing infrastructure, and implementing cost effective improvements that improve connectivity and safety. A key area of focus will be to improve walking and bicycling connections to each station to encourage greater transit usage. This

study will also seek to optimize the connections between MARTA rail and local and regional buses and shuttles.

2. Midtown is well-positioned to support **a healthy, educated, safe, and active population**. This study will encourage active forms of transportation such as walking and bicycling, improve access to educational opportunities offered by Midtown institutions such as Georgia Tech, SCAD, and Westwood College, and create a safer transportation system and environment through design interventions.
  3. While not specifically called out as a study objective, this study will support the region's desire for creating **places where one can live with easy access to jobs and services**. This study supports dense urban, mixed-use development by improving conditions around transit stations.
  4. This initiative will help to **preserve the region's environment** by promoting an energy efficient land-use pattern that minimizes negative impacts to air quality and provides access to open spaces. Design teams will be specifically asked to incorporate sustainability principles into their recommendations.
- e. How this study and its outcomes relate to transportation issues

A major goal of this study is to increase the number of people using transit and furthering the development of a truly multi-modal transportation system. Through this study and its implementation, we expect to make the experience of taking transit in Midtown easier, safer, and more convenient. This study will assess access issues by looking at pedestrian connections, bicycle connections, ADA, and connections to local and regional buses. The resulting recommendations could involve strategies such as the creation of improved pedestrian pathways through some of the "superblocks" that surround MARTA stations, or new bicycle connections to stations. With regards to safety, we will assess station area lighting conditions, landscaping, maintenance, and station activation strategies. To better coordinate transit operations at stations and optimize the use of stations, we will encourage the design teams to explore opportunities to use technology applications such as real-time transit arrival information that could allow for dynamic bus staging. We will also investigate opportunities to make the transit experience more comfortable through the addition of bus shelters and seating areas.

## Scope of Work

### Planning Approach

Midtown Alliance seeks to develop implementable solutions for each of the three transit station areas in Midtown (North Ave, Midtown, and Arts Center). Through a competitive process, Midtown Alliance will ask design teams to select one of the three stations and submit a proposal to develop concepts for that station. A different design team will be selected for each station to develop a distinct identity and site-specific strategies leading to unique outcomes for each station. It is preferred that each team will have multi-disciplinary experience in the areas of urban design, landscape architecture, public art, environmental graphic design, and transportation planning.

Teams will be asked to develop innovative "blue sky" solutions for each station. We are looking for a range of high impact interventions at various price points. Additionally, teams will be asked to develop the best solutions within a \$1 million per station implementation budget.

Midtown Alliance has outlined the following tasks:

#### **Task 1: Transit Station Area Assessment**

Design teams will conduct an assessment of the station area assigned to them. The assessment would document existing conditions in the areas of access, connectivity, safety, maintenance, wayfinding, and activation.

**Deliverable:** Assessment Report

#### **Task 2: Community Engagement**

The project will include a significant public engagement component using a variety of approaches. Midtown Alliance will host a mini-charrette where community members can interact with each of the three design teams to provide input on potential interventions and propose additional solutions for consideration. Additionally, Midtown Alliance will use social media channels and other web-based tools throughout the process to further encourage creative solutions.

**Deliverable:** Summary of community engagement activities and outcomes

#### **Task 3: Plan Development**

Each design team will develop a final report that incorporates the findings of the assessment and community engagement into a set of recommendations in each of the areas mentioned under Task 1. The report will also include concept sketches/illustrations where appropriate.

**Deliverable:** Final report to include concept plan with illustrations; presentation that summarizes findings

#### **Task 4: Implementation**

Based on the recommendations outlined in each final report, Midtown Alliance plans to implement one or more high impact near-term strategies to improve the conditions around transit stations.

## Budget

<b>Task 1: Transit Station Area Assessment</b>	
Observation and documentation	\$ 3,000
Assessment report	\$ 6,000
<b>Subtotal</b>	<b>\$ 9,000</b>
<b>Task 2: Community Engagement</b>	
Outreach and coordination	\$ 3,000
Stakeholder interviews	\$ 3,000
Charrette/public meetings	\$ 10,000
<b>Subtotal</b>	<b>\$ 16,000</b>
<b>Task 3: Plan Development</b>	
Strategies, recommendations	\$ 36,000
Illustrations, graphics, mapping, and printing	\$ 12,000
Presentation	\$ 3,000
<b>Subtotal</b>	<b>\$ 51,000</b>
<b>Task 4: Implementation</b>	
Near-term pilot projects	\$ 24,000
<b>Subtotal</b>	<b>\$ 24,000</b>
<b>Total Cost</b>	<b>\$ 100,000</b>

Grant Request	\$ 80,000
Local Match	\$ 20,000
<b>Total Cost</b>	<b>\$ 100,000</b>

## Schedule

<b>Activity</b>	<b>Date</b>
Anticipated execution of contract with ARC	April 2013
Issue RFP	May 2013
Review proposals, conduct interviews, select consultant teams	June 2013
Stakeholder Advisory Committee kick off meeting	July 2013
Conduct transit station area assessments	July 2013
Conduct major public engagement activities	August 2013
Concept design, develop draft recommendations	August 2013
Finalize plan, recommendations, and visuals	September 2013
Submit final report to ARC	September 2013

## Commitment to Implement the Original LCI

**As outlined in the Midtown Alliance LCI 5-Year Plan Update:** Since the inception of *Blueprint Midtown* in 1997, and the grandfathering of the plan as a Livable Centers Initiative Plan in 2001, the district has experienced unprecedented growth, including over 12 million square feet of new commercial/office space; 11,000 new residential units; over 1.7 million square feet of new retail; over 3,700 new hotel rooms; and almost 2.5 million square feet of cultural/institutional space.

The Blueprint has also spurred the:

- development of new zoning regulations for Midtown in 2001 to codify land use and urban design standards identified in *Blueprint Midtown*;
- creation of the Midtown Improvement District in 2000 which now generates approximately \$4 million annually to fund improvements in Midtown;
- formation of Midtown Blue (public safety force), Midtown Green (environmental maintenance), and Midtown Transportation Solutions (transportation management association);
- implementation of Midtown Cityscapes, an \$82 million program to improve public spaces;
- collaboration with stakeholders in the areas of the arts, transportation, affordable housing, and marketing; and
- partnering with private developers through development review and zoning assistance.

*Blueprint Midtown II*, completed in 2003, advanced the redevelopment of Midtown by providing the data and guidelines to inspire projects, inform design proposals, and maintain the community's *Blueprint* vision. *Blueprint Midtown II* focused on encouraging and implementing street-level retail; landscaping, plazas, and parks; enhancing the multi-modal approach to transportation; and continuing to encourage high quality, mixed-use development.

This renewed vision resulted in the following successes:

- The creation of the Midtown Mile – a coordinated partnership between the development community and the Midtown Alliance to add over 1 million square feet of urban, street-level retail on Peachtree Street between the Fox Theatre and the High Museum. Over 500,000 sq ft of retail space has been built to date.
- The development of a series of improvements at six key intersections along Peachtree Street designed to improve pedestrian safety and add public gathering space. The largest of these spaces is Arts District Plaza at 15<sup>th</sup> Street which incorporates a renovated fountain, dozens of new trees and drought-tolerant vegetation, a reading room and movable tables and chairs where people can eat lunch, read a book or simply enjoy the surroundings.
- Partnerships with developers to coordinate the construction of over 3 million square feet of office space, 4,300 residential units, and 1,500 hotel rooms.
- Continuation of Midtown Cityscapes, our \$82 million public improvement program encompassing 11 major corridors and transforming 25 miles of streets and sidewalks.
- A new 14<sup>th</sup> Street Bridge that provides improved access, safer pedestrian conditions, and an attractive gateway to Midtown. In collaboration with the Georgia DOT, Midtown Alliance designed a new landscape plan for the bridge that resulted in wide medians and sidewalks planted with trees, shrubs, and seasonal flowers, new street trees, decorative lighting, and signature screening.
- A renewed interest in clean transportation options. Midtown Transportation Solutions implemented a construction mitigation plan for the 14<sup>th</sup> Street Bridge which called for working with dozens of companies and thousands of commuters to encourage alternatives to the automobile. Over 1,000 commuters switched to a clean commute during bridge construction ensuring that Midtown would avoid gridlock conditions.

- Midtown Blue implemented a highly successful 24-hour surveillance system using video cameras and monitors. The 40+ cameras currently in place not only deter crime, they have contributed to over 500 arrests and more than 1,000 citations.
- Design and installation of a \$3 million wayfinding signage system in Midtown. Over 100 new signs designate Midtown as a district and provide user-friendly and streamlined directions for every major destination in Midtown.

*Greenprint Midtown*, completed in 2012, adds a new “green” layer to the Blueprint. This plan took a more deliberate approach to sustainability and focused on five “Impact Areas” – energy, transportation, water, waste, and open space. The plan resulted in a set of recommended programs and projects that incorporate sustainability principles into Midtown Alliance’s existing initiatives and identified new opportunities to “green” Midtown.

Already, the *Greenprint* has spurred the following actions:

- Installed 50 recycle cans in the public right-of-way throughout the core of Midtown and partnered with the City of Atlanta on collections.
- Added a new temporary “pocket” park at West Peachtree Street and 18<sup>th</sup> Street through a unique partnership with a property owner and adjacent law school.
- Installed a 3,000 gallon cistern to collect and reuse rainwater from our maintenance building to irrigate trees and landscaping throughout the district.
- Actively encouraging participation by commercial property owners in the Atlanta Better Buildings Challenge.

Ongoing establishment of new boards, committees, task forces, and staff additions/organizational changes have been continually undertaken in an effort to implement the plan. The flexibility to respond to needs as they arise has contributed to the success in implementing the Midtown vision. Examples of efforts include establishment of the Development Review Committees (DRC), Retail Committee, Finance Committee, and Streetscape Oversight Committee, among others.

Midtown Alliance is committed to the implementation of the original *Blueprint* LCI plan and the Transit Station Area Enhancements project proposed here will allow us to act on the general recommendations from the Blueprint and move them toward implementation. Midtown Alliance has a proven track record of bringing plans from study through evaluation and refinement to action. To further highlight our successes, the **Report of Accomplishments** of the Midtown LCI 5-Year Action Plan is attached.

**REPORT OF ACCOMPLISHMENTS**  
**(based on current 5-Year Action Plan submitted 2010)**  
**Blueprint Midtown LCI**

*Instructions: In the left columns, list all projects/actions identified in your LCI 5-Year Action Plan. Check the appropriate status box for each project. Provide details when necessary, including when a project has missed its deadline or has become irrelevant.*

**Transportation Initiatives**

Project	Description	PE Year	Construction Year	STATUS				Notes
				Complete	Underway	Not Started	Not Relevant	
Traffic Signal Improvements	Traffic Operations	2005	2006	X				
Peachtree Street Phase 3 Improvements (Peachtree Circle to I-85 Bridge)	Traffic Operations & Pedestrian/Bicycle	2007	2012		X			Construction underway. Completed expected in Dec. 2012.
West Peachtree Street Phase 2 Improvements (14th to Peachtree)	Pedestrian	2005	2012	X				
14th Street & Crescent Avenue Improvements (West Peachtree to Piedmont)	Pedestrian/Bicycle	2006	2012	X				
10th Street Improvements (Williams to Juniper)	Pedestrian/Bicycle	2005	2013		X			Construction underway with completion expected <b>first quarter 2013</b> .
Ponce de Leon & North Avenue Intersection Improvements	Traffic Operations & Pedestrian	2006	2012		X			Road improvements substantially complete. Landscaping in process and expected to be complete <b>first quarter 2013</b> .
Juniper Street Improvements (North Avenue to 14th Street)	Traffic Operations & Pedestrian	2007	<b>2013</b>		X			<b>Concept designs complete. Construction drawings and approvals underway. Construction anticipated to begin Summer 2013.</b>
Spring Street Improvements (North Avenue to Peachtree Street)	Pedestrian	2008	<b>2013</b>		X			<b>Concept designs complete. Federally funded. Construction anticipated to begin Fall 2013.</b>
Spring Street Improvements (17th to 10th Streets)	Pedestrian	2008	<b>TBD</b>		X			<b>Concept designs complete. Traffic Studies underway. Funding being sought. Local match committed.</b>
17th Street Improvements (Atlantic Station to Peachtree Street)	Pedestrian/Bicycle	2011	2013			X		DOT completed bridge and some pedestrian improvements. Needs further upgrades. Local funds allocated for project.
12th Street re-alignment/2-way operations and bike facilities from Spring to Piedmont.	Pedestrian/Bicycle	2011	2013			X		Concept designs complete. City intends to provide funds for the re-alignment and bike facilities. Full streetscape plans complete. No funding currently identified.
Peachtree Street Phase 4 Improvements (Pine to 3rd Streets)	Pedestrian	2006	2013			X		Locally funded. Project to be designed and built in 2013.
New 15th Street Bridge	Traffic Operations & Pedestrian	2007	<b>TBD</b>			X		Concept designs complete. DOT Project. Including in Long Range Regional Transportation Plan.
Peachtree Street Bridge Streetscape	Traffic Operations & Pedestrian	2013	2013			X		Project funded through GDOT and Midtown Alliance, and private grant funds. Construction drawings and approvals to be completed by mid-2013. Construction to begin in 2013 and end in 2014.
North Avenue Bridge Streetscape	Traffic Operations & Pedestrian	2016	2016			X		Construction drawings and approvals to be completed by beginning of 2016. Construction funding not yet committed.
10th Street Bridge Streetscape	Traffic Operations & Pedestrian	2014	2015			X		Construction drawings and approvals to be completed by mid-2014. Construction funding not yet committed.
Peachtree Place Improvements (Williams to Peachtree Street)	Pedestrian	2013	<b>TBD</b>			X		
Piedmont Avenue Phase 2 Improvements (8th to Westminster west side)	Pedestrian	2013	<b>TBD</b>			X		
Bike lanes and facilities	Traffic Operations & Pedestrian	2013	2015			X		Plans to add bike lanes on Piedmont Avenue, 12th Street, portions of 10th Street, Ponce de Leon Avenue, and Courtland Street are all in the planning phase. Construction is expected between 20113 and 215 on all striping.

**REPORT OF ACCOMPLISHMENTS**  
**(based on current 5-Year Action Plan submitted 2010)**  
**Blueprint Midtown LCI**

Project	Description	PE Year	Construction Year	STATUS				Notes
				Complete	Underway	Not Started	Not Relevant	
Midtown Traffic Operations Program	Traffic Operations	NA	2013-15			X		DOT Funding project to provide support for realtime traffic signal management and upgrades. Three year program. Starting January 2013
Signalization	Traffic Operations & Pedestrian	2014	2014			X		Funded project for 2014. Includes ADA upgrades, crosswalk striping, and 7 new traffic signals.
Ponce de Leon Avenue Improvements (Spring to Piedmont)	Pedestrian	2012	2013		X			Ponce Streetscape are underway and will be completed in first quarter of 2013.

***Housing Initiatives***

Project	Description	Study / Implementation Year	STATUS				Notes
			Complete	Underway	Not Started	Not Relevant	
Not Applicable							

**REPORT OF ACCOMPLISHMENTS**  
**(based on current 5-Year Action Plan submitted 2010)**  
**Blueprint Midtown LCI**

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
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*Other Local Initiatives*

Project	Description	Study / Implementation Year	STATUS				Notes
			Complete	Underway	Not Started	Not Relevant	
Midtown Retail Market Research Study	Retail Survey Data and Market Research	2010	X				
Greenprint Midtown	Sustainability Initiative	2012	X				
Midtown Blue	24/7 Public Safety Initiative	est.2001-ongoing	X	X			
Midtown Green	Street Maintenance	est.2001-ongoing	X	X			
Midtown Transportation Solutions	TMA	est.2001-ongoing	X	X			
Development Review and Land Use Planning	Zoning	est.2001-ongoing	X	X			New zoning adopted in 2001. Ongoing implementation working with City.



M. KASIM REED  
MAYOR

**CITY OF ATLANTA**  
DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT  
55 TRINITY AVENUE, S.W. SUITE 3350 – ATLANTA, GEORGIA 30303  
404-330-6145 – FAX: 404-658-7491  
<http://www.atlantaga.gov/Government/Planning.aspx>

JAMES E. SHELBY  
COMMISSIONER

CHARLETTA WILSON JACKS  
DIRECTOR  
Office of Planning

November 16, 2012

Ms. Marisa Ghani  
Atlanta Regional Commission  
Land Use Planning Division  
40 Courtland Street, NE  
Atlanta, Georgia 30303

Dear Marisa:

On behalf of the City of Atlanta, I hereby express our full support for Midtown Alliance's proposal for the Transit Station Area Enhancements project application. This project is directly in-line with the City's stated goals of increasing transit ridership, improving access and mobility, enhancing economic development, and creating vibrant activity centers.

This study will assist the City in implementing strategies outlined in both the *Connect Atlanta Plan* and *PLAN 2040*. It also perfectly complements the City's recently drafted *Transit Oriented Development Strategy* which will be adopted as a supplement to the *Connect Atlanta Plan* in early 2013.

Midtown Alliance is a strong partner of the City and has a proven track record in successfully planning and implementing strategies and programs to improve this vital activity center. Overall, we feel that this important initiative will not only benefit Midtown but will also provide the city and the region with an effective example of how to enhance and optimize existing transit infrastructure. We look forward to being an engaged partner in this initiative with Midtown Alliance, MARTA, and other community stakeholders.

Again, Midtown Alliance has the City's full support for this study and we appreciate the Atlanta Regional Commission's consideration of this project for LCI Supplemental Study funding.

Sincerely,

Charletta Wilson Jacks, Director of Planning

November 14, 2012

Douglas Hooker, Executive Director  
Atlanta Regional Commission  
40 Courtland Street, NE  
Atlanta, Georgia 30303

**Re: Midtown Atlanta Transit Station Area Enhancements Letter of Support for  
the 2012 Livable Center Initiative Application**

Dear Mr. Hooker:

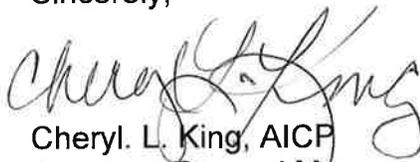
MARTA is pleased to support the Midtown Alliance in their efforts to improve the areas surrounding the Arts Center, North Avenue and Midtown rail stations. These stations are a central part of the MARTA service area that provides primary mobility route buses that transports rail transit passengers to one of the densest employment and residential areas within the city of Atlanta.

MARTA is interested in participating in a planning process which will result in the creation of specific enhancements to the station areas. We will work with the Midtown Alliance in an effort to identify areas for improvement in:

- Access
- Safety
- Landscape
- Maintenance
- Signage
- Activation

We look forward to working with you on this important initiative for our community.

Sincerely,



Cheryl L. King, AICP  
Assistant General Manager, Planning

Cc: Deborah Schneider, DeKalb County

## Summary of Transit Station Area Opportunities from Initial Assessment – 10/2/12

<p><b>MAINTENANCE</b></p>		<p>Trash and graffiti removal</p> <p>Floor, wall, window and skylight cleaning</p> <p>Landscaping maintenance/replacement</p> <p>Storm drain servicing</p>
<p><b>SAFETY</b></p>		<p>Light fixture/bulb repairs</p> <p>Light fixture upgrades/additions</p> <p>Increased patrolling during peak periods</p>
<p><b>ACCESS</b></p>		<p>Wayfinding/station signage additions</p> <p>Real-time scheduling feeds</p> <p>Sidewalk repairs</p> <p>Pedestrian/bicycle connection improvements/additions</p> <p>Station visibility improvements</p>
<p><b>AMENITY</b></p>		<p>Bicycle parking - short and long term</p> <p>Plaza areas redesign/repurpose</p> <p>Greenspace enhancements</p> <p>Waiting area upgrades</p>
<p><b>AESTHETICS and ACTIVATION</b></p>		<p>Programming (live music, events, etc.)</p> <p>Public art</p> <p>Platform enhancement - Midtown identify</p> <p>Landscaping enhancement/additions</p>