



Little Five Points Studio

Georgia Tech Graduate City Planning Studio

Led by Professor Michael Dobbins

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Georgia Tech Graduate Studio

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With guidance from the **Little Five Points Alliance**

Additional support:

Candler Park Neighborhood Organization
Inman Park Neighborhood Association
Little Five Points Business Association
Little Five Points CID

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PLANNING CONTEXT

OVERVIEW/OBJECTIVE

The Little Five Points studio is a required practicum for students in their second year of the Master's program in City and Regional Planning at Georgia Tech. Its teaching purpose is to prepare students for entry into the working world. Students synthesize the theoretical knowledge they have gained in their other course work, which they apply to real world planning and design problems.

Faculty identify places or issues that afford students the opportunity to develop approaches for considering the problems comprehensively, involving the steps required to complete a full report on their findings, as might be expected in practice. These steps include research, issue identification, ideation, analysis, consideration of options, and conclusions.

In the case of Little Five Points, Professor Mike Dobbins heard from a colleague who lives in the neighborhood that there were a number of issues that she thought might be ripe for consideration in the studio teaching environment. And indeed they filled the bill for meeting the studio teaching purpose.

Accordingly, we formed the studio and set out to research the issues and engage the ranges of organizations and individuals involved in all aspects of community activity. This report lays out the results of that quest.

Issues and Ideas

Issues identification emerged through reading history and past reports, extensive field trips, and engagement with all the relevant citizen and business organizations. In our analysis of the

issues, we were encouraged to consider the widest range of ideas that others had and that we had. In other words, at this point, we were not to restrain our thinking by all the barriers that inevitably would stand in the way of actions.

Assessment of Choices

The interactions between our research, analysis, and ideation then provided a way to frame the choices that might emerge for further action, a decision agenda. For that purpose, we developed a system of measurement that we came to call a "truth filter." This device provided us the framework for assessing the issues that would lie before moving forward on the range of ideas that we and others in the community had.

Aimed at resolving outstanding issues, these truth filters provide a way of gauging the feasibility and utility of proceeding on any one or another of the ideas. Thus we have set up measuring sticks in four categories: cost, organizational complexity, and positive impact, for which we have set the measures from low to high, and timeline, for which we have set the measures from short to long.

At this point, these measures frame a sense, not a quantitative metric, of their interactive effects on assessing utility and feasibility. For example, an idea might seem great with potentially a high positive impact, but when considering the cost, including the likelihood of funding sources, the organizational collaborations necessary to move it forward, and the length of time required to carry it out, the idea might lose its allure. Conversely, an idea

might seem more modest, but still have a positive impact, a manageable cost and funding source, and high prospects for organizational cooperation - then the idea might be a go.

Outcomes

Finally, what we offer represents four months' worth of effort that has generated zeal from what we have learned to push some of these kinds of ideas and assessments forward, here or in our future practice. There are many specific observations in the following pages that we hope the communities will find useful in pursuing positive outcomes. On a broader scale, we hope that this work will feed information and ideas into the current Euclid LCI. We believe also that the work could play a role in producing amendments or follow-ups to the 2017 Moreland LCI so that, as modified, it could attain the approvals necessary to support follow-on capital funding for one or another projects addressed here.

We deeply appreciate the opportunities and support provided to us from the full range of community representation and particularly to the Little Five Points Alliance. We hope that this work will assist in the Alliance's mission to find cohesion around the issues it is trying to knit together, which we view as an absolute necessity to sustain all of Little Five's unique assets while providing for unmet needs. The Alliance's support for sure has advanced and enriched our teaching and learning experience. Thank you!

- Mike Dobbins and studio



Inman Park residents visit the studio to provide history and context to the students. October 2019.



Attendees of a Little Five Points Alliance meeting gather to view boards presented by the studio group. November 2019.



PLANNING CONTEXT

HISTORY OF LITTLE FIVE POINTS

Named for its convergence of five streets akin to Five Points in Downtown Atlanta, Little Five Points came into existence as the result of expanding transportation and neighborhoods along these five streets. In the 1890s, the first Atlanta streetcars were constructed just south of the Little Five Points. The population of Atlanta's Eastside grew as the new trolley lines served the surrounding neighborhoods of Inman Park, Edgewood, Candler Park and Poncey-Highland. As the result of converging trolley lines and booming neighborhoods nearby, Little Five Points was formed and became a major commercial district in the Atlanta area. Little Five Points was officially designated in the early 1920s as a commercial area by the City of Atlanta.

From the 1920s to the 1960s, Little Five Points was a thriving commercial district that relied on the support of surrounding neighborhoods as both prospered. New developments continued to be constructed, and there were grocery stores, drugstores, movie theaters and a variety of dining establishments in the area. By the 1970s, however, Little Five Points was in a state of deterioration due to the proposed construction of a highway through the surrounding neighborhoods and white flight from the city. Residential and commercial buildings in the area were vacant and rundown. A revitalization soon took place as people began to buy and rehab the existing residential and commercial buildings in the area after being priced out in other neighborhoods. Additionally, the Bass

Organization of Neighborhood Development or BOND was formed in 1972; Bass refers to the original name for Little Five Points, which was Bass District. BOND was the first community based credit union in Georgia and helped finance local homeownership in the area.

The 1970s revitalization of Little Five Points continued to expand as more businesses were opened, homes were restored, and improvements were made. The eclectic atmosphere of Little Five Points was solidified through its opening of unique retail and dining establishments. Additional draw came with the formation of Radio Free Georgia in 1973 and the Little Five Points Halloween Festival in the 1970s with the addition of the parade in 2000. Today, Little Five Points continues to be a thriving commercial district that boasts over 60 unique retail and dining establishment, street art throughout the area, and multiple entertainment centers.



Businesses along Moreland, 1980



Findley Plaza 1978



Euclid Drugs at Euclid and Colquitt, 1980

PLANNING CONTEXT

DEMOGRAPHICS

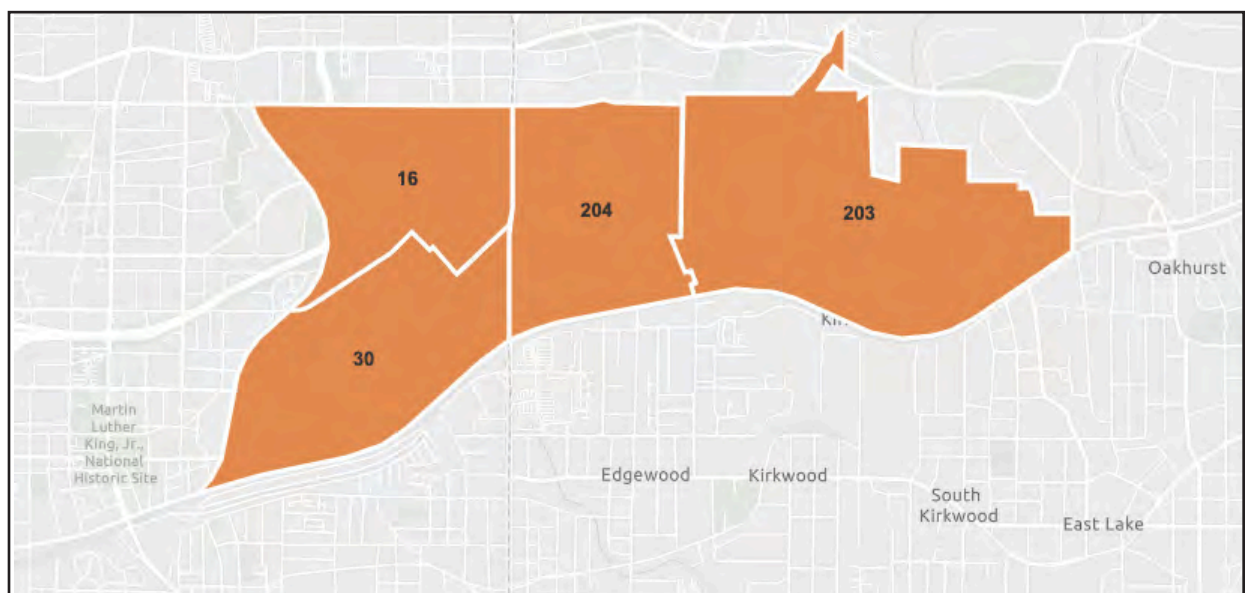
Little Five Points and its surrounding neighborhoods sit within the larger Atlanta area, a racially and economically diverse metropolitan region. In order to examine demographic data specific to our area of study, we used census tract data from the US Census Bureau, as well as previously collected data found in the Lifelong Inman Park report and the Candler Park Master Plan.

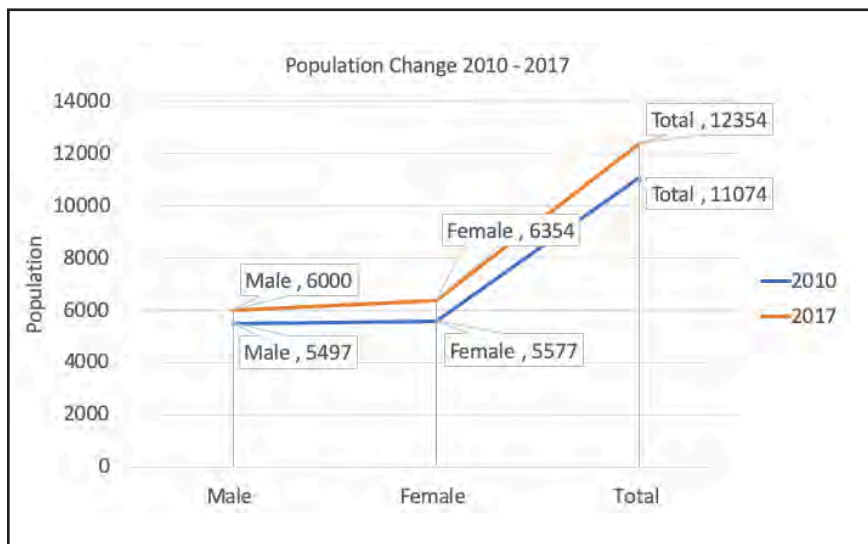
According to the Candler Park Master Plan, Candler Park has 3,464 residents and 1,726 households. The daytime population (business) is 1,096. Candler Park's population grew 13% between 2000 and 2010, at a rate greater than that of the Atlanta region as a whole. The population growth has slowed to 2% following 2010. The average age in Candler Park is 35. The average household income in Candler Park is \$88,024.

According to the Inman Park Lifelong report, Inman Park has 2,432 households of which 49% are owner-occupied dwellings. The fact that 18.7% of residents are over the age of 50 contributes largely to the neighborhood association's objectives and perspectives regarding Little Five Points. Roughly 55% of Inman Park Residents aged 55 and up earn more than \$75,000 a year and many fear they will not be able to stay in their homes as the area's property values continue to increase. The percentage of people over the age 50 is expected to increase significantly in Inman Park over the coming years.

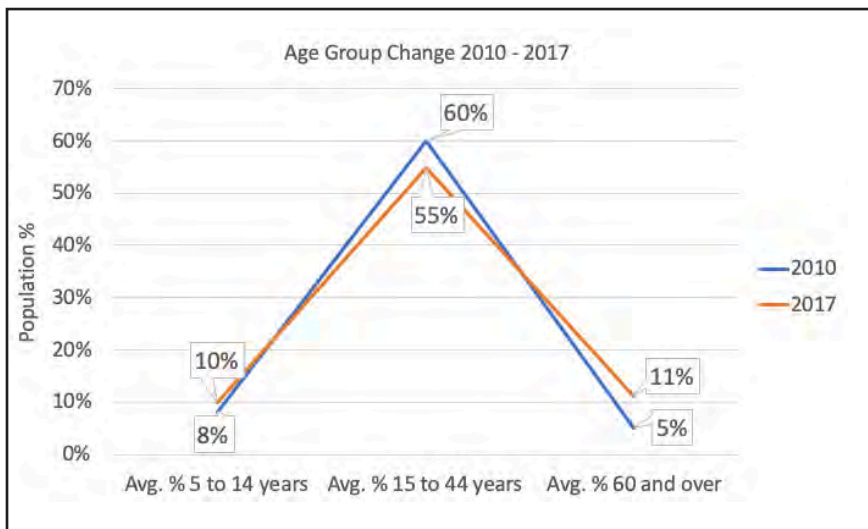
Although the household and age composition of the two neighborhoods differs slightly, both families with young children and senior citizens require similar safety considerations in terms of accessibility and traversing Moreland Avenue.

Map of Census Tracts

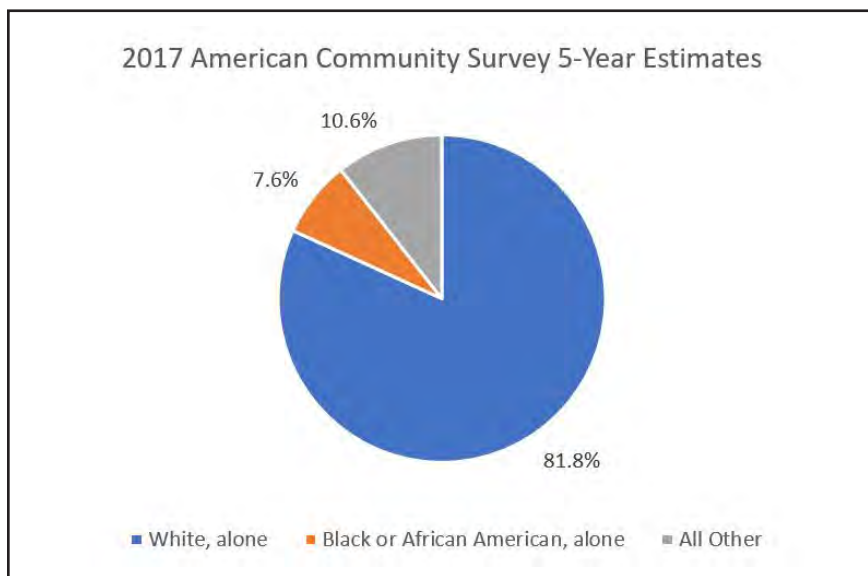




Census Tract data shows that the total population in the area has increased by approximately 10% from 2010 to 2017. The female population has grown at a slightly faster rate than the male population with a 12% increase as compared to an 8% increase.



As previously identified in both the Candler Park Master Plan and the Inman Park Lifelong report, the aging population is growing significantly in the area. The percentage of residents over the age of 60 has risen from 5% in 2010 to 11% in 2017.



The racial makeup of the four census tract area is mostly homogeneous, with approximately 82% of the population classifying as white. While the daytime population (business) is more diverse, the local population is less diverse as compared to many of the surrounding neighborhoods.

PLANNING CONTEXT

PREVIOUS PLANS

Over the course of our studio, we examined many previous plans in order to gain an understanding of existing issues, previously proposed solutions, implementations and demographic data. Past studies examined by the studio include the Candler Park Master Plan, the Poncey-Highland Neighborhood Master Plan (2010), Lifelong Inman Park (2017) and the unapproved Moreland Corridor LCI Study 10-Year Update (2017).

Candler Park Master Plan (2013)

Key Themes:

- Sidewalk and Lighting Improvements
- Traffic Calming
- Utilization of Ample Greenspace
- Vision for Moreland & Dekalb/McLendon

What has been implemented or moved forward since?

- Candler Park Conservancy



Traffic calming concepts were applied to Moreland Avenue along with concepts for providing greater accessibility to the Bass Fields and a proposed Little Five Points parking garage.

Lifelong Inman Park (2017)

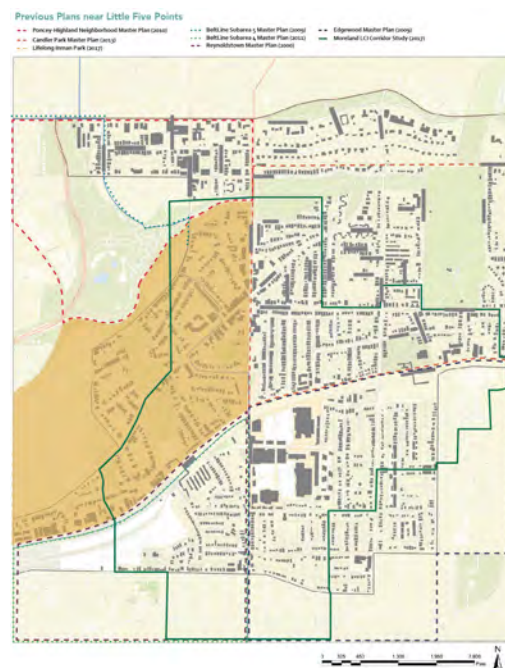
Plan focused on accommodating Inman Park's aging residents - particularly through the idea of Lifelong communities a movement promoted by AARP and the ARC

Key suggestions:

- Sidewalk repairs and increasing alternative mobility options
- Diversifying housing type to provide for seniors to age in place

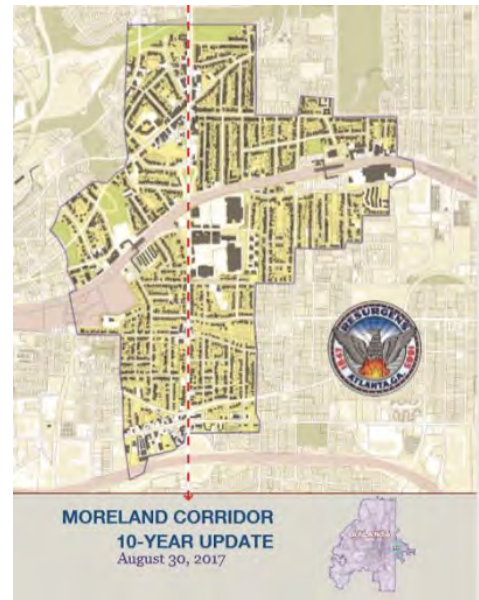
What has been implemented or moved forward since?

- IPNA Sidewalk Subsidy Program: re-laid 150+ individual sidewalks
- Krog/Lake/Elizabeth/North Highland Avenue Transportation Strategy



Moreland Corridor LCI Study 10-Year Update (2017)

- Comprehensive overview of existing problems along the corridor
- Has not been formally adopted due to several points of contention at the neighborhood level
- However, provides a good starting point for identifying common problems and thinking about possible alternative solutions



Poncey-Highland Neighborhood Master Plan (2010)

Key Themes:

- Defining neighborhood character
- Balanced transportation options
- Complete streets, diverse transportation types, greater connectivity

What has been implemented or moved forward since?

- Street, sidewalk and crosswalk improvements underway as of 2017



PLANNING CONTEXT

PUBLIC ENGAGEMENT PROCESS

Throughout the entire process of issue identification and proposal formation, the studio group has been involved in various methods of engagement with Little Five Points (L5P) community groups and members. Primarily, this has been through meeting attendance, correspondence, conversations, and findings presentations. Below is a non-exhaustive list of times of engagement:

- In-studio meeting with L5P general stakeholders
- Inman Park neighborhood association meeting
- Candler Park neighborhood organization meeting
- L5PAlliance findings presentation/ Q&A 1 (closed to public)
- Little Five Points Alliance findings presentation/Q&A 2 (open to public)
- Meetings with creators of various previous plans in Little Five Points
- In-studio meetings with Inman Park and Candler Park residents



Above: the studio members after the Little Five Points Alliance presentation

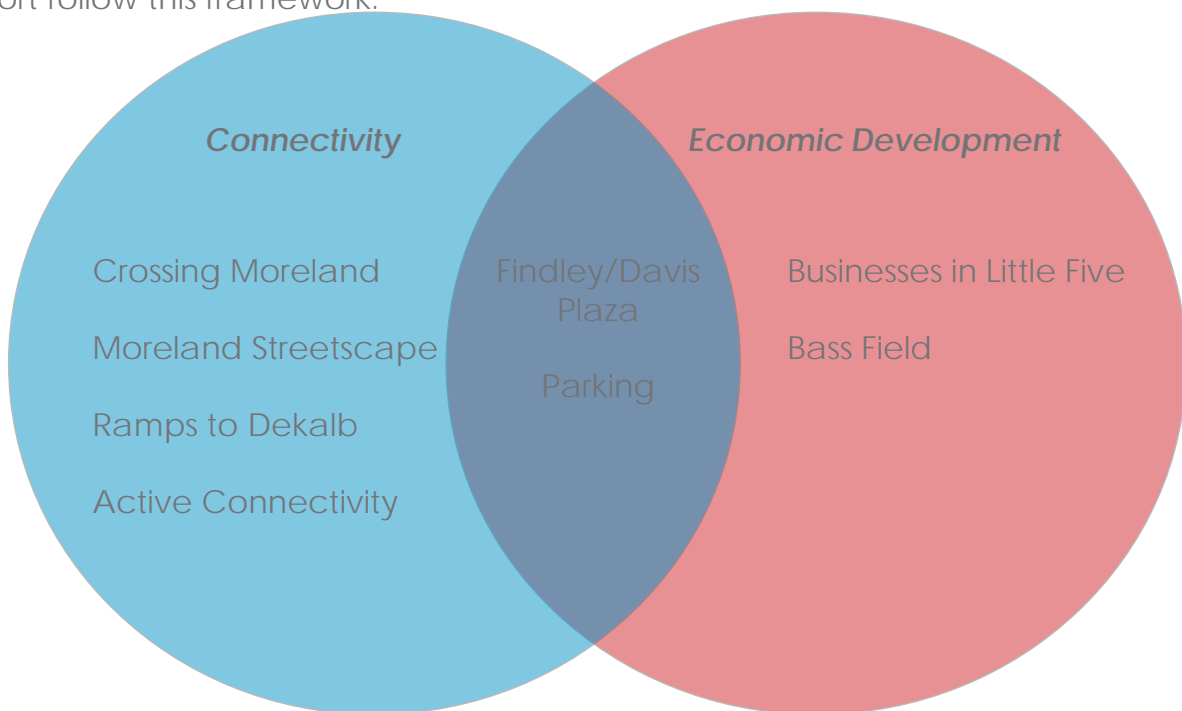
Additionally, the studio has been receiving in-person and electronic comments pertaining to presentations that were given and general concerns, all of which have been reviewed and considered for incorporation into the proposals. The studio received dozens of comments through various mediums over the course of engagement and gained much insight from the citizens who involved themselves in the process.

These comments consisted of critiques or appreciation of existing ideas, maps, requests, fears, and other brand new perspectives that proved valuable to the studio. Below are some examples:

- [On Moreland]: "Love the idea of adding several pedestrian scrambles along Moreland..."
- [On Parking]: "The city & neighborhood groups should be doing ALL we can to encourage forms of transportation other than cars!"
- [On Euclid]: "I love the idea of limited vehicular access on Euclid..."
- [On Bass Field]: "...Perhaps look into creative ways to use/ repurpose the irregular areas around the usable field in ways that could improve both the field and surrounding areas."

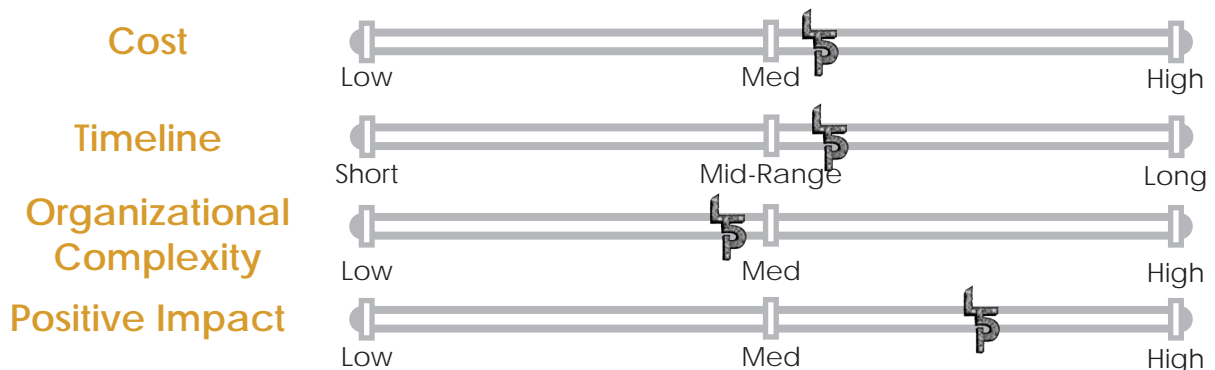
Framework of the report

Through meetings with stakeholders from August to October certain issues and areas of focus became apparent that should be addressed within Little Five Points. Our studio developed the following themes of connectivity throughout Little Five Points and economic development in the area. The sections of this report follow this framework:



The main objective for this studio was to apply fresh eyes to longstanding issues and challenges in the area voiced by residents and business owners. In this manner we came up with ideas for each category above that ranged from quick practical fixes to more pie in the sky creative proposals. In an effort to synthesize all of these we applied the below “truth filter” to briefly examine the relative costs and timeframe of the proposal along with the organizational barriers that might emerge to conclude the positive impact the idea would have for Little Five Points.

Idea: Impact and Feasibility



Freedom Parkway
+ Moreland Ped. Scramble



CROSSING MORELAND



CROSSING MORELAND

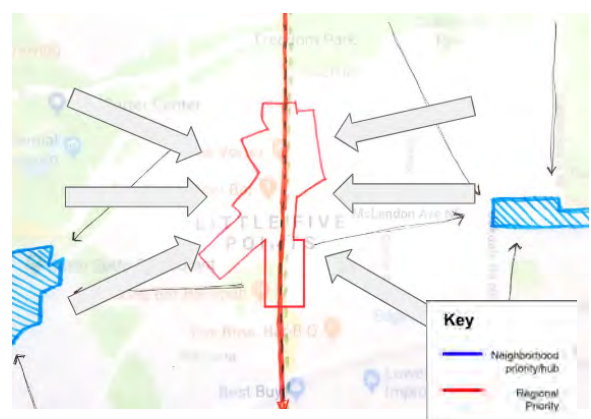
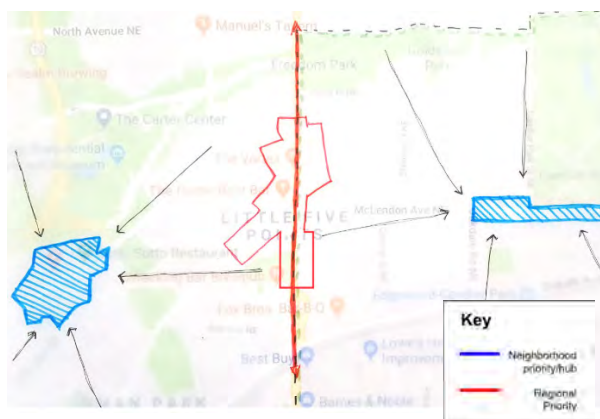
Prioritizing People: Safe and Convenient Crossings

Moreland Avenue is a state route passing through the heart of in-town Atlanta. The roadway passes through many different contexts. Near Little Five Points, Moreland divides Inman Park and Candler Park, where residents share assets like Freedom Park and Mary Lin Elementary School. High traffic volumes and lack of safe crossings currently make Moreland a sort of barrier between neighborhoods. Pedestrians face long wait times to cross, and even when the walk sign is on, drivers turning right pose an additional safety risk.

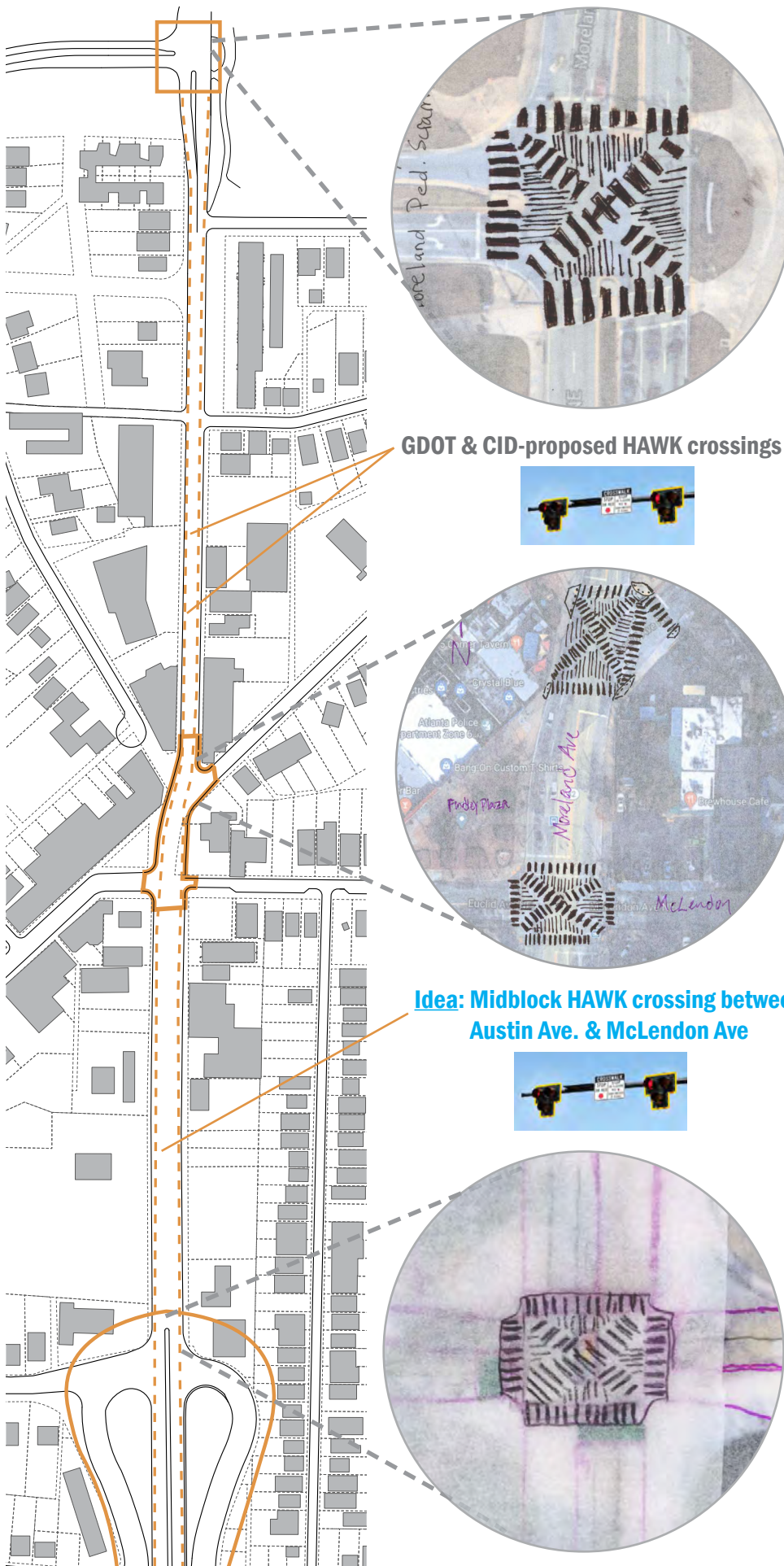
The difficulty of crossing Moreland was recognized as a significant problem by all stakeholders. Crossing the street feels and is dangerous and uncomfortable, especially for those with small children. The lack of easy pedestrian access encourages residents to choose to drive to nearby businesses or to avoid the neighborhood altogether.

In researching ways to make crossing Moreland easier and more convenient, we looked to previous plans for the area, as well as several local successful case studies. GDOT plans call for signalized midblock crossings. Many plans reference building a bridge over Moreland to connect either side of Freedom Park Trail. On Georgia Tech's campus at Spring St. and 5th St., a "pedestrian scramble" stops all vehicular traffic, allowing pedestrians to cross in every direction. An intersection table in front of the Decatur courthouse slows traffic and prioritizes pedestrians by raising the intersection to the grade of the sidewalk.

Any combination of these ideas would achieve the goal of enhancing the pedestrian experience in Little Five Points. Safe and convenient crossings would link the currently divided neighborhoods and help orient them toward Little Five Points while bolstering local commercial and entertainment destinations.



Moreland Avenue acts as a barrier, dividing neighborhood street life (left), but re-imagining crossings could connect the neighborhoods, orienting activity towards Little Five Points and encouraging cross-neighborhood activity (right).



Idea:
Pedestrian scramble at
Freedom Parkway



Painted pedestrian scrambles present branding opportunity

Idea: Synchronized pedestrian
scrambles at Euclid Ave. &
McLendon Ave

These scrambles are the center of L5P. Synchronizing them will enhance continuity, branding, and safety in L5P.

Idea: Midblock HAWK crossing between
Austin Ave. & McLendon Ave



HAWK signals could be augmented with creative crosswalk art designed to slow traffic.

Idea: Pedestrian scramble at
Moreland and Austin Ave. on
proposed intersection
(see “Jughandles”)

CROSSING MORELAND

Idea: Pedestrian Scrambles



The Spring St. and 5th St. intersection has a short **pedestrian scramble** phase, in which all traffic lights are red, and pedestrians can cross in any direction. Turn-on-red movements are usually prohibited, so conflicts between turning vehicles and pedestrians are eliminated.

Pros:

- Improves pedestrian safety
- Striping asserts space is for pedestrians
- Can be used to achieve a target vehicle speed, especially in series
- Creates L5P branding opportunity

Cons:

- May reduce vehicle throughput and contribute to congestion
- Likely to shorten duration of green time on Moreland
- Could lengthen wait time for pedestrians



Creative crosswalk art slows traffic by design and also beautifies the streetscape



Pedestrian Scrambles: Feasibility and Impact

Cost



Redesigning the intersection as a pedestrian scramble would have very low infrastructure costs, as only paint and additional crosswalk signals would be needed. Working out the best signal timings and predicting the impact on vehicle congestion might incur some technical costs, as would a traffic study to determine the volumes for each intersection if the data are not readily available.

Timeline



As Moreland is a state route and a major trucking route, GDOT might require additional traffic studies to determine how scrambles would impact the corridor. Working with GDOT to plan and conduct these studies could extend the timeline for implementing such projects.

Organizational Complexity



GDOT has shown interest in making the corridor more pedestrian friendly, but complexities still arise with significantly modifying intersections on a critical state route. The neighborhood associations, L5P Alliance, and the CID would benefit by coming together to make a case to GDOT for pedestrian scrambles.

Impact



Pedestrian scrambles would have a significant impact on pedestrian safety and convenience. Conflicts between pedestrians and turning vehicles would be reduced or eliminated. Creating a safe, welcoming pedestrian environment would also benefit L5P businesses by attracting more foot traffic and connecting surrounding neighborhoods.

CROSSING MORELAND

Idea: Raised Intersection Tables



The raised intersection table (pictured here) in Decatur at Ponce de Leon Ave. & Clairemont Ave. meets the sidewalk at grade, providing a comfortable crossing opportunity for pedestrians. Intersection tables naturally enforce a **target speed** and give visual cues that drivers are entering **pedestrian space**. Raised intersection tables can combine well with a pedestrian scramble.

Like any speed hump, intersection tables have the potential to add wear and tear to vehicles, especially when vehicles travel much faster than the table's intended speed. For a high volume road like Moreland, there is greater potential for vehicle wear.



According to NACTO guidelines, raised intersections improve the pedestrian experience. Bollards can prevent vehicles from crossing into pedestrian space.

Pros:

- Improves pedestrian safety and asserts the primacy of pedestrians
- Slows traffic and increases driver awareness of pedestrians
- Blends well with pedestrian scrambles

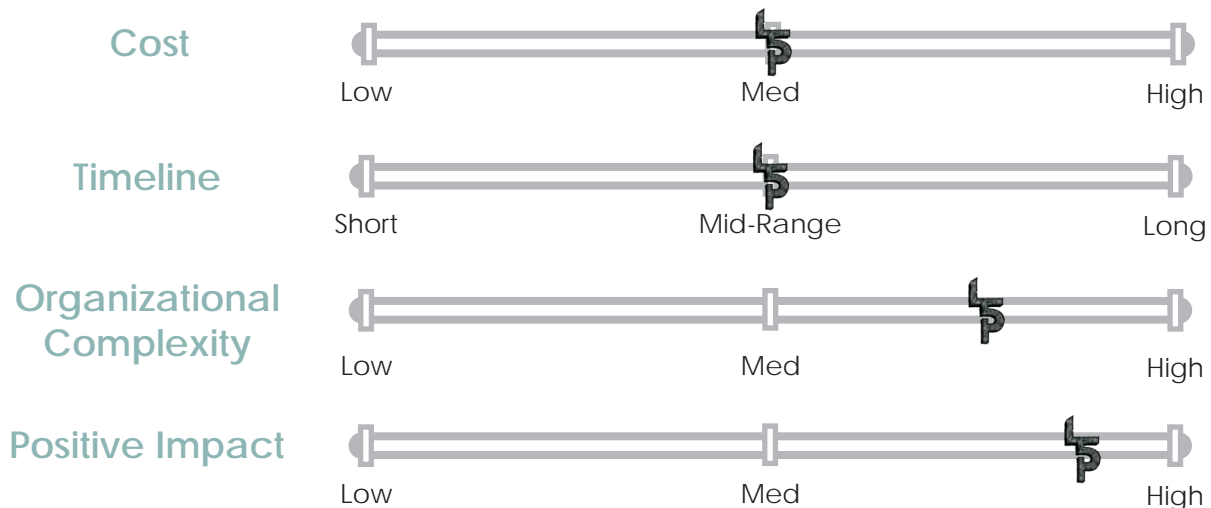


Raised crosswalks, such as the one in Australia pictured above, serve as a speed table for calming traffic while allowing for comfortable, visible, and safe pedestrian crossings.

Cons:

- Not recommended for streets with high traffic volumes under FHWA guidelines
- Could damage speeding vehicles

Raised Intersection Tables: Impact and Feasibility



Raised intersection tables would require moderate infrastructure costs of paving and maintaining the table and installing protective bollards. Tables would have a significant impact on pedestrian safety and convenience, especially if paired with pedestrian scrambles. Street life would benefit greatly from these installations. However, the volume of cars and trucks through the corridor would dissuade GDOT from considering the idea, unless it reclassifies the street as a neighborhood destination and lowers the speed limit.

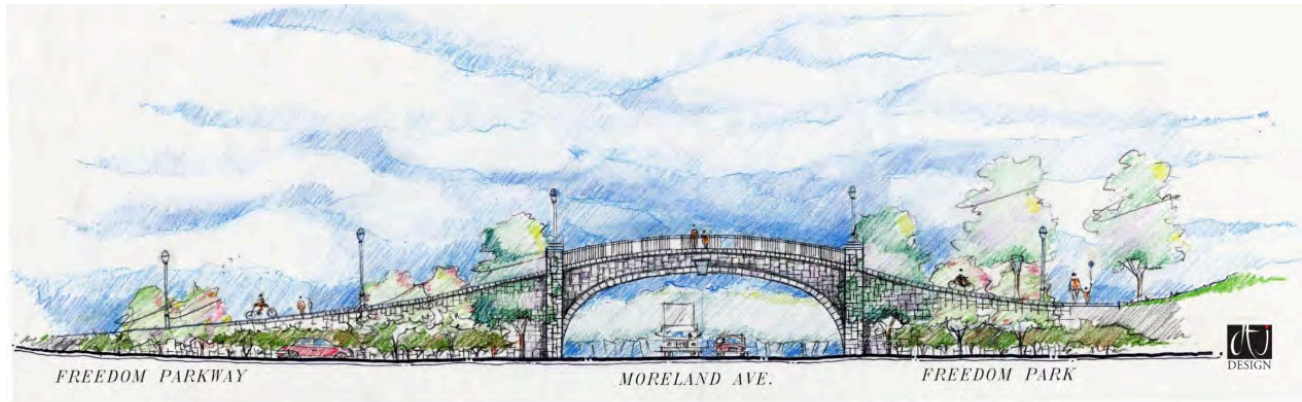
Idea: HAWK Pedestrian Signals



High-intensity Activated Crosswalk (HAWK) signals are designed to facilitate mid-block crossings. Once a pedestrian presses the crosswalk button, flashing yellow lights slow traffic, followed by a static red light, indicating that all traffic must stop. GDOT has already proposed several HAWK midblock signals along Moreland; these signals would enhance connectivity throughout the corridor.

CROSSING MORELAND

Idea: Freedom Park Bridge

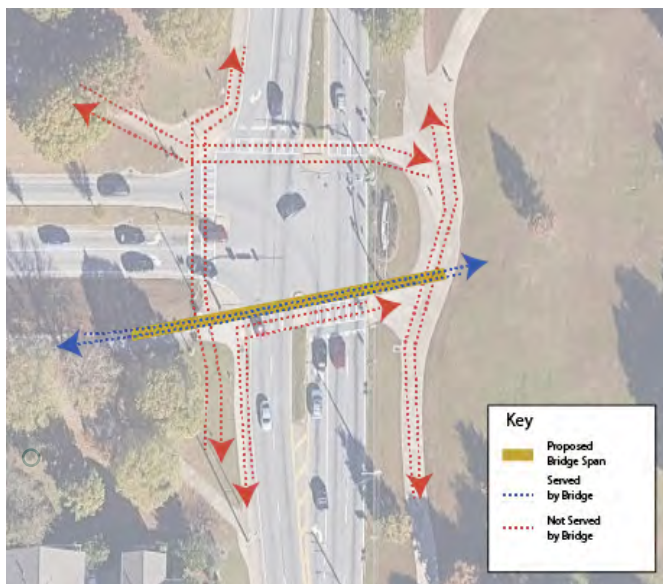


Freedom Parkway Trail – Bridge over Moreland Avenue

The Freedom Park Bridge was proposed in the early '90s as a complement to the Freedom Park Trail. The bridge provides a continuous separated crossing of Moreland Ave, safely linking neighborhoods to the east and west. The topography of Freedom Park is somewhat favorable for a bridge; east of Moreland, the park slopes up to meet bridge grade. However, west of Moreland, the terrain is flat. A bridge would require a large amount of space, probably several hundred feet, to rise to an adequate height to clear the intersection. While the bridge would

benefit those crossing east-west from the park to the trail, it wouldn't conveniently serve pedestrians on Moreland, who would likely cross the street at grade. Further logistical complications include power lines and poles that would need to be placed underground.

While stakeholder opinions are split over the idea of a bridge, it is clear that this is a **costly, time intensive solution**. Furthermore, no data clearly indicate pedestrian safety issues at the intersection that would warrant such a large investment of scarce resources.



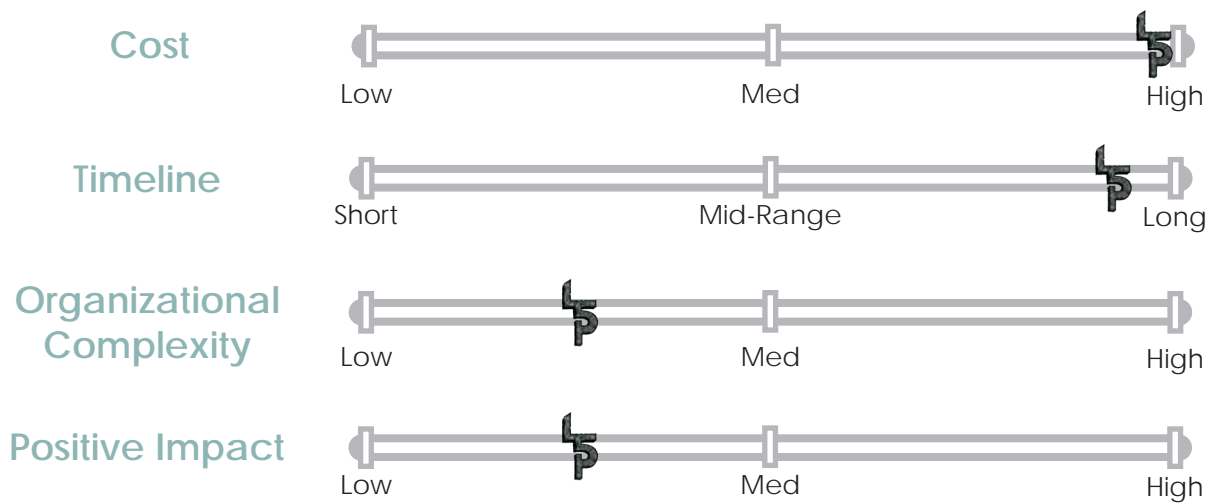
Pros:

- Provides conflict-free east-west connection over Moreland
- Bridge design could aesthetically enhance the corridor

Cons:

- Would require significant investment of time and money
- Only serves one type of crossing
- Doesn't address conditions on Moreland, which pedestrians will likely still cross at grade

Freedom Park Bridge: Impact and Feasibility



A pedestrian/bicycle bridge over Moreland at Freedom Park, while providing a safe crossing for some, would be costly to construct and time intensive. A reasonable timeline for completion is greater than 10 years.

Overall, the impact would be limited, as it only serves one of the many types of crossings that occur at Moreland and Freedom Park.

Constructing the Freedom Park Bridge might have negative side effects. It is an investment, not in the streetscape itself, but in a way to avoid interacting with the streetscape. This solution runs counter to the goal of turning the corridor into a pedestrian-friendly environment.



(Above) *Freedom Park Bridge Concept from Friends of Freedom Park:* Residents of Inman and Candler Park understandably desire a pleasant public environment around Freedom Park and Moreland Ave.



MORELAND STREETSCAPE

MORELAND STREETSCAPE

Serving Regional Mobility and Local Needs

Existing Conditions

Moreland Ave is a highly trafficked arterial state road that provides a crucial north/south connection through the CSX rail tracks, linking critical east-west thoroughfares. It also runs through the heart of Little Five Points, a significant cultural, commercial, and entertainment hub. These two critical uses for Moreland Avenue create a tension between regional mobility and access to an important destination in the Atlanta area. Compounding this tension are inconsistencies in lane widths and design speeds, excessive curb cuts, and inadequate pedestrian crossings that contribute to high vehicle speeds and uncomfortable/dangerous conditions for people walking or biking.

Community feedback has suggested that speeds on Moreland Avenue are too fast, that drivers travel above the speed limit, and that wider sections of Moreland afford drivers the space to travel at a higher speed than warranted for the corridor. High design speeds make for more dangerous conditions for bikes and pedestrians. Since these wide sections are short and give way to very narrow sections, they only give drivers the perception of decreased travel time.

Residents of the surrounding neighborhoods, Candler Park and Inman Park, feel uncomfortable with walking along Moreland because of



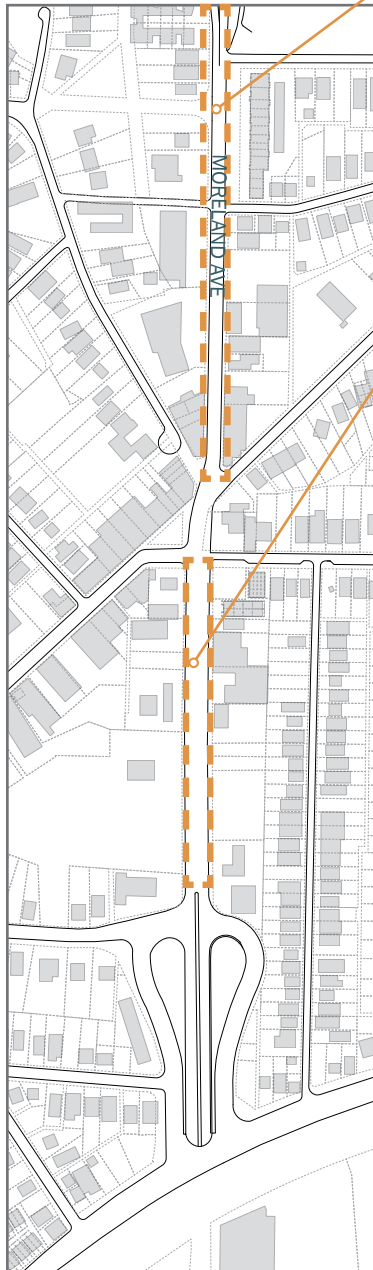
(Above) Moreland, South of McLendon, has wide lanes, affording drivers the space to drive above the speed limit/ target speed.

high vehicle speeds. Compounding this issue is that streetscaping along the sidewalks is often unfriendly. People would feel more comfortable walking on wider sidewalks with plants or trees lining them.



(Above) Sidewalk in Inman Park. Sidewalk conditions on surrounding neighborhood roads are sometimes missing or in poor condition.

Lane Width Inconsistencies



Moreland, North of Euclid

North of Euclid, Moreland is 40' wide with four 10' lanes. Here, the design speed of the road more closely matches the target speed. However, the narrow right-of-way leaves little room for streetscape improvements.



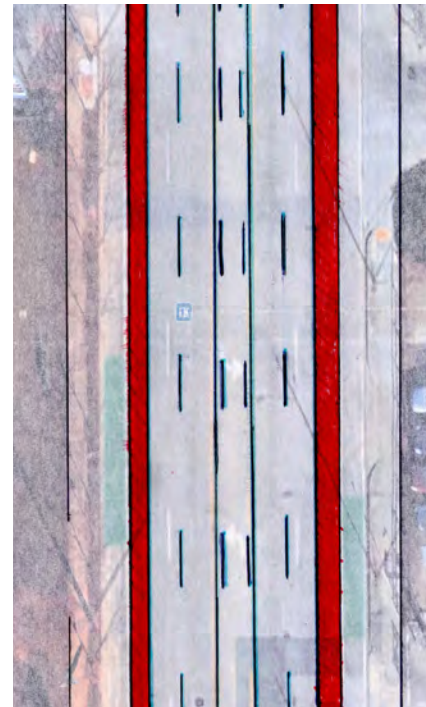
EXISTING, N OF EUCLID:
Appropriate Design Speed

Moreland, South of McLendon

South of McLendon, Moreland is 63' wide, with all lanes 11' or greater, and a 3' bike lane. These wide lanes afford cars the space to go faster than both the speed limit and target speed.



EXISTING, S OF MCLENDON:
Wide lanes and high design speed



IDEA: Reduce lane widths to 10'.
The space gained by reducing all lane widths to 10' is highlighted in red.

MORELAND STREETSCAPE

Idea:

Decrease speed limit on Moreland to 25 mph

Short segments of wider lanes encourage short bursts of speed, creating a **bottleneck effect**, in which vehicles speed up and slow down abruptly when the lanes narrow.

Redesigning Moreland to maintain consistent, 10' lanes and reducing the speed limit would more effectively match the design and target speeds.

These improvements would make Moreland a safer and more inviting corridor while still maintaining and perhaps increasing peak-hour efficiency.

The average speed of Moreland Avenue is at most 18 mph during peak hours. Reducing the speed limit from 35 to 25 mph would not increase peak hour congestion.

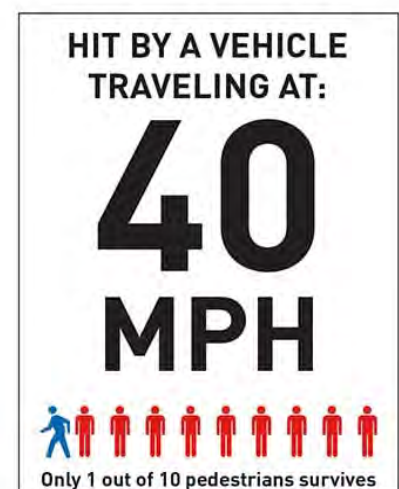


Pros:

- Increased safety/comfort
- Would not be different than average speed during rush hour along Moreland

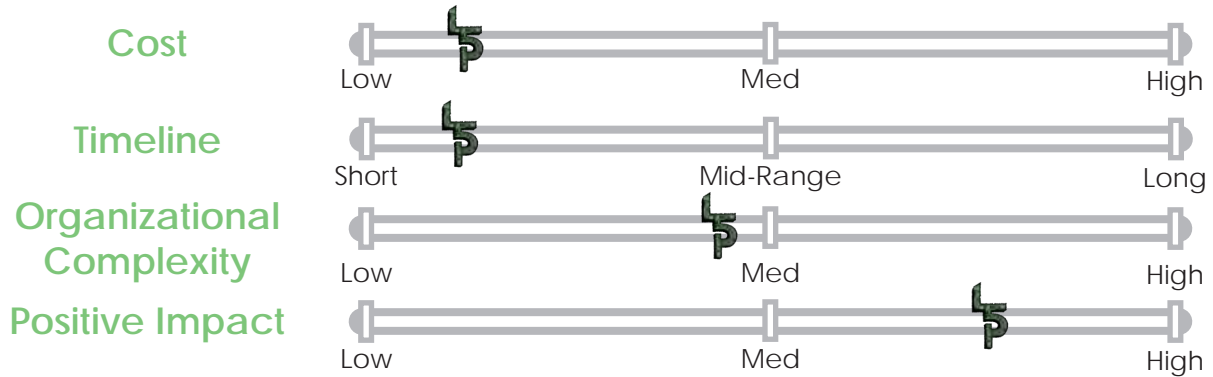
Cons:

- Small increases in travel times during non-peak hours



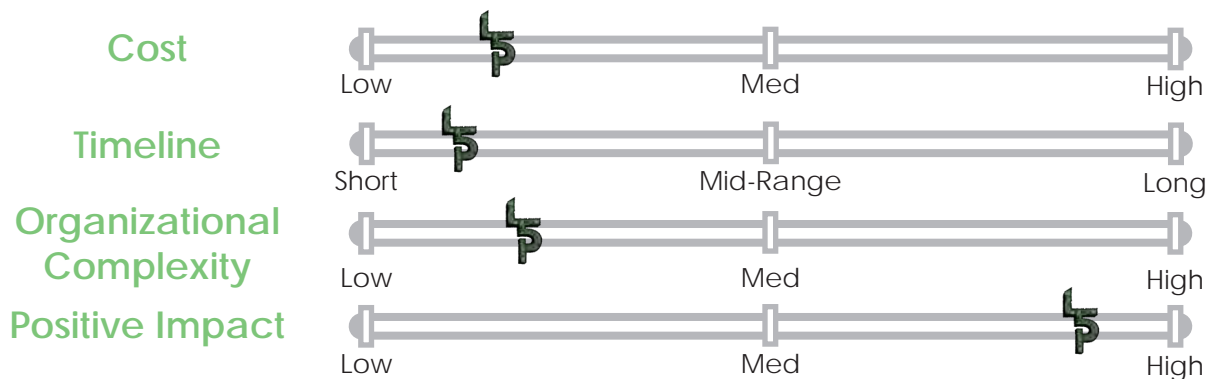
Lower vehicle speeds mean lives saved for pedestrians, as with a 20 mph speed limit, 9 out of 10 pedestrians survive when a driver hits them.

Reduce All Lane Widths to 10': Feasibility and Impact



Reducing the lane widths to all be 10' is a low cost and time effective way to match the design speed of the corridor with the target speed. The main cost comes from restriping the roadway, which has a small material and labor cost and a more substantial cost to impeding traffic flow during construction. This idea may have a large impact on the speed and safety of the corridor, since motorists tend to travel slower by design when driving on narrower lanes. Implementation carries some organizational complexity as it would require a partnership with GDOT.

Decrease speed on Moreland to 25 mph: Feasibility and Impact



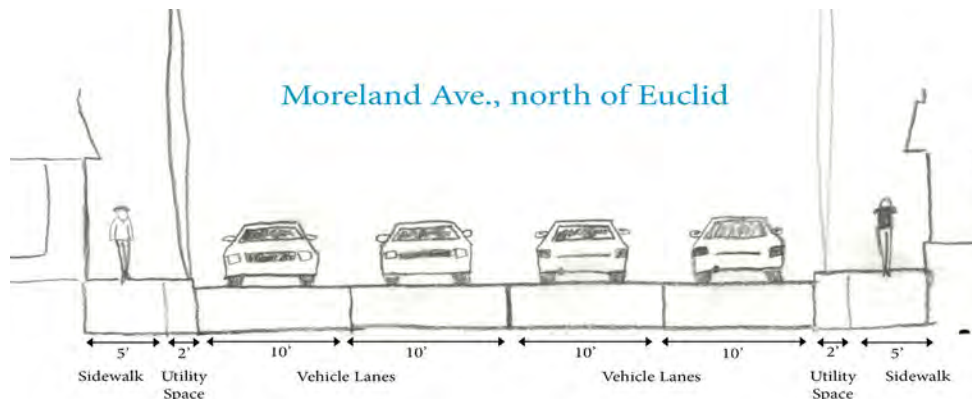
In isolation, decreasing the speed limit on Moreland to 25 mph is as simple as changing speed limit signs. A 25 mph speed limit can positively affect the safety of both pedestrians and motorists, but its impact will be limited if design changes to Moreland are not implemented alongside the speed limit change. When a road's speed limit is much lower than the "feel" of the roadway, drivers tend to (justifiably) ignore the speed limit as bad policy.

MORELAND STREETScape

Goal: Strike a Balance Between Vehicle Throughput and Pedestrian/Bicycle Access to Little Five Points via Moreland Ave

The primacy of vehicle throughput on Moreland Ave is well-known to residents and visitors in Little Five Points. As mentioned in this and many other sections of this report, high speeds, high volume and difficult crossing are the root of many challenges to Little Five Points. While the following ideas for adjusting Moreland Ave streetscape directly address the challenges bicyclists and pedestrians have when traveling along Moreland, these changes would have far-reaching implications. Slower speed along with improved facilities and buffering from vehicles would encourage more local activity, making a positive impact on every aspect of the district, including safety, district interaction with adjacent neighborhoods, traffic to businesses, public health, and even parking efficiency. Marginal impacts to vehicle throughput should be weighed against the broad array of impacts to the local environment.

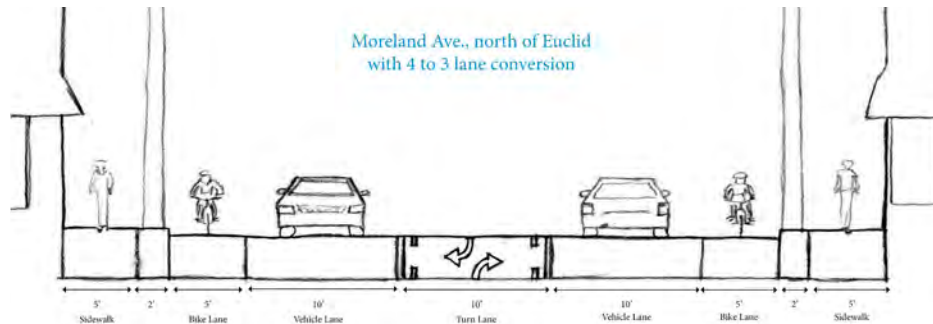
Moreland Ave., North of Euclid, Existing Conditions



This narrow portion of Moreland has little space to spare. Lane widths are already all 10'. Design speeds on this portion are closer to target speeds on Moreland. Sidewalks and street-fronting development are common in this area, but some sections have parking next to the sidewalk.

Dense commercial development makes this segment of Moreland a strong attractor as the final destination for vehicle trips. As a result, the left lane is often blocked in both directions while drivers wait for an opening in heavy traffic to turn into a parking lot. Long queues at the traffic lights at Freedom Parkway and Euclid Ave are very common.

Idea: 4 to 3 Lane Conversion on Moreland Ave., North of Euclid



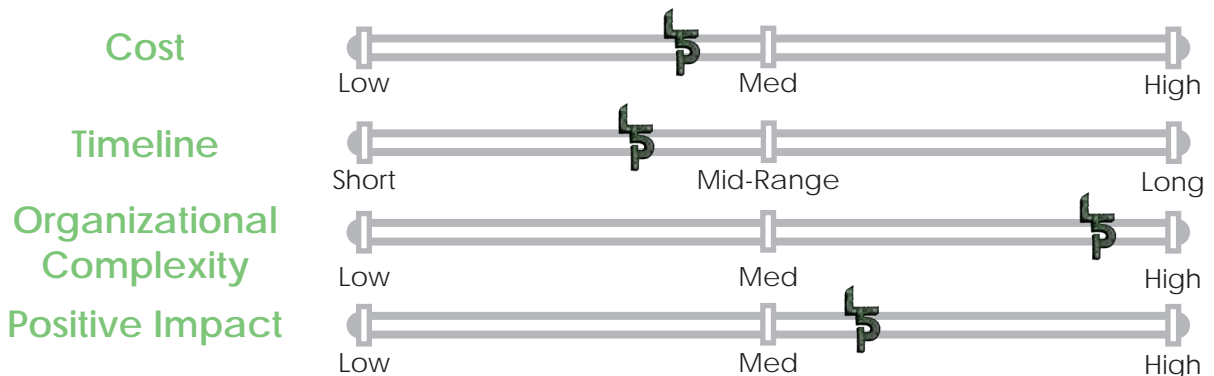
Pros:

- Opens space for bike lanes, sidewalk expansion, or street-fronting development
- Encourages non-auto travel through Moreland Corridor to L5P

Cons:

- Increases vehicle congestion
- Inconsistent number of lanes with the rest of corridor

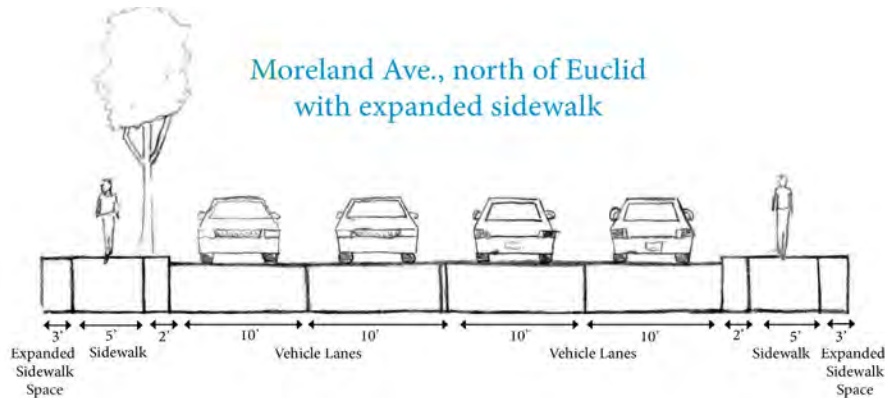
4 to 3 Lane Conversion: Feasibility and Impact



A 4 to 3 lane conversion on Moreland would positively impact cyclists and pedestrians but might negatively affect vehicular traffic. While throughput could be maintained with all left turns taking place in the center turn lane, congestion would likely increase, especially where the road narrows from two lanes in each direction to one. As Moreland is a state trucking route with high traffic volumes, this idea is not very feasible given the space constraints along this part of the corridor.

MORELAND STREETSCAPE

Idea: Expand Sidewalks on Moreland Ave., North of Euclid



Much of this segment of Moreland Ave. has street-fronting development, but there are significant portions where parking and other buffer space separates building from the road. In these areas, sidewalk and streetscaping could be added by expanding a few feet into the property line. In some cases, parking or other assets would be marginally impacted, but careful execution would prevent negative side effects in most cases.

Pros:

- Opens space for streetscaping
- More welcoming space encourages walking and patronage of businesses

Cons:

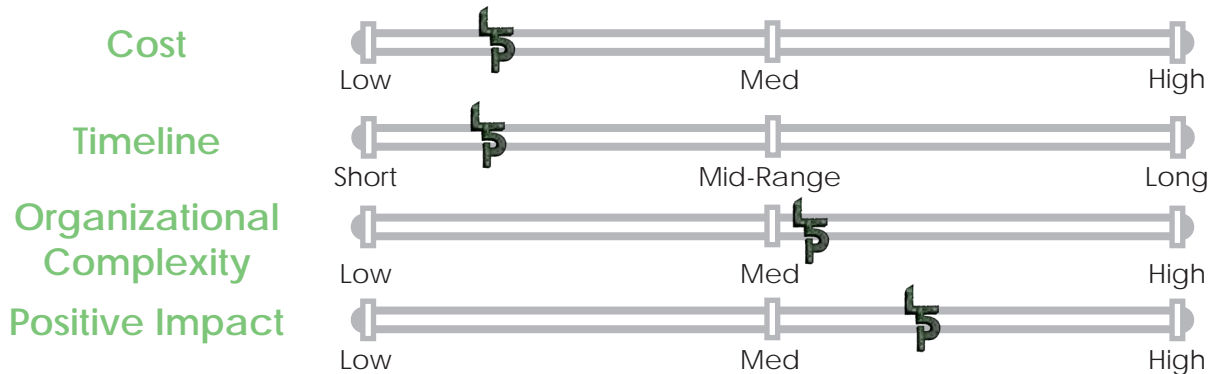
- Narrow available right-of-way in many areas
- Expansion would often encroach on parking or cross property lines



(Left) Wide sidewalks in Midtown.

Midtown's Special Public Interest (SPI) District has required property owners to expand the sidewalk and add street trees in front of their businesses when they make changes to their property. By doing so, sidewalks in Midtown invite people to walk, buffered by trees adjacent to the street.

Expand Sidewalk Where Possible: Feasibility and Impact



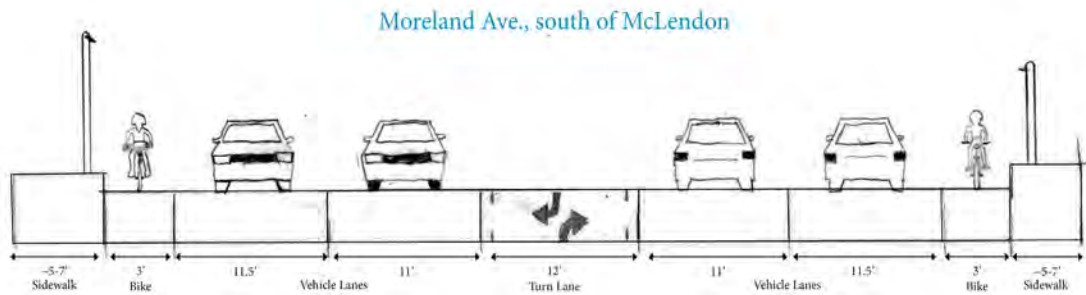
Expanding the sidewalk would positively affect pedestrian activity, contributing to a more friendly pedestrian environment. However, it would take some organizational work with property owners in order to bring this idea to fruition. In certain cases, particularly north of Euclid, street-fronting buildings make sidewalk expansion impossible.



Wider sidewalks create space for an important but often overlooked component of bike infrastructure: bike parking.

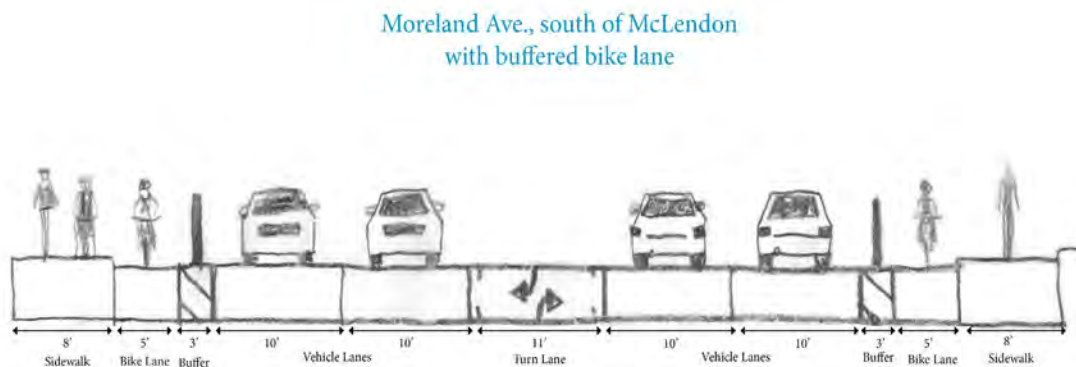
MORELAND STREETSCAPE

Moreland Ave., South of McLendon, Existing Conditions



Wide lane widths here create a design speed which is higher than the target speed. Drivers speed down this portion of Moreland next to the bike lane, which is already unbuffered and narrow. This creates unnecessarily unsafe conditions for cyclists. By reducing all the lanes on this portion of Moreland to 10', the design speed will more match the target speed, and space can be given to cyclists and pedestrians.

Idea: Create Buffered Bike Lanes on Moreland, South of Euclid



Extra space from narrowed vehicle travel lanes could be used to make a striped buffer between the bike lane and the right-hand lanes. Bollards or flex posts could be added to prevent vehicles from entering the bike lane. This approach improves separation on the roadway between bikes and cars.

Pros:

- Adds physical & spatial protection for cyclists
- Low cost alternative (maintains current curb configuration)

Cons:

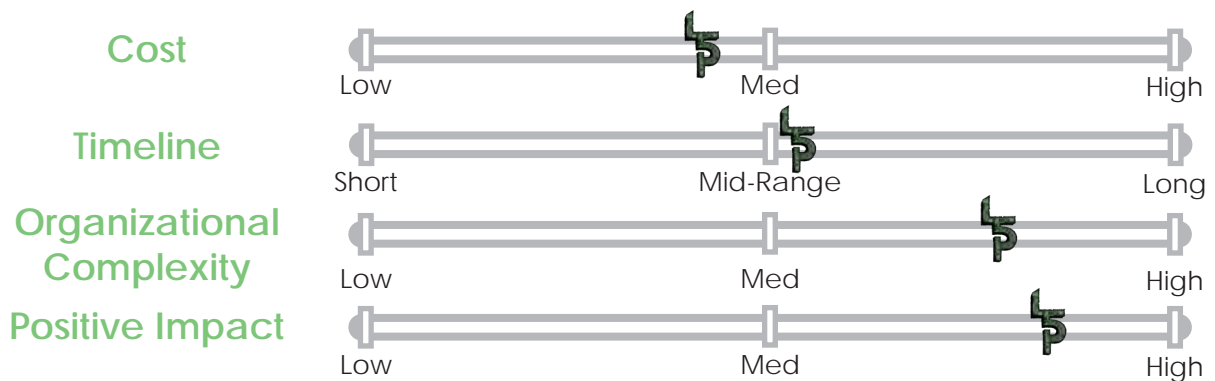
- Bollards are easily destroyed by cars; cars can still endanger cyclists
- Curb cuts provide opportunity for cars to enter and block bike lane



(Left) Buffered bike lane with bollards.

The combination of extra space and bollards creates a barrier between bikes and cars, increasing safety for cyclists. However, driveways create areas where cars can enter the bike lane. Therefore, it is necessary to warn both drivers and cyclists of these points of conflict with proper signage and painting.

Buffered Bike Lane: Feasibility and Impact

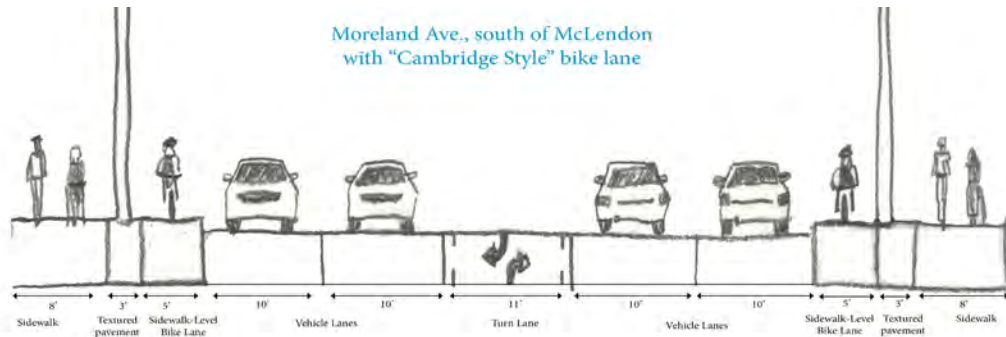


Cost of physical changes to create a buffered bike lane would not be significantly high. Restriping the section of Moreland would be required, as would installation of bollards along the corridor. These changes would require coordination with GDOT, though it seems GDOT may be amenable to the idea; previous GDOT plans display solutions similar to this one.

A buffered bike lane would have a positive impact on both cyclists and pedestrians, as better space for cyclists is also better space for those adjacent to cyclists: pedestrians.

MORELAND STREETSCAPE

Moreland Ave., South of McLendon, Alternative Configurations



Rather than using horizontal space to separate bicycles from cars, bicycle lanes can be separated vertically. They can be included as part of an expanded sidewalk, with painting or material designating them as bicycle rather than pedestrian space. Sensibly, this approach mixes bicycle and pedestrian traffic rather than bicycles and vehicles. We refer to this type of bike lane as "Cambridge Style" because it is the design standard in Cambridge, MA.

Pros:

- Utilizes dead sidewalk space between utility poles and roadway
- Utility poles form natural separation between bikes and pedestrians
- Separates bikes from vehicles
- Prevents illegal parking in bike lane

Cons:

- Potential conflict between bikes and pedestrians
- More expensive, requires sidewalk and curb reconfiguration
- Design challenge to meet grade at major intersections



(Left) Sidewalk level bike lane, Cambridge, MA.

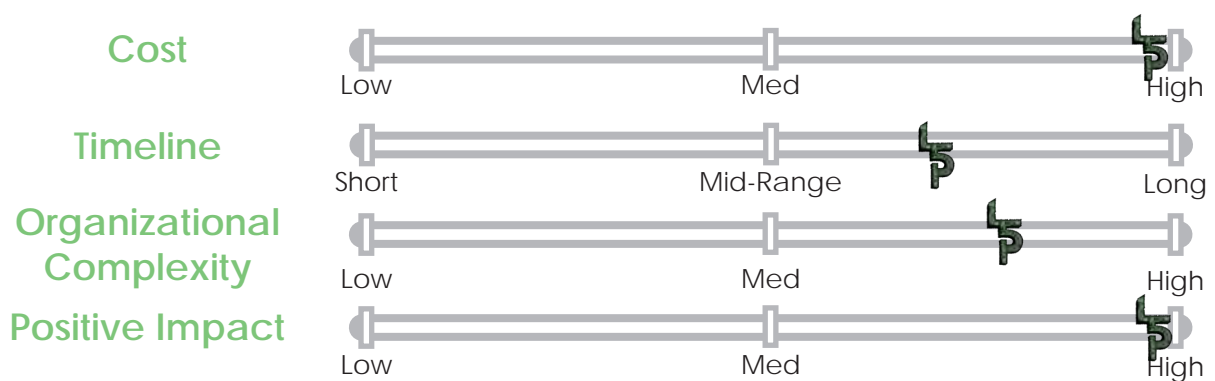
The space between the existing sidewalk and a new sidewalk-grade bike lane, often considered dead space because of utility poles adjacent to the roadway, becomes active space for pedestrians or bicycles.



(Left) Sidewalk level bike lane, Cambridge, MA.

In many cases, no more horizontal space is needed than for a normal (road-level) bike lane. Since bicycles and pedestrians mixing is considered significantly safer than bikes and cars, this bike lane can be considered an effective pedestrian improvement as well. The raised bike lane is navigable for pedestrians, and all users are separated from cars by the curb.

“Cambridge-Style” Bike Lane: Feasibility and Impact



This idea would have a very large impact on cyclists and pedestrians, greatly improving conditions for cyclists. Separation and safety for bicyclists is unparalleled. The sidewalk would be widened, and so there would be a wider space for pedestrians. However, this idea is more expensive and complex to design; it is much more involved than repainting and adding bollards. It is a combination of sidewalk expansion into the roadway and creating a bike path on that sidewalk.



JUGHANDLES

RAMPS TO DEKALB/"JUGHANDLES"

Existing Conditions

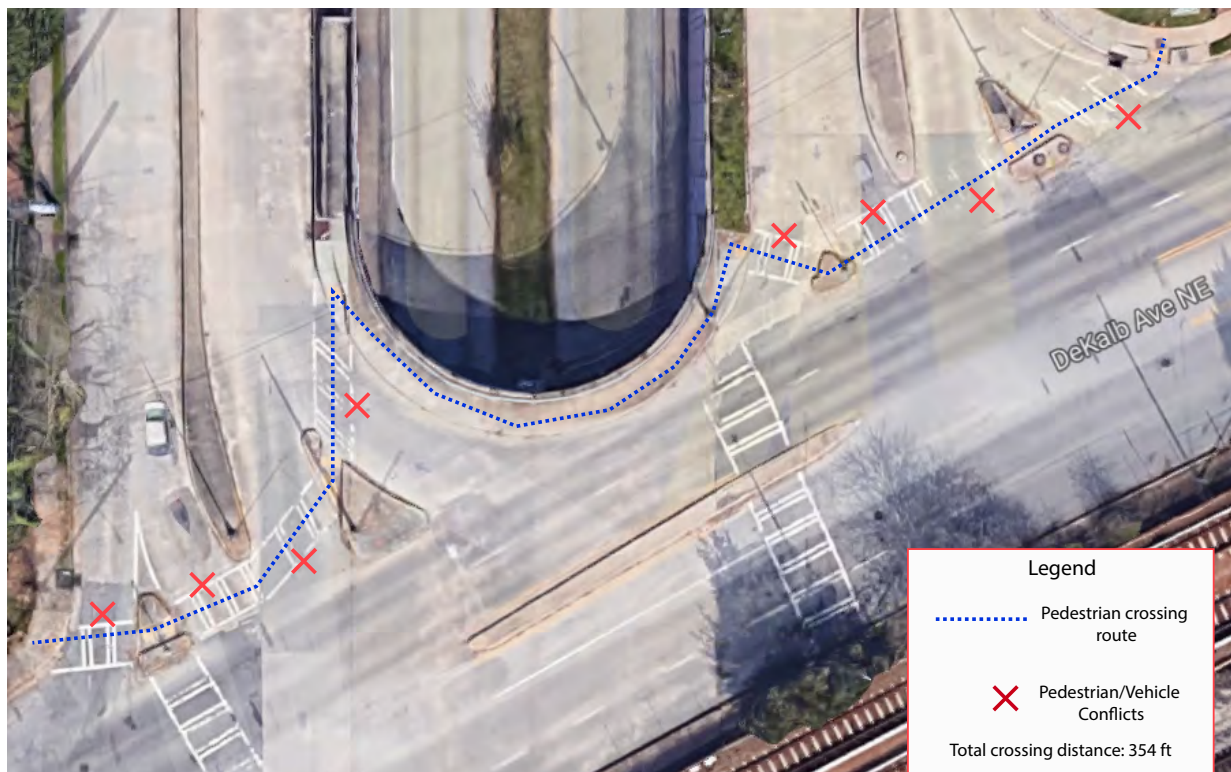
The two ramps connecting Dekalb Ave to Moreland (termed "jughandles" due to their shape) devote large amounts of space to accommodate automobile connectivity between these two major thoroughfares. However, concrete-separated turning lanes, or "slip lanes", and long concrete medians make pedestrian crossings lengthy, inefficient, and dangerous. Crossing over the Moreland viaduct on Dekalb Ave resembles the game "Frogger": one encounters eight potential conflict points with vehicles over the course of just 350 ft.

In comparison to their connecting streets, the ramps have relatively low traffic volumes, serving roughly 4,500 cars per day on each side, compared to 38,500 cars per day on Moreland and 20,000 per day on Dekalb.



Aerial view of existing ramps

Reviewing plans and speaking with stakeholders, here was a general consensus in the idea that efficient automobile connectivity can be maintained while repurposing underutilized space.

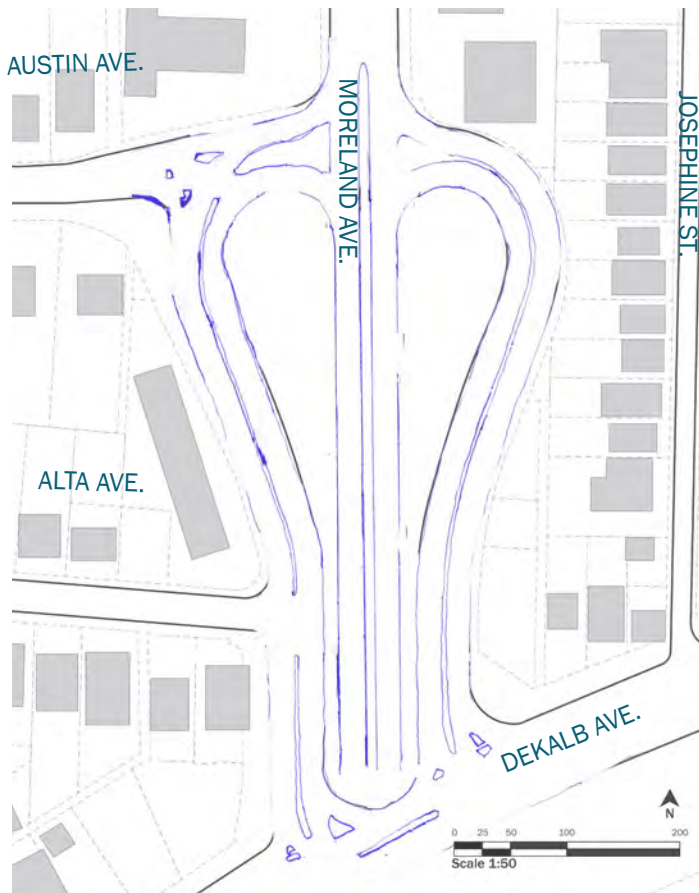


Legend

..... Pedestrian crossing route

X Pedestrian/Vehicle Conflicts

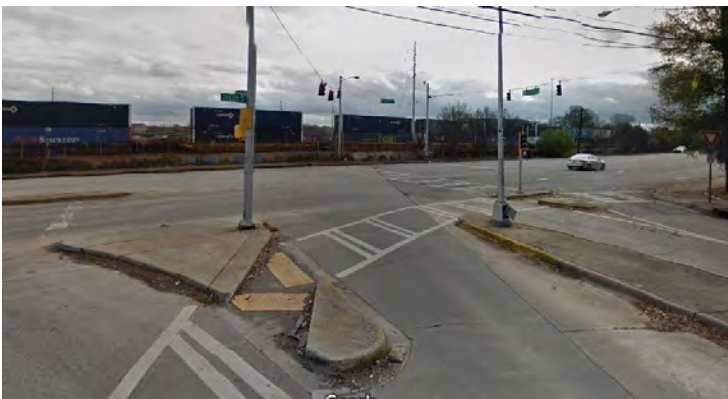
Total crossing distance: 354 ft



EXISTING CONDITIONS:

Each ramp currently supports two-way traffic, on-street parking, and separated right turn “slip” lanes at each intersection. “Slip” lanes allow vehicles to turn without coming to a complete stop. In this regard, the “jughandles” resemble on-ramps to an interstate freeway.

Pedestrians and cyclists are not allowed on freeways. Moreland and Dekalb, however, are home to otherwise walkable and bikeable destinations. The west ramp abuts two quiet neighborhood streets and Wrecking Bar, and the east ramp sits adjacent to popular Fox Brothers Barbeque. The **ramp design prioritizes vehicle throughput over pedestrian safety**: despite signs warning cars to watch for pedestrians, crossings feel uncomfortable and dangerous.

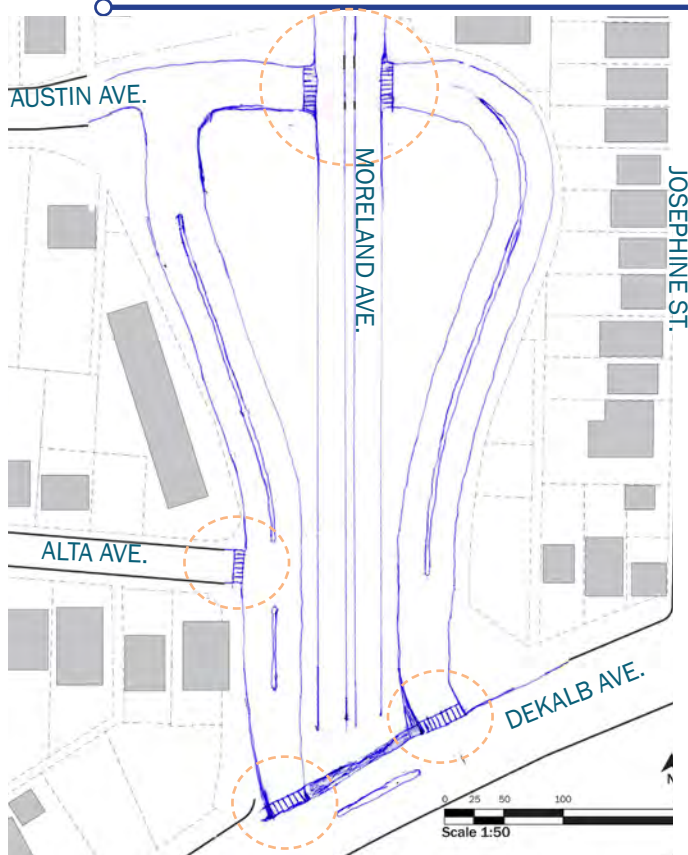


The slip lanes on the “jughandles” leading to Dekalb (pictured above) and to Moreland (pictured to the right) more than double the crossing distance for pedestrians and introduce increased pedestrian/vehicle conflict points by allowing vehicles to pass quickly through the intersections.



RAMPS TO DEKALB/"JUGHANDLES"

IDEA: Prioritize safe and efficient pedestrian crossings



OPTION A - Eliminate separated turn lanes and medians at all intersections

Removing concrete-separated turn lanes and portions of the median would slow vehicles turning into the intersections and reduce pedestrian/vehicle conflict points while making crossings **shorter, safer, and more efficient**. This idea serves as a building block for ideas to repurpose underutilized traffic lanes.

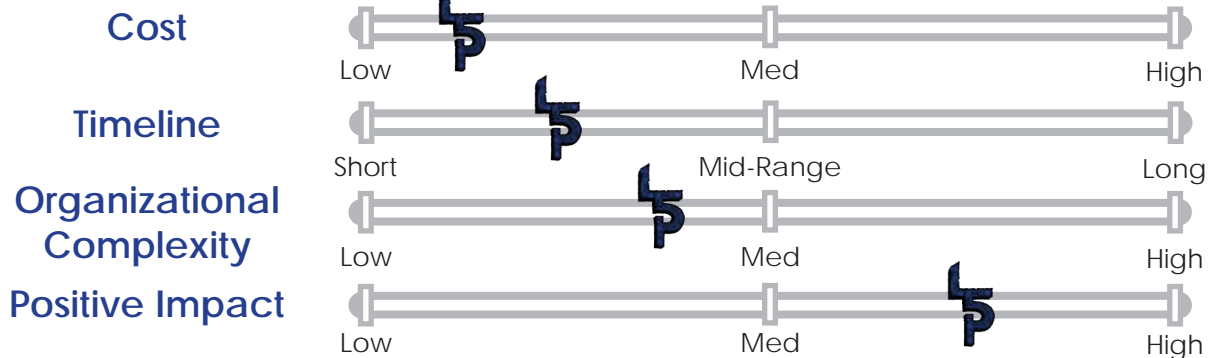
Pros:

- Pedestrian crossings are shorter and more efficient
- Crossing is safer with reduced pedestrian/vehicle conflict points
- Cost of removing/replacing concrete is minimal

Cons:

- GDOT might be unwilling to remove slip lanes and reconfigure intersections
- Maintains large, underutilized automobile lanes

Impact and Feasibility



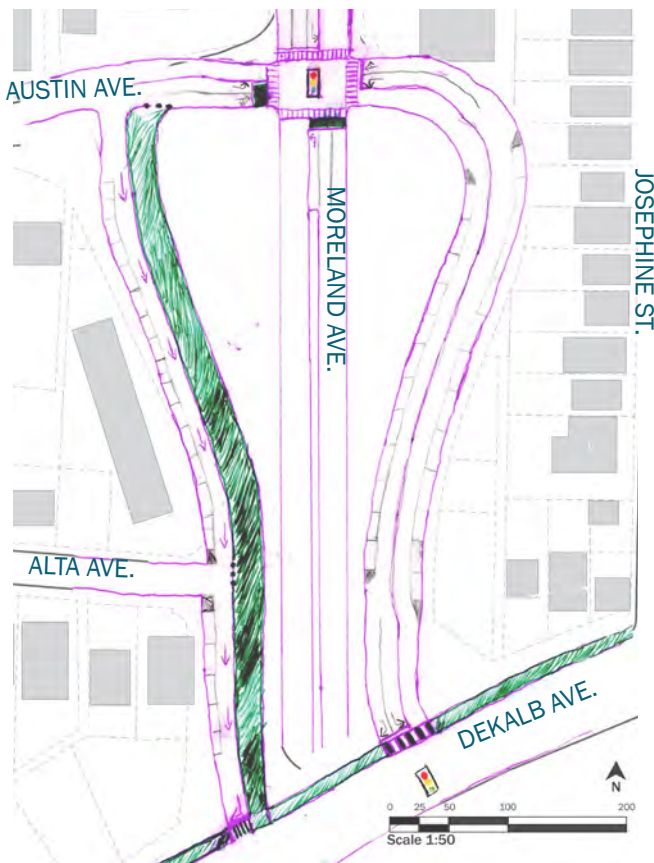
Removing the concrete slip lanes and medians would be a cost-effective, short-term solution for enhancing walkability and pedestrian safety along Moreland, Dekalb, and the "jughandles." Implementing these improvements would rely on GDOT's willingness to reprioritize these intersections in favor of pedestrian safety.

Idea: Repurpose Underutilized Vehicle Lanes

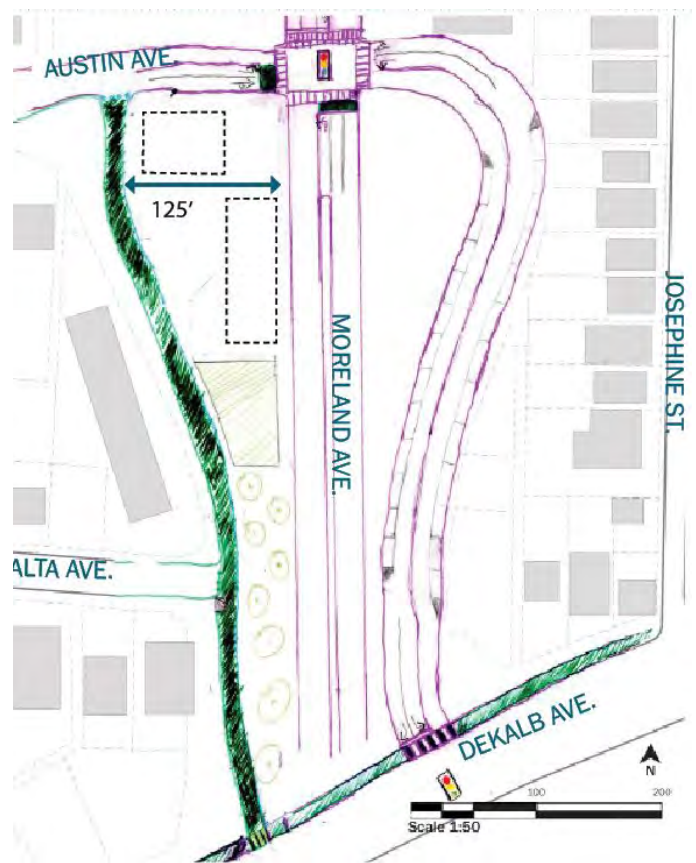
Given the low traffic volume on either ramp, we considered a number of ways in which this space could better serve its surroundings. The west ramp, which links to two quiet neighborhood streets, was identified for pedestrian and cycling enhancements, which would provide a convenient route between Little Five Points and Inman Park MARTA.

Signalizing the intersection of Moreland and Austin would allow for the east ramp to serve all vehicle traffic between Moreland and Dekalb while providing another opportunity to cross Moreland. Any on-street parking lost on the west ramp could be replaced on the east ramp if the concrete median were removed.

The space inside the west ramp could host small footprint development, possibly artist or senior housing.



OPTION B - Signalize Austin/Moreland intersection, removing median for East/West through traffic. Convert West ramp to one-way southbound, maintaining on-street parking and adding bike/ped path. Maintain two way traffic on East ramp.



OPTION C - Signalize Austin/Moreland intersection, removing median for East/West through traffic. Convert West ramp to bike/ped only path with possibility for small footprint development. All automobile traffic moves to the East ramp. Remove median on east ramp to allow for street parking on both sides.

RAMPS TO DEKALB/"JUGHANDLES"

Repurpose Underutilized Vehicle Lanes: Impact and Feasibility

Pros:

- Active connectivity is enhanced with fewer vehicle conflict points
- Potential for artist/senior/affordable housing or commercial use
- Street parking is maintained

Cons:

- Significant infrastructure costs
- Loss of direct vehicle connectivity to Dekalb Ave west of Moreland
- Possibly increased neighborhood traffic on Austin Ave

Cost



While simply removing the concrete slip lanes and medians would not impose a large cost burden, the process of signaling the Moreland/Austin intersection (which would require removing and relocating trees) and possibly removing/reformatting portions of the street would be somewhat costly.

Organizational Complexity



Timeline



As Moreland and the ramps to Dekalb are state routes, they are managed by GDOT. While GDOT has proposed and implemented some pedestrian safety enhancements to the corridor, traditionally its priority has been vehicle throughput and efficiency. A partnership with PATH foundation would be useful for funding construction/stripping of a multi-use trail. The timeline would be subject to GDOT's willingness or unwillingness to undertake the signalization and reconfigurations of the roads.

Positive Impact



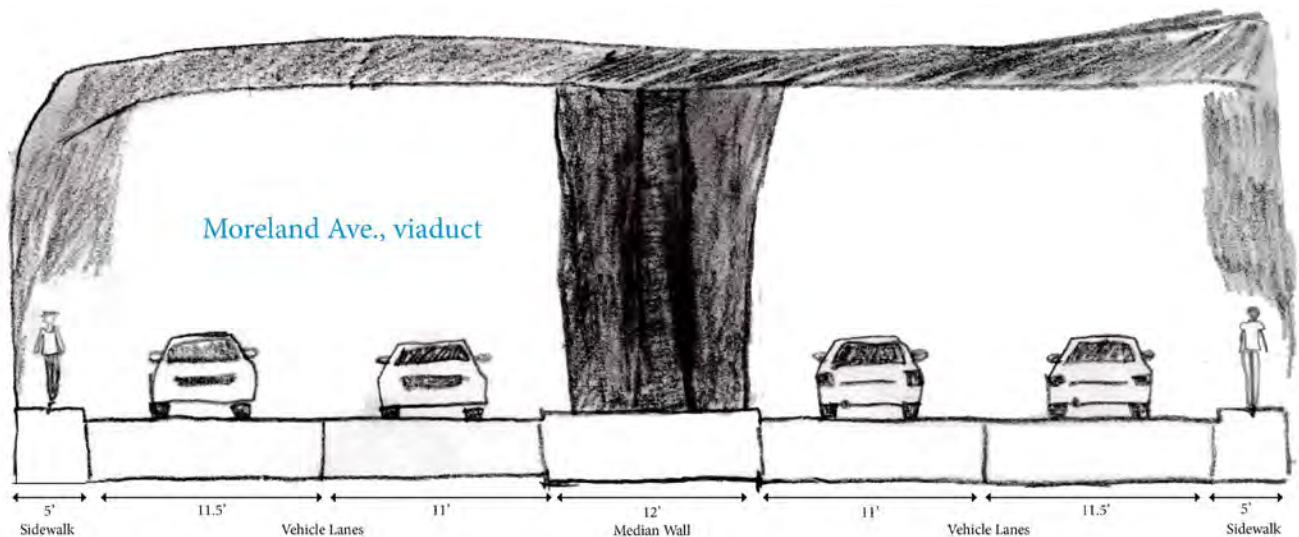
These projects would greatly enhance active connections from Little Five Points to the Inman Park MARTA station. As this is state-owned land, there is greater opportunity for building much needed affordable and/or senior housing.

MORELAND AVENUE VIADUCT

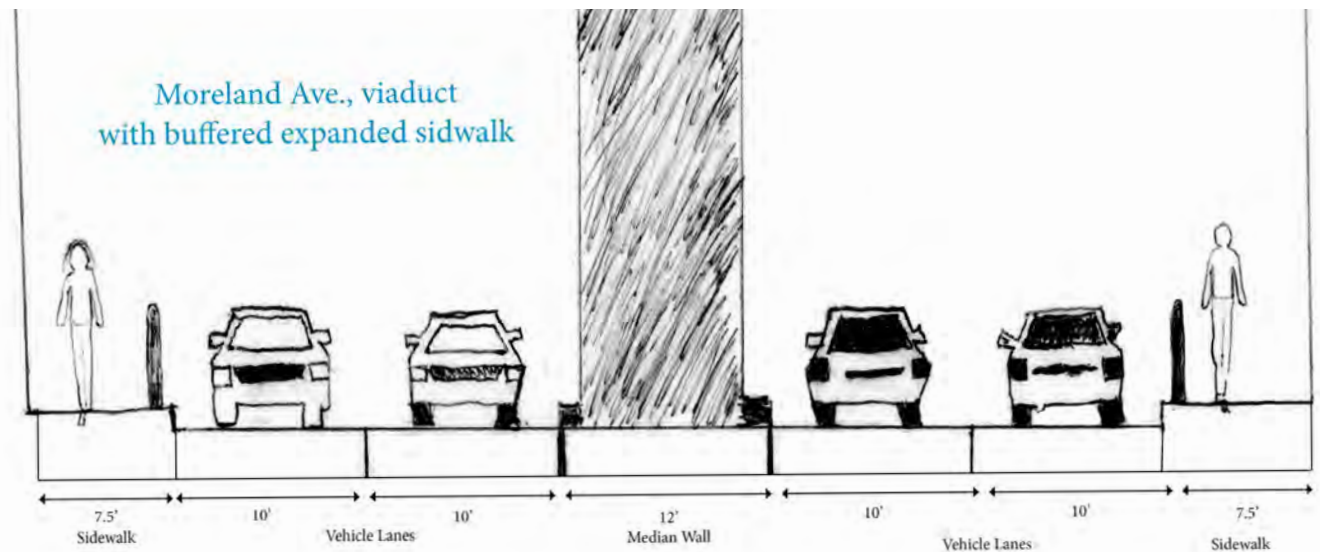
The Moreland Ave viaduct that passes beneath Dekalb Ave and the CSX rail tracks is unwelcoming, and even hostile, for pedestrians. Shrinking the lanes would allow for widened sidewalks, and bollards or protective railings could make the pedestrian experience safer and more comfortable. Creative lighting, street art, graffiti, and signage could make the space more welcoming, signaling the viaduct as an entry point to Little Five Points and branding the neighborhood as an eccentric, art-centered destination.



View from inside the viaduct



EXISTING MORELAND VIADUCT STREET SECTION



PROPOSED MORELAND VIADUCT STREET SECTION

RAMPS TO DEKALB/"JUGHANGLES"

REIMAGINING THE TUNNEL

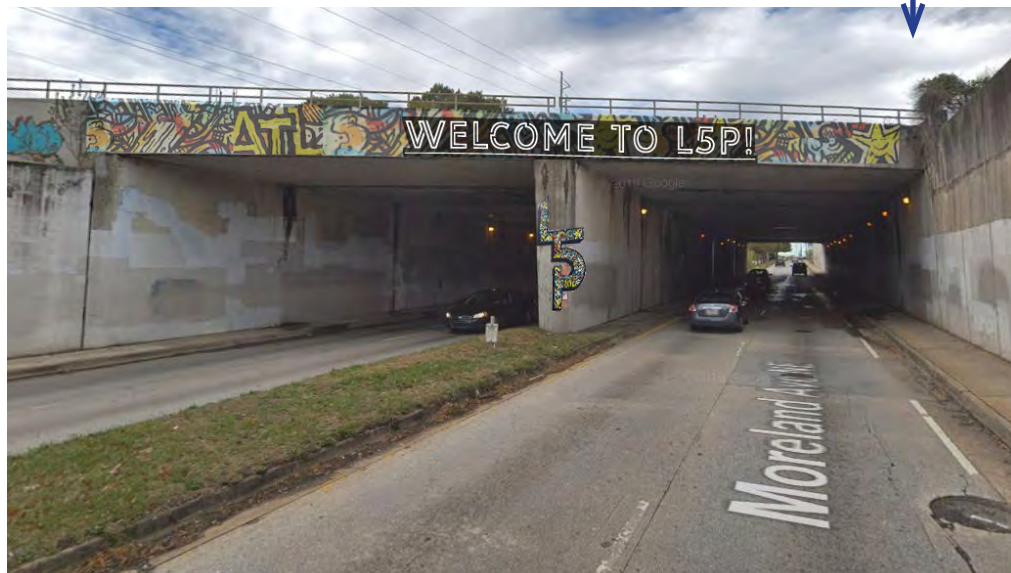
Currently, the Moreland Viaduct tunnel is dark, drab, and unwelcoming. However, the tunnel's infrastructure provides an opportunity to enhance the

space visually and welcome cars and pedestrians alike to Little Five Points with creative neighborhood branding.



Existing view of Moreland Viaduct looking northbound leaves much

to be desired for anyone except vehicles.

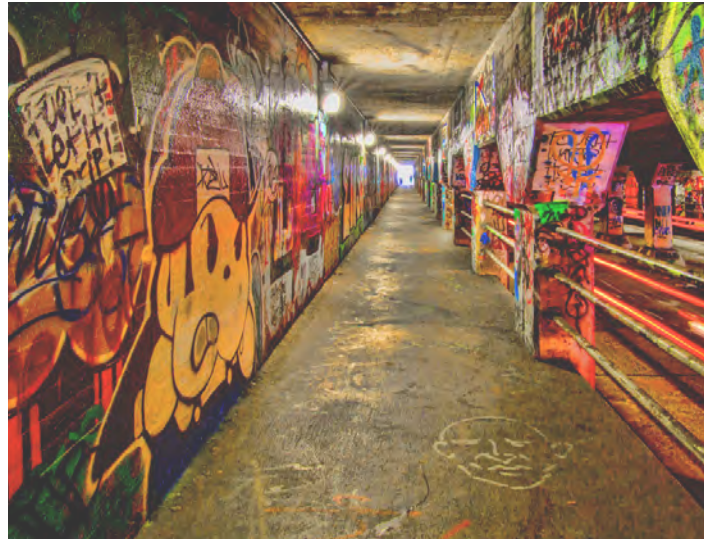


The tunnel's infrastructure provides an opportunity for creative signage and art to welcome visitors to the neighborhood. It also makes the

tunnel more friendly to those walking through it, and the art is a destination itself.

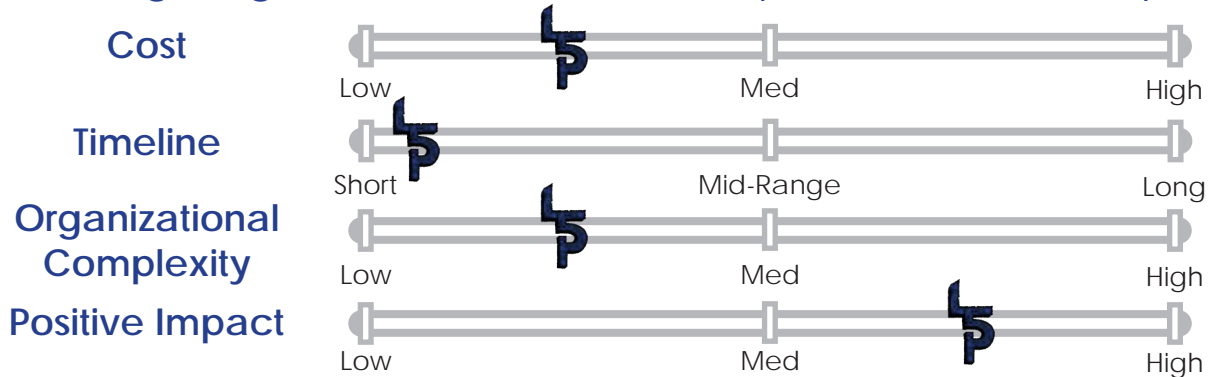


"Color tunnels" in Birmingham, AL use lighting to create an aesthetically pleasing space.



Krog St Tunnel's iconic graffiti and street art transform an otherwise gritty passageway into a vibrant, edgy arts destination.

Creative Lighting, Art, And/Or Graffiti: Impact and Feasibility



Creative lighting, street art, and signage would be an effective, time-efficient way to make the neighborhood more vibrant and welcoming to visitors. The cost and design of the lighting and art could be somewhat significant, and would require the neighborhood associations and L5P organizations to work together to secure funding and agree upon design. The positive impact such projects could have for neighborhood vibrancy and vitality would, in our opinion, offset the cost.

A photograph of a group of people walking on a sidewalk next to a road. In the foreground, a man in a red t-shirt and a woman in a blue and white striped dress are walking towards the camera. The woman is holding a blue water bottle. In the background, a white car is parked on the road, and there are many trees lining the street. The text "MORELAND CONNECTIVITY" is overlaid in a large, dark red font.

MORELAND CONNECTIVITY

CONNECTIVITY

Active Connectivity and Alternative Transit Options

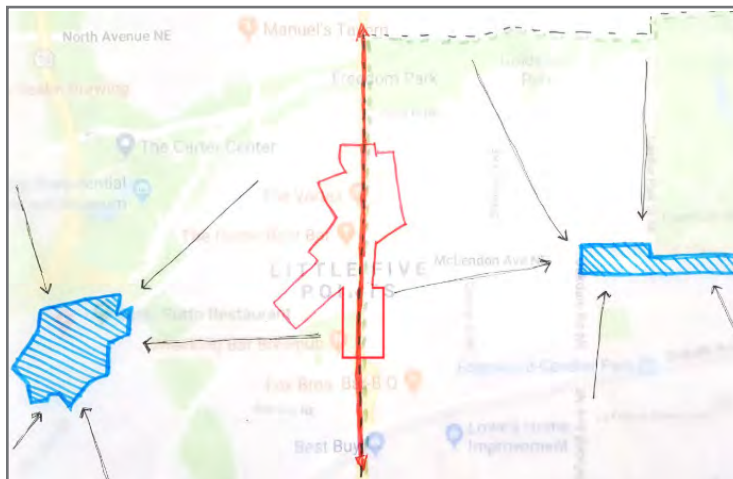
Existing Conditions

Despite being a regional destination, Little Five Points seems “hidden” from nearby assets. Little Five Points is a short walk or bike ride from two MARTA rail stations, Freedom Park, the BeltLine, and Inman Park and Candler Park retail centers, but the best walking and biking routes are not clear.

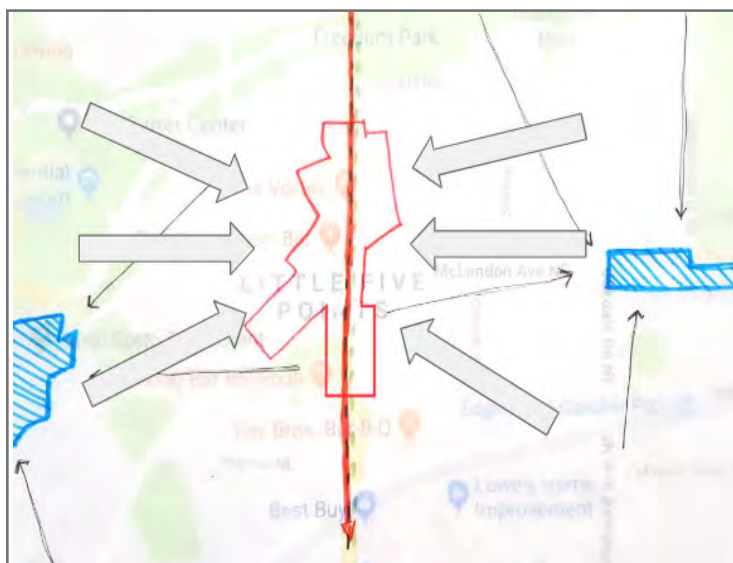
Making these connections visible and clear through creative wayfinding, enhancing existing

connections, identifying potential new connections, and considering innovative transit alternatives would reinforce the neighborhood’s vibrancy and identity as a walkable, bikeable, transit-accessible destination.

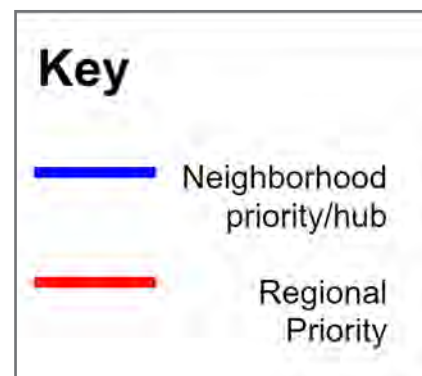
By reimagining Little Five Points as a nexus in the active transportation network, the area can be greatly improved with simple additions.



(Left) This map shows the natural flow of pedestrians for easily accessible access points. What you notice is that the connections are directed away from L5P, not toward it.



(Left) This map shows what improving connectivity in the area can do: direct easily accessible areas back to L5P.



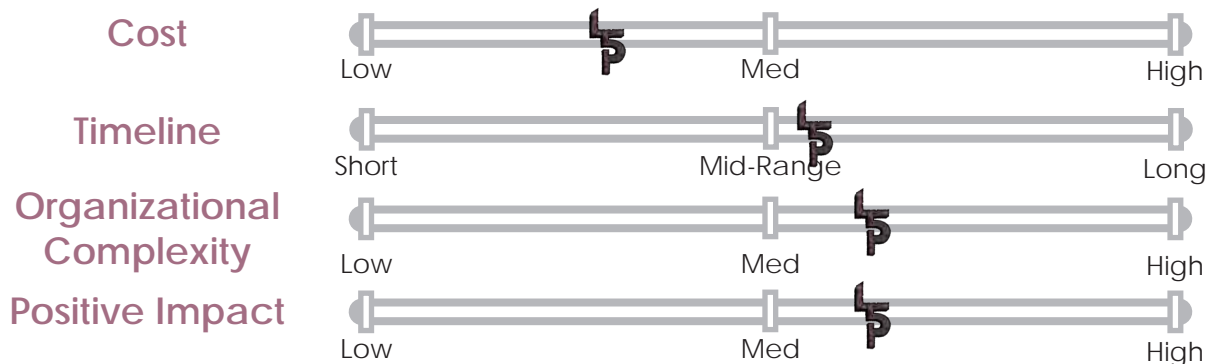
Idea: Widen the Sidewalks



(Above) Wide sidewalks in Midtown. Midtown Atlanta's Special Public Interest (SPI) zoning requires 10 feet of sidewalk "clear space" and 5 feet of street furniture space. By doing so, sidewalks in Midtown invite people to walk, buffered

by trees adjacent to the street. Little Five Point's NC-1 zoning could be amended or enhanced to require wider sidewalks and street trees for new development.

Widen the Sidewalks: Impact and Feasibility



Leveraging zoning to require wider sidewalks is a low-cost, highly effective way to improve walking conditions along Moreland and in L5P, particularly as redevelopment occurs. However, adding to or amending the neighborhood's NC-1 zoning could face organizational hurdles and would require support from business owners. Also, this type of zoning amendment would only target new and redeveloped properties and would be limited in many cases by physical right-of-way constraints.

CONNECTIVITY

Idea: Wayfinding for Active Transportation



(Above) An example of a wayfinding sign for L5P. Wayfinding can serve as an inexpensive way to

both enhance connectivity in an area and to create consistent branding opportunities.

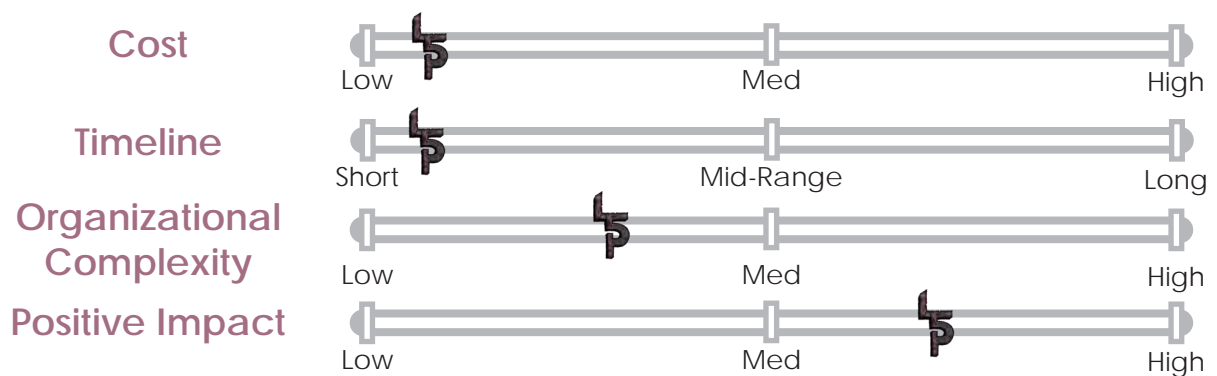
Wayfinding campaign would:

- Strengthen the link between Little Five Points and nearby destinations
- Potentially increase foot traffic overall in Little Five Points and shift mix of traffic towards walking/biking and away from driving
- Reinforce a Little Five Points “sense of place”
- Require working with other institutions, including Atlanta BeltLine, Inc., Freedom Park Conservancy, and city agencies



(Left) Stevenson, Montana's wayfinding project greatly enhanced not only physical wayfinding directions but also strengthened the branding of different parts of the town.

Wayfinding: Impact and Feasibility



Wayfinding is a cost and time effective way to greatly improve connectivity to those walking and biking to and from Little Five Points. Organization is a minor challenge to creating wayfinding, as wayfinding signs from connecting assets like MARTA stations and the BeltLine would require cooperation with those organizations.

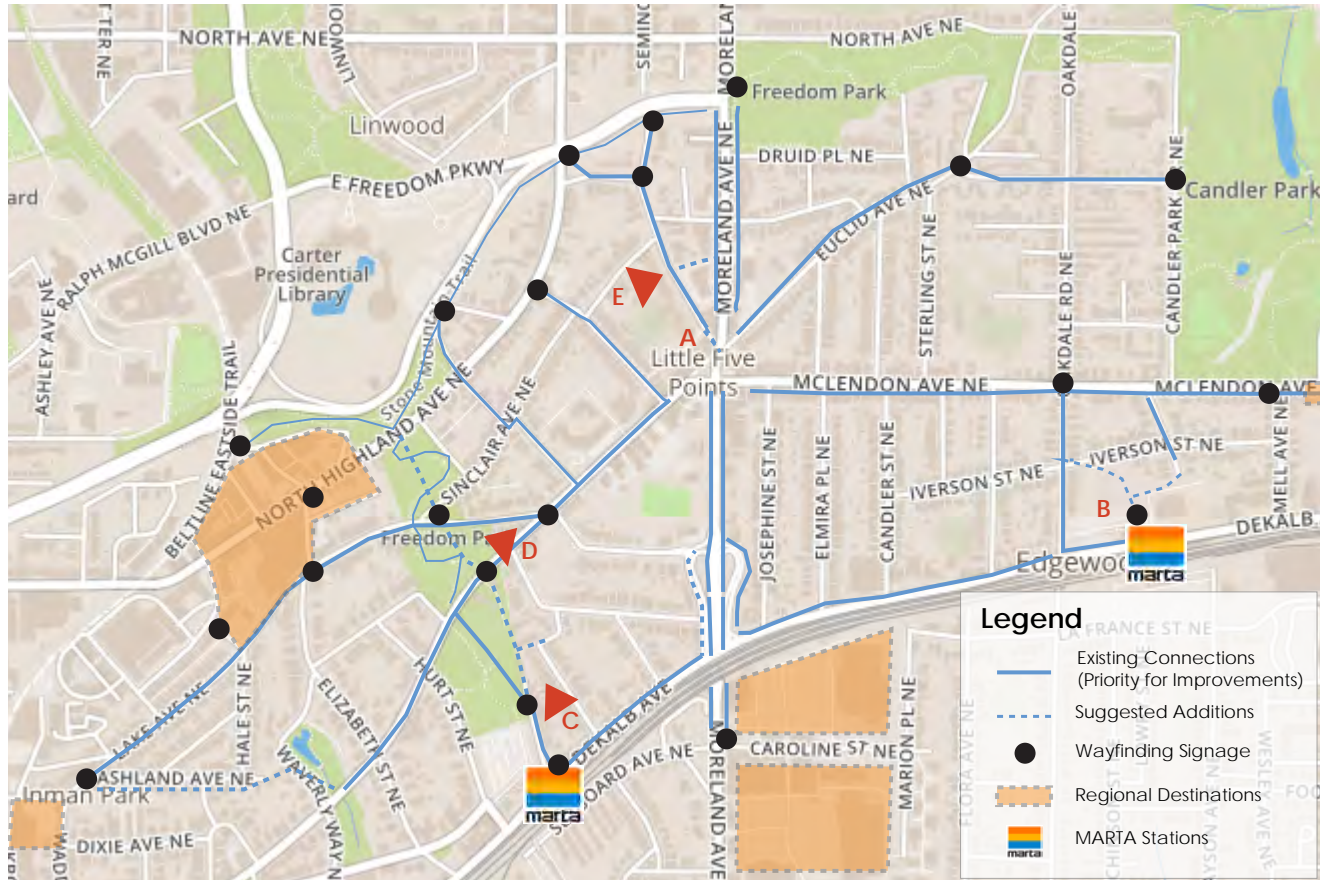


(Above) These millennials would benefit from some wayfinding signs. Motivated to not be the first one to pull out a phone to figure out how to get to the heart of Little Five Points, they

ended up on this sidewalk, a little dazed and confused, though still smiling at the absurdity of the situation. They'll figure it out.

CONNECTIVITY

Idea: Enhance Existing and Identify New Connections



(Above) The map above highlights in blue the **existing active transportation connections to Little Five Points from surrounding assets**. These routes should be prioritized when considering sidewalk and cycling improvements. The dotted lines indicate potential connections that could help cyclists

and pedestrians move through the network more efficiently. Combined with strategically placed wayfinding signage, these new connections and other improvements would better if Little Five Points with nearby parks, commercial centers, and transit assets.

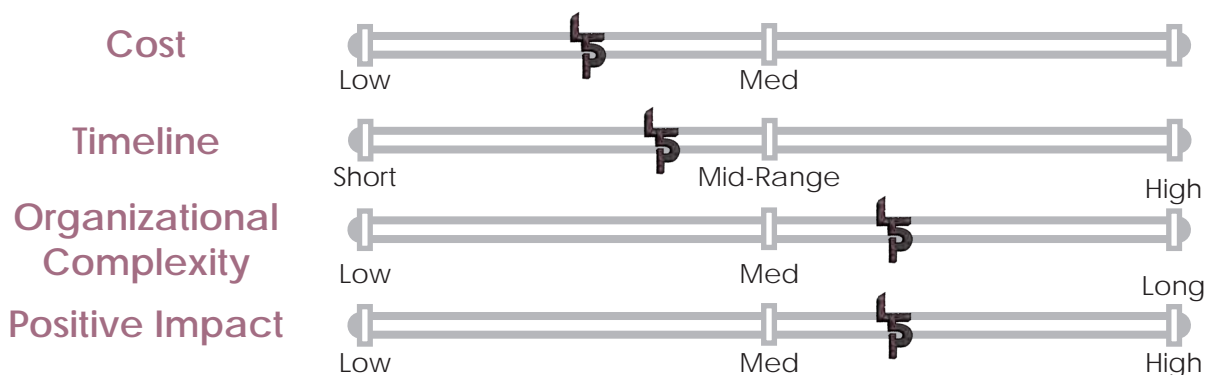
Activate Davis Plaza as a Bicycle Connection

A



(Left) Moreland Avenue north of Euclid lacks space for safe on-street bicycle infrastructure. Davis Plaza offers a convenient connection from the bicycle infrastructure on Moreland Ave to Seminole Ave, a quiet neighborhood street that links directly to Freedom Park Trail. This connection would be enhanced by adding bollard-protected curb cuts at both ends of the plaza and protected intersection infrastructure for northbound cyclists turning left from Moreland. Cyclists would be encouraged to dismount or cycle slowly through the plaza.

Activate Davis Plaza: Impact and Feasibility



Physical changes to Davis Plaza would be substantial, with new curb cuts and bollards, signage, and possible paving and landscaping. Connecting Davis Plaza to the bike lanes south on Moreland requires working with GDOT to restripe and reevaluate signal timing. However, in tandem with pedestrian scrambles, intersection tables, and other connectivity improvements, these changes would amount to reimagining the heart of Little Five Points in favor of those walking and biking.

CONNECTIVITY

Enhance Existing and Identify New Connections

B



(Left) Currently, neighborhood access to Candler Park Station requires walking around to Oakdale Rd.--Iverson Park and Candler Park Dr. are fenced off from direct access to the station. This is an easy opportunity to improve connectivity.

C



(Left) Walking through the park north of Inman Park station, one notices a dirt path that diverges from the concrete path--this straight, informal path passes behind Inman Park playground for more direct access to Little Five Points. This path should be formalized in concrete.

D



(Left) North of Euclid Ave, the path through Inman Park follows the grade of the land in circuitous fashion. While nice for a stroll, the path layout is inefficient-- from the BeltLine to Inman Park MARTA is 0.4 miles as the crow flies, but 0.7 miles on the path. A more direct path could be added as well for those seeking active transportation.

E



(Left) The gate opening from Seminole Ave to the Junkman's Daughter parking lot is a pedestrian connection to the north of Little Five Points. This connection could be strengthened with a wider gate opening, a pedestrian curb cut, new paving, a bicycle sign, and enhanced lighting in the parking lot at night.

Other Connectivity Enhancements: Impact and Feasibility



Shortening and creating new active transportation connections are generally simple infrastructure changes that require short concrete or other paving, some signage, and creating gates rather than fences. Monetary cost should be very low, and timeline for execution generally short.



Individually, each of these connections may not have a significant impact, but together they can create a sensible and friendly active transportation environment.

The impact of these new connections grows significantly when paired with other campaigns like wayfinding, re-imagining Davis Plaza, and implementing pedestrian scrambles at major intersections.

CONNECTIVITY

Idea: Public Sky Tram/ Metro Cable

A “sky tram”, or a “metro cable”, is a suspended cable car transit system, mostly used in resort or tourist locations. Both terms will be used interchangeably in the following report. In more and more locations internationally, cities are using metro cables as modes of supplemental public transit. When considering ways to alleviate traffic and congestion on Moreland Avenue, the question of whether a metro cable would be a feasible option

for Little Five Points was posed. While nothing new in the world of tourism transportation, there are few examples of a public transit metro cable used for local trips in the context of the United States. If Little Five Points desires to remain a quirky, unique, eccentric area in Atlanta, having one of the first public transit metro cable system would certainly solidify the area’s reputation.



(Left) Sky Tram.

Imagine getting off at Inman Park/ Reynoldstown MARTA station and getting on the Sky Tram to finish the journey to Little Five Points.

(Right) Ngong Ping Cable Car (HK)

A detachable continuous movement bicable aerial ropeway, consists of two sections with a total length of 3.5 mi.



(Left) Medellin Metrocable (Medellin, CO)

This metro cable was built to reach some of the city’s settlements on the steep hills that characterize its topography.

Public Sky Tram: Examples and Details



(Above) **Mexicable** (Mexico City, MX)

A 3-mile journey through the ropeway's seven stations can take as little 17 minutes and costs just 6 pesos, around 30 cents. It carries about 30,000 people daily.

Research Methodology

There are many examples of a cable car public transit system in the international context. Especially in Latin America, metro cables are inexpensive, effective alternative modes of public transportation for low-income residents and residents who live in difficult-to-navigate terrain.

The most famous metro cable system is the Medellin Metrocable, three supplemental lines attached to an existing transit network. Only costing 2,000 Colombian

Pesos one-way (or .58 cents, USD equivalent in 2019), the Metrocable carries over 30,000 people per day.

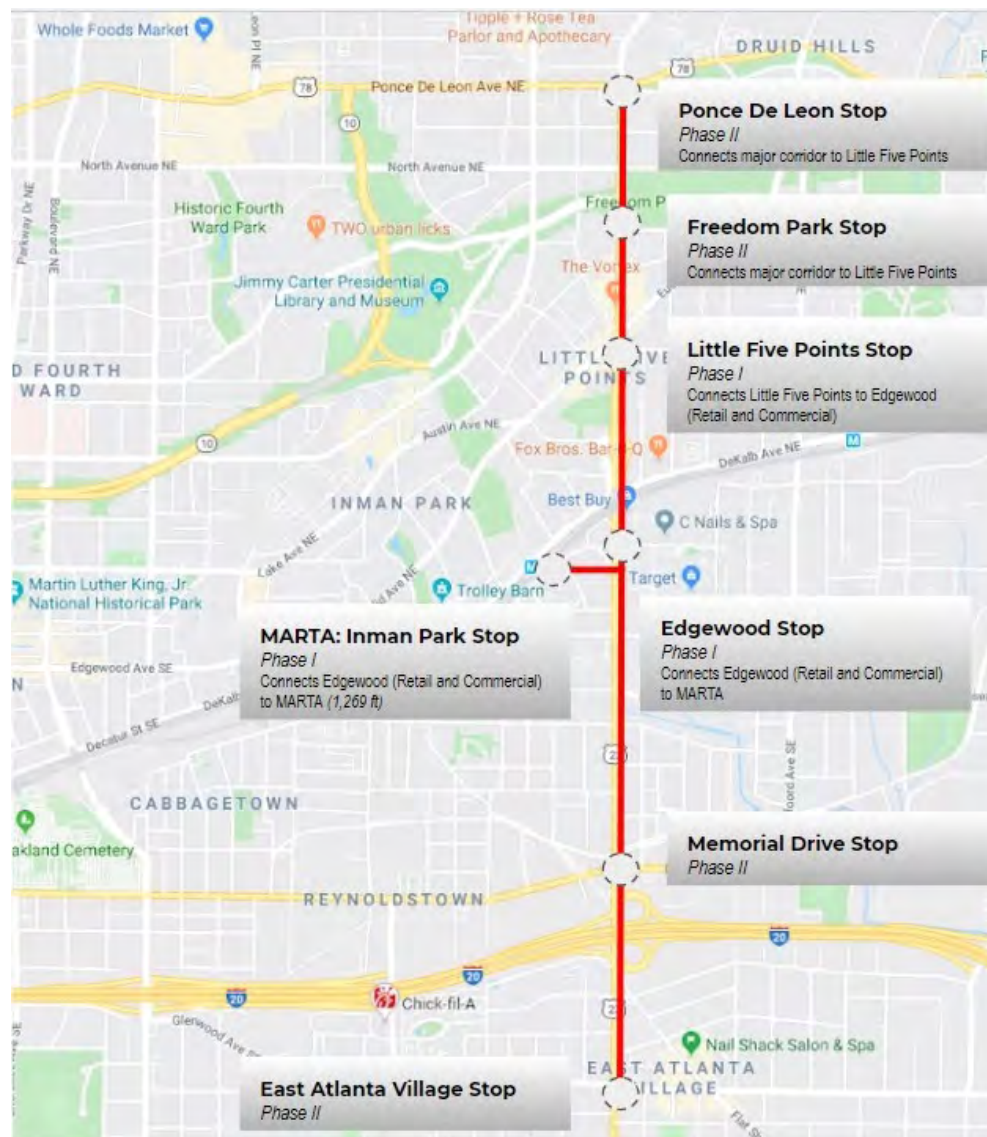
It has been held up as an iconic and innovative example of social urbanism and socially conscious development due to its goal of connecting some of the city's poorest residents with the main city below them on the bowl of the mountains that surround Medellin.

Fast Facts

- **Cost** = ~ \$30 million per station (mean subway line cost is ~ \$1 billion per mi.)
- **On-Demand Service.** Average waiting time for car = 32 s
- **Moves 2,500 - 5,000 passengers/hr**
- **Environmentally Friendly.** Consumes as little as 0.1kwh to transport one rider over 1km. This is equivalent to the amount of energy a hair dryer uses in 5 minutes.
- Takes ~one year to build

CONNECTIVITY

Proposed Sky Tram Stations



L5P Cable System

This is a proposed, two-phase sky tram line connecting Druid Hills to East Atlanta Village.

Phase I

A connecting station at the **Inman Park MARTA Station** to the **Edgewood Shopping Plaza**. The line extends up to **L5P Stop**, completing the first phase.

Phase II

Additional Stops will extend up to **Freedom Park** or **Ponce De Leon** (or both)

Heading south, two additional stops at **Memorial Drive** and **East Atlanta Village** will complete the line entirely.

Public Sky Tram: Impact and Feasibility

Pros:

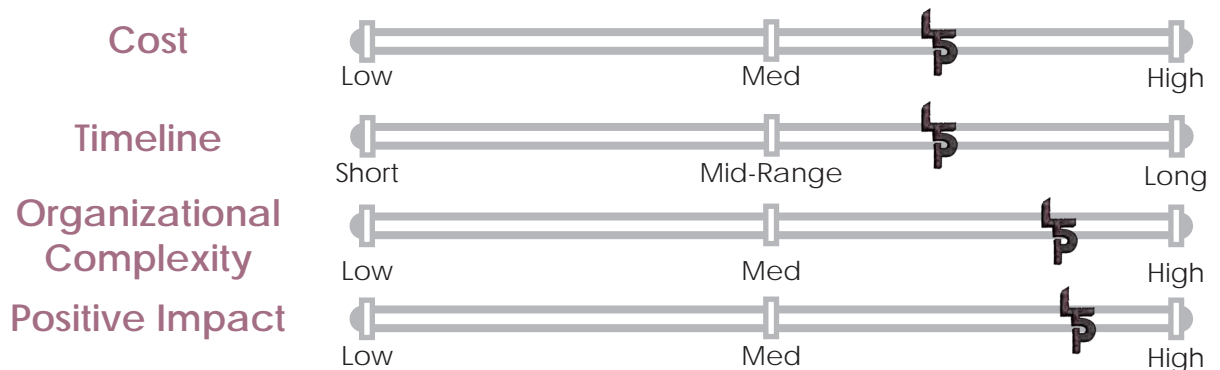
- Environmentally friendly and sustainable
- Operates Independently from city street traffic
- Relieves congestion on Moreland
- Improved accessibility (wheelchairs, bikes, strollers)
- Operation costs are extremely low
- High carrying capacity
- Continuous passenger flow
- Low space requirement along the route
- Safe system
- Increased revenue from a higher fare for tourist trips (i.e. eventual expansion to tourist destinations, like Piedmont Park, would cost more than local transit)

Cons:

- Upfront cost
- Weather-sensitive (high winds pose potential threat)
- Air rights and perceived lack of privacy (NIMBY-ism)
- Climate-control in cabins is questionable
- Need for inter-agency and inter-jurisdictional cooperation



Cover more land with the Moreland Sky Tram!



A Sky Tram on Moreland would be more cost effective than building subway stations or light rail. However, gathering support for a novel idea such as a Sky Tram in the United States without there being ski slopes may prove to be difficult, making the initial organizational complexity of this project high. The Impact of the Sky Tram is high, as the tram can move thousands of people over vehicle-clogged Moreland Ave, connecting MARTA stations to L5P, the Edgewood shopping center, and more.



FINDLEY PLAZA & EUCLID AVENUE

FINDLEY PLAZA

This proposal is in consideration of the existing Findley Plaza Improvement Plan and connects the redevelopment of Findley Plaza to proposed changes to Euclid Ave. The current plan does not seem to include elements recommended below, and this proposal will act as a recommendation of elements to assist the existing plan in creating a more cohesive and dynamic destination for visitors and locals, alike.



The first major issue with Findley Plaza is a lack of the sense of "destination". Findley Plaza is uncomfortable to walk through for a multitude of reasons, but the main one is it is not perceived to be a place to hang out for pedestrians.

Historically, there have been issues with this plaza and its upkeep that have led to implementations in the plaza that deter unwanted visitors. The problem is that pedestrians and locals, who do not contribute to the problems associated with Findley Plaza, are punished as a result.

Current Conditions:

- Lack of green space
- Majority of surface area is pavement
- No seating
- Lack of shading (from trees or businesses)

Updates for Findley Plaza

Findley Plaza needs elements of urban design that encourage lingering, people-watching, and perceived safety for pedestrians.

By installing street furniture and a center piece for the plaza (perhaps a fountain or an interactive sculpture), the pedestrian eye is rewarded and passers-by are encouraged to stay a little longer.

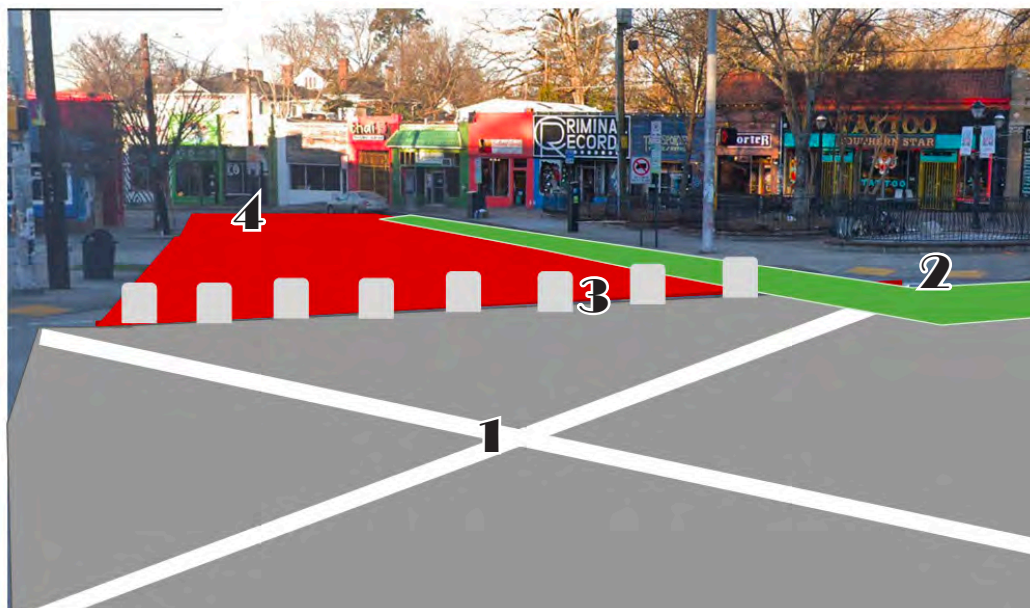
Adding grass and trees to the plaza has multiple benefits, including (but not limited to) increased shade, improved watershed management, lower energy costs for buildings, and heat-absorption from sun radiation.



1) Added street furniture. 2) Center piece (fountain, sculpture, etc.). 3) Added green space in the form of trees and grass. 4) Pedestrian and non-motorized vehicular access to extend the plaza. 5) Potential vendors and street painting/street mural to add to the "destination" of Little Five Points.

A PEDESTRIAN-ONLY EUCLID AVENUE

In the redevelopment of Findley Plaza, it is important to consider the area as a whole, including the adjacent streets. The goal for Euclid Avenue is to re-prioritize the pedestrians, as will be seen through the recommendations. The elements of this recommendation will **only work in conjunction with other recommendations** by the studio, including the addition of a pedestrian scramble, and the implementation of an alternative roadway along Bass Field to increase interconnectivity.



Ideas 1) Added pedestrian scramble. 2) Added bike lane. 3) Removable bollards to section off non-motorized from motorized traffic. 4) Pedestrian and non-motorized vehicular access to extend the plaza.

Step 1: Add the pedestrian scramble

A pedestrian scramble is an additional light cycle for pedestrian-crossing only, allowing for pedestrians to cross the street in any direction.

Step 3: Add street mural for destination signal

Adding a street mural on the pavement is a small, cost-effective improvement that will help solidify the L5P brand, and signal to visitors that Findley Plaza is a destination, and they have arrived.

Step 2: Close Euclid Ave to Colquitt Ave.

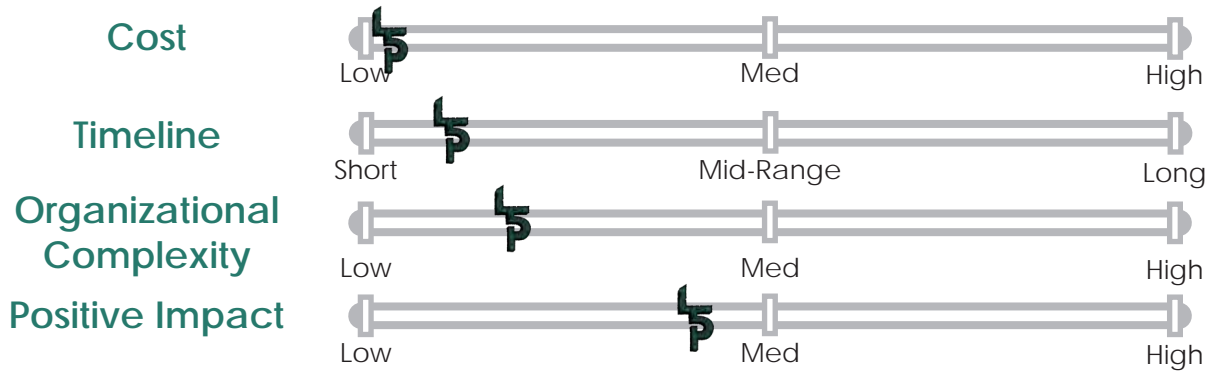
By limiting a small section of Euclid Avenue to only pedestrian and non-motorized traffic, pedestrians will perceive an increase in safety, and vehicular traffic will perceive a higher risk of pedestrian accident and drive more cautiously.



There are many alternative routes that are not affected by closing a small section of Euclid, and a path along Bass Field, adds even more options.

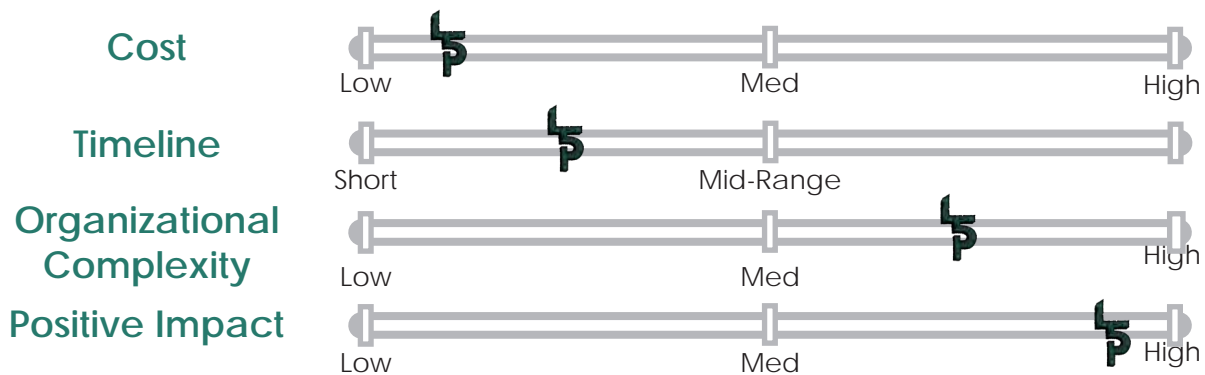
Closing Euclid Ave is worrisome for a few -- business owners in the plaza, in particular. However, as explored in this report, there is ample parking in the area, and the increase in foot traffic usually spills into the shops and businesses on the street.

Extending Bike Lane Down Euclid Avenue: Impact and Feasibility



Extending a bike lane down Euclid Avenue is an extremely low-cost, short timeline measure that will have a somewhat significant impact on the environment. There is already a bike lane on Moreland Avenue, and continuing this bike lane through the plaza will help to connect bike routes in the area. The organizational complexity is relatively low, as bike lanes are already in existence in the area, and should not require much coordination with multiple players in the street.

Add Pedestrian Scramble: Impact and Feasibility

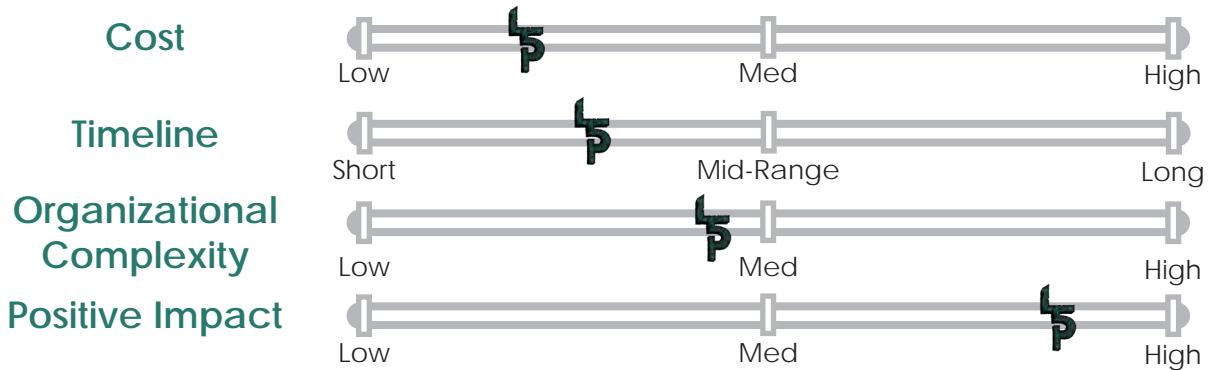


Adding a pedestrian scramble is a low-cost solution to increasing pedestrian ability to cross Moreland Avenue. It can be implemented quickly, within a short time frame. Organizational complexity is relatively high, since coordination with GDOT is required. The impact is expected to be quite high, allowing a light cycle for pedestrians to cross safely.



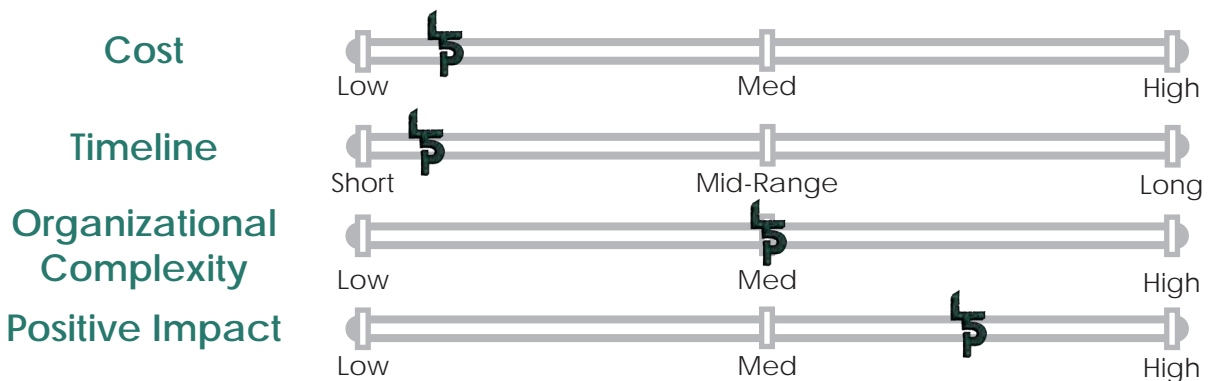
A large pedestrian scramble

Adding Bollards to Euclid Ave @ Moreland: Impact and Feasibility



As added security, adding street bollards (removable or permanent) will help shift Findley Plaza into a pedestrian-scaled space, with very clear distinction between vehicular-space and pedestrian-space. The bollards will be an investment, but should not be extremely costly. The bollards can be removed when necessary (for business deliveries or parade routes), and implemented on a schedule (perhaps only on the weekends, at first, then gradually implementing more pedestrian-only hours). The impact is expected to be high, allowing for an additional measure of safety for the newly prioritized pedestrians.

Closing Euclid to Colquitt Avenue: Impact and Feasibility



Closing Euclid Avenue could be a cost-effective measure taken to revitalize the plaza as a central destination for the neighborhoods. Organizationally, this idea requires planning and communication between the city, the existing businesses along Findley Plaza, and those traveling down Moreland Avenue (through signage and notification of the change). The impact will be high, but the effect will be felt most by pedestrians.



PARKING

PARKING

A Traditional Parking Model

Parking is a critical component of the built environment in Little Five Points. As a unique commercial destination with regional draw, many patrons of Little Five Points businesses arrive by car. With few alternatives for many customers, parking availability is critical to the economic health of the district.

However, parking can also impede healthy street life. Prominent destinations in Little Five Points were built under a traditional parking model, with ample parking on site, often fronting the lot and separating the development from other destinations and sidewalks. Traditional parking designs make for larger spaces between destinations, and these auto-oriented spaces pose a danger for pedestrians to navigate. Patrons may feel that they need to drive and park directly next to their destination because it feels safer and more convenient than parking once and walking to whichever destination they like.

A traditional parking model also forces each building owner to determine parking regulations (restrictions, price and duration). Not only do owners have other obligations to their businesses, they may be inclined to think of their own parking space as an independent unit, not a part of the whole parking supply in a commercial center like Little Five Points. As a result, inconsistent regulations and pricing



schemes, as well as free parking, are common in traditional parking models.

In many cases, community feedback has suggested that there is too little parking in Little Five Points. While this statement is proposed as a generality, it is usually true for only specific times and locations.

However, adding new spaces is not the only solution. Before investing in an expensive parking deck, community members can consider a variety of district-wide solutions.

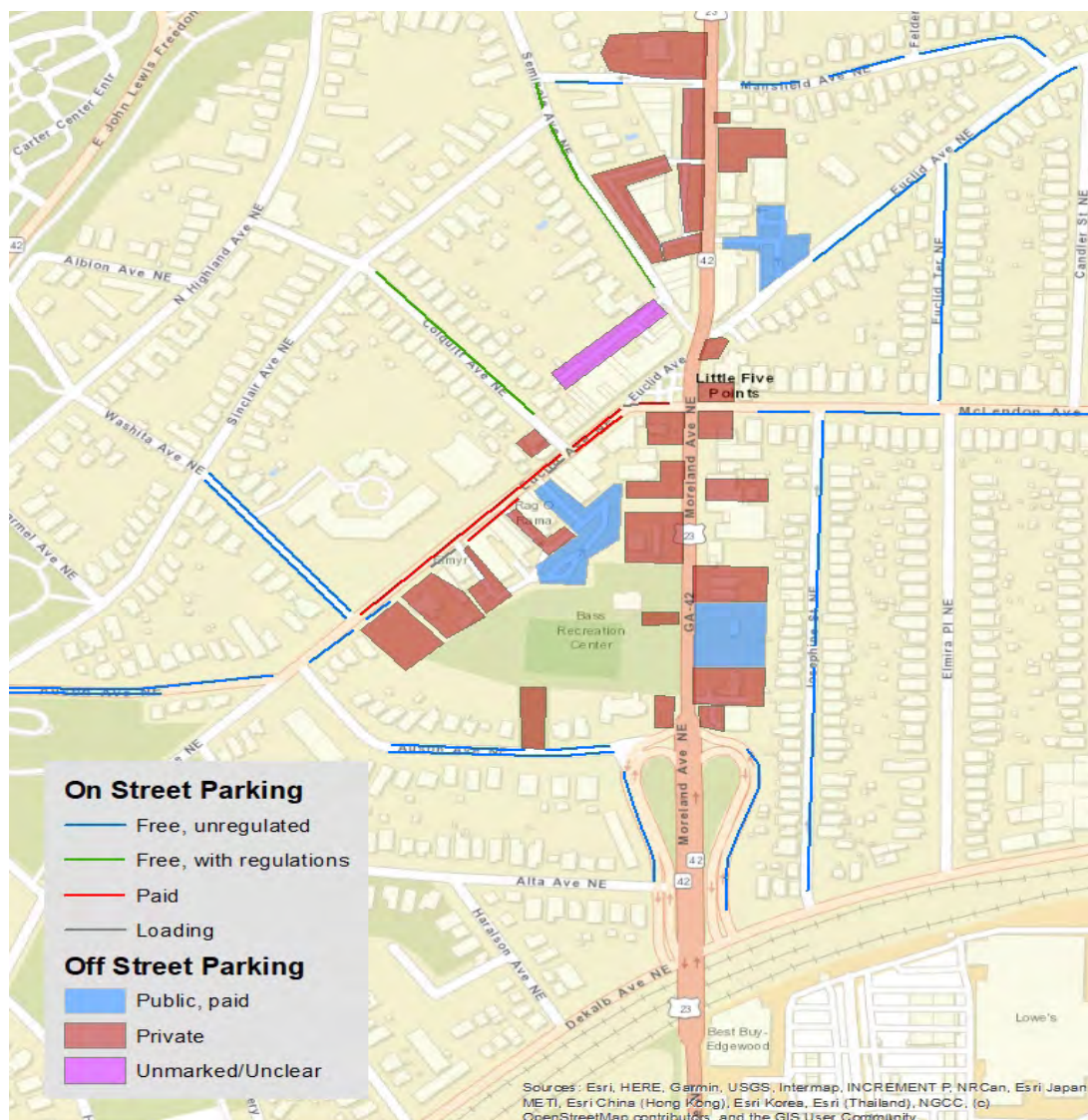
Careful management of parking assets can mitigate parking challenges when and where demand is highest, without requiring new spaces or a parking deck.

Parking Inventory

Little Five Points Parking Supply is characterized by

- Development-specific lots, often free for visitors to the specific development
- Three large, public pay lots (seen in blue on the map below)
- Free, largely unregulated street parking located in adjacent residential neighborhoods
- Public street spaces on Euclid west of Moreland
- Regulations that vary widely in their content, clarity, and then serviceability

| Off-Street Spaces | Public | Private | Unregulated | Total Spaces |
|-------------------|--------|------------------------|-------------|--------------|
| | 311 | 548 | 52 | 911 |
| On-Street Spaces | Paid | Free, with regulations | Unregulated | Total Spaces |
| | 47 | 50 | 397 | 494 |
| Grand Total | | | | 1,405 |



PARKING

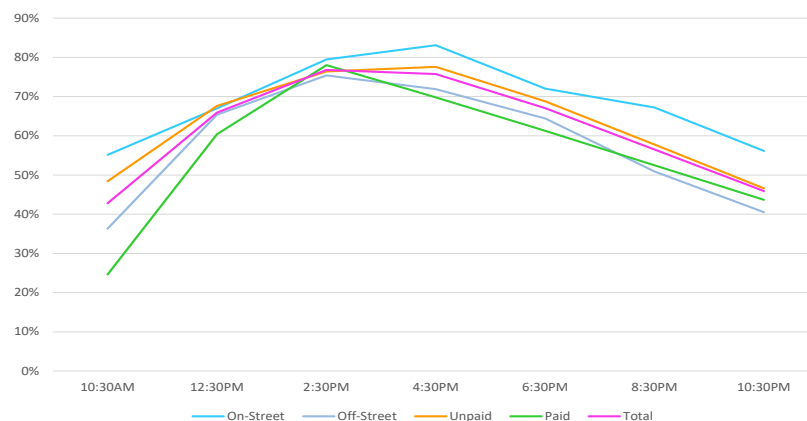
Parking Occupancy Study

Parking occupancy follows a “Goldilocks Principle”. When a parking lot is too empty, valuable urban space goes to waste. Too full, and potential patrons waste time and energy cruising for a parking space, increasing traffic and discouraging customers. Parking managers should strive to spread demand for parking evenly across spaces.

A parking occupancy study was conducted to understand exactly when and where demand was highest and lowest at various times of the week. The team walked the streets and parking lots of Little Five Points and counted the number of occupied spaces in each parking asset. **Counts were conducted every two hours, from 10:30AM to 10:30PM, on a typical Tuesday and a typical Saturday.**

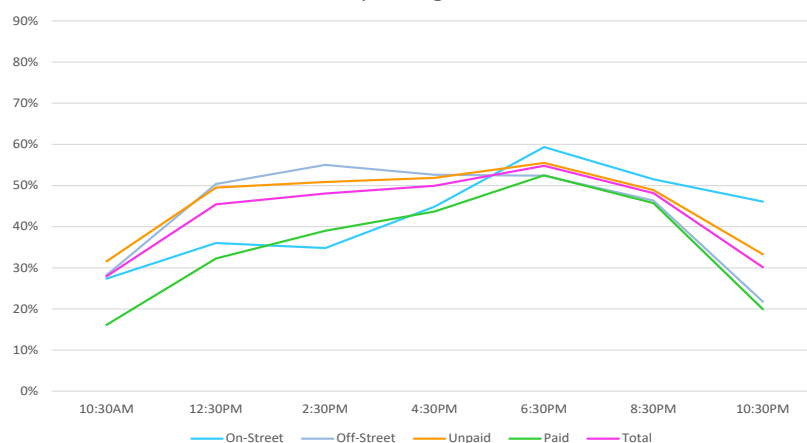
The figures below show parking occupancy summaries over time for the days the study was conducted. The percentage of spaces occupied are shown for the whole area, public and private spaces, and off-street vs on-street spaces. Please see the inventory map to identify the category for a particular asset. Note that on-street spaces are considered public.

Weekend Occupancy



Parking occupancy peaked at nearly 80% at 2:30PM. There were enough spaces for the area to stay appropriately utilized, though demand is highly localized. Paid occupancy varied widely from under 30% to nearly 80%.

Weekday Occupancy

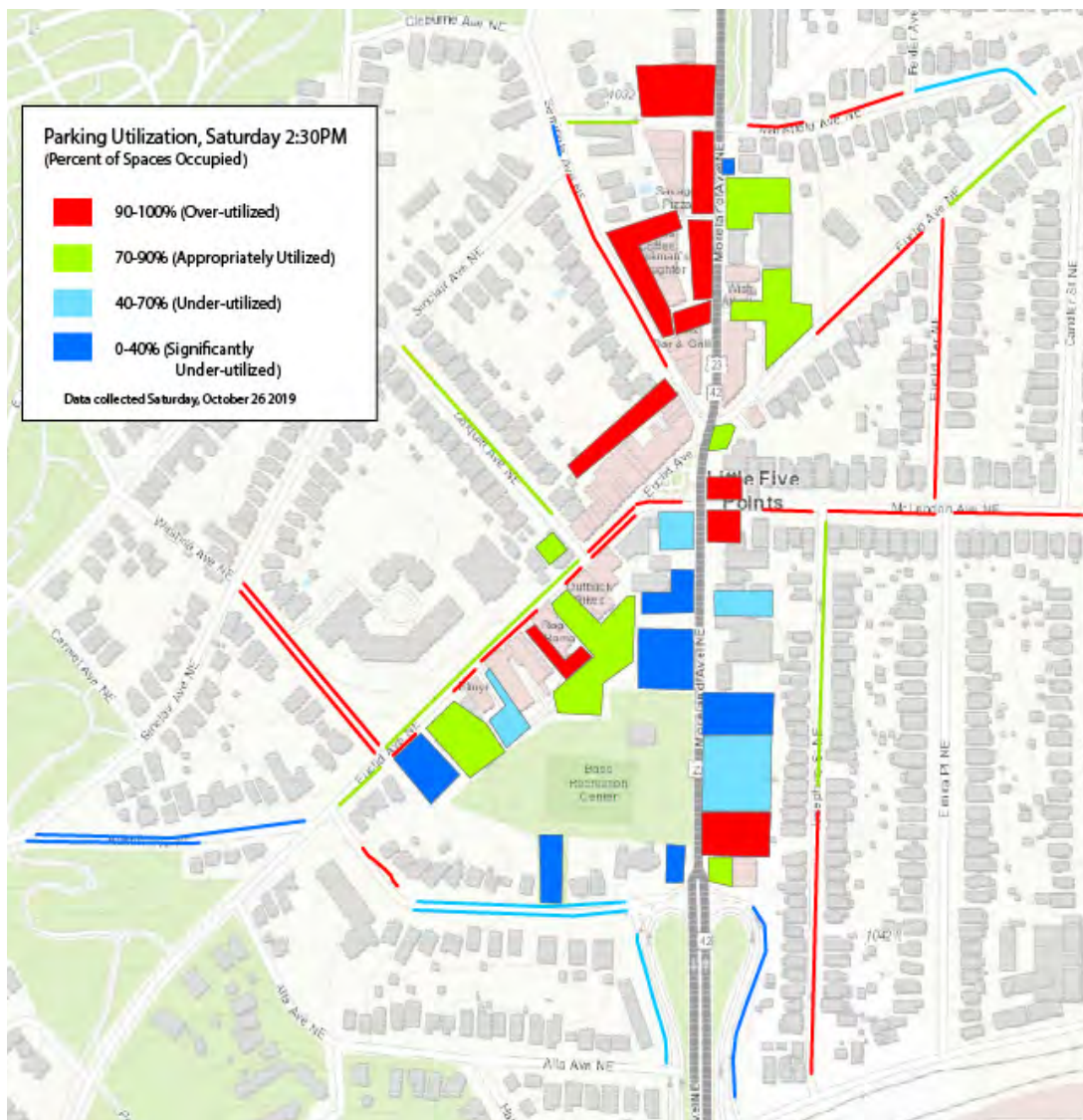


On a weekday, Little Five Points occupancy overall stayed roughly under-utilized. Paid spaces stayed under 50% occupancy for all periods but the peak period (6:30PM).

Parking Occupancy, Peak Period, Saturday 2:30PM

During the study's peak period, public access and free spaces are completely full. Paid lots in central areas are filling up as well. Demand is highly concentrated in the center and north.

Even during the peak, there are plenty of extra spaces in private lots and street spaces in the south and west periphery of the district.



| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 79% | 75% | 76% | 78% | 77% |

PARKING

Idea: Create a Shared Parking Model

Little Five Points Alliance (L5PA) can create a branded “Shared Parking District”. Make it clear that patrons are welcome to park once and visit multiple stores. Businesses may still set time limits or charge for parking.



Research suggests that **commercial districts with shared parking assets have simpler and more efficient parking operations.**

Visitors of multiple businesses can park once and walk to their destinations, while in a traditional model visitors must drive and search for a space for each destination they visit. Not only does this mean more vehicles are out hunting for space, but the prospect of multiple parking searches may actually deter patrons from visiting more stores.

A shared parking model also requires fewer total parking spaces.

For example, if a bar and a breakfast restaurant share the same parking spaces, the same parking spaces can accommodate both destinations' peak parking demand.



Pros:

- Improved parking and traffic efficiency
- Lower barrier for patrons visiting multiple stores
- More pedestrian traffic and “eyes on the street”
- May contribute to L5P Placemaking

Cons:

- Requires full buy-in from Little Five Points businesses
- Poor pedestrian environment limits effectiveness

Create a Shared Parking Model: Feasibility and Impact

Cost



The cost of implementation should be fairly low. The main costs come from re-signing parking lots, re-stripping spaces, adding a street tree here and there, and a staff member who coordinates and manages the shared parking agreement. This staff's pay could be shared among the businesses and owners.

Timeline



If there is broad buy-in for the shared parking model, it could be in place as soon as 1-3 years.

Organizational Complexity



Coordination among businesses and organizations is the greatest challenge for this idea. Broad recognition for the value of the idea as a potential win-win among business owners in Little Five Points is a critical first step. From there, establishing the managerial structure, basic rules of the parking district, and responsibility for organization and enforcement would be necessary. The L5P Alliance, Business Association, or CID could take responsibility for management.

Positive Impact

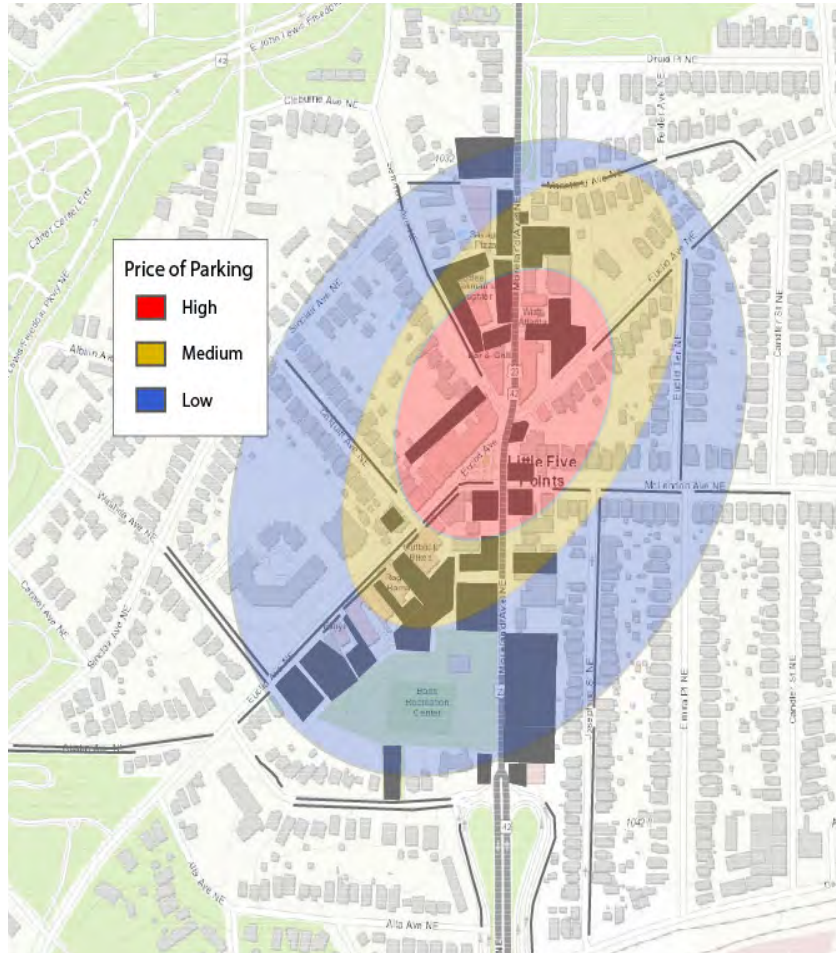


The impact of a shared parking model could be quite significant. Reduction in vehicle traffic searching for parking, more efficient use of spaces throughout the day, and potential for greater patronage from visitors to multiple stores are all likely outcomes. A key deterrent to visiting a unique regional destination would be reduced. However, if Little Five Points does not become more pedestrian-friendly at the same time, patrons may still wish to drive from stop to stop.

PARKING

Idea: Price Parking at the District Level

Based on Demand, to Smooth Parking Occupancy



Because of their proximity to more desirable destinations, some parking lots experience more demand than others.

Managers can price parking such that more and less desirable spaces are priced accordingly. If priced effectively, some space should be available in all lots. If necessary, businesses can provide parking vouchers (for free or reduced parking fees) to patrons at checkout.

Oversight, coordination, and implementation could be vested in the L5P Alliance, the CID, or the Business Association.

Pros:

- Improves efficiency of parking by spreading demand across all assets
- Creates a revenue stream for other built environment improvements

Cons:

- Most effective when implemented by a centralized management body
- Requires ongoing management and re-evaluation
- Potential pushback in transition from free to paid spaces

Price Parking at the District Level: Feasibility and Impact

Cost



The cost of physical assets to price parking would not be significant. Meters and kiosks to pay for parking, as well as implementation of a mobile pay platform would be enough to price parking. However, staff would be needed to analyze and adjust the price of parking, and enforcement efforts may need one or two dedicated staff. Cost would be mitigated if ATLPlus were to continue enforcement.

Timeline



District-level pricing requires a shared parking model to be fully implemented. Meter installation and initial price analysis could be conducted in parallel with creation of a shared parking district. If L5P creates its own enforcement agency, it may take some time to hire the staff and work with the city to stand up the agency. Every space could be priced in 1-3 years.

Organizational Complexity



Pricing spaces has similar institutional barriers to creating a shared parking district. Special concessions like creating validation for patrons of certain stores may be necessary to get full buy-in from businesses. An added layer of complexity is working with the city and ATLPlus to determine enforcement responsibilities.

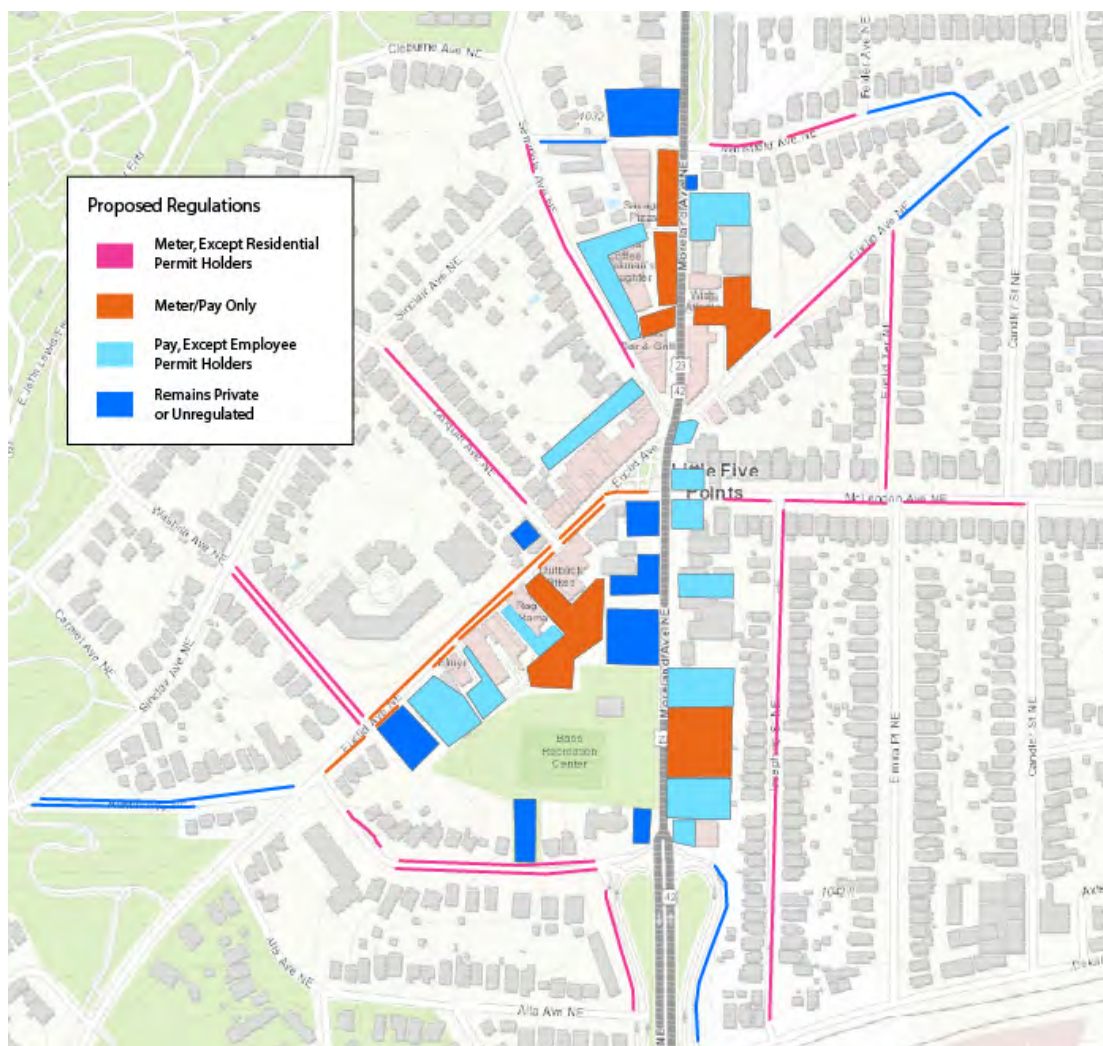
Positive Impact



This idea has the greatest potential to change the parking landscape in Little Five Points. With a district-level pricing model, a true market for parking space is created, and visitors will internalize the cost of driving and leaving their cars in the district. Parking hotspots can be managed, and more spaces will be adequately utilized. As some visitors with transportation alternatives make the rational choice to travel without their cars, spaces are freed up and the pedestrian environment improves. Perhaps most importantly, a revenue stream for district improvements is created, with which Little Five Points can continue to grow and develop.

PARKING

Idea: Consider Other Updates to Parking Regulations
Improve Efficiency, Protect Resident, Employee Spaces



Parking in Little Five Points could be further improved through various regulation updates. The map above is one possibility among many that prioritize the variety of parking needs across space.

Updated regulations that may improve operations include

- **Metered Street Parking**
- **Residential Permits** (free, or with rates set by neighborhood associations)
- **Employee Permits** (free, or with rates set by Business Association)
- **Short Pay Rate Intervals** (e.g. \$1 per 30 minutes)
- **Short Trip Spaces** (15-20 minutes, free, centrally located)

While each of these suggested regulations could be implemented individually, they may work best in combination. For example, creating residential permits alongside metering street spaces allows residents to continue to park near their homes while visitors respond to the price of street parking.

Consider various Parking Regulations: Feasibility and Impact

Cost



These policy changes would each be cheap to implement. The cost of signage and possible permitting systems would be nominal. Adding permits and meter spaces are likely to be cost neutral, with the cost of added managerial efforts offsetting revenue increases.

Timeline



Depending on the regulation, public engagement and discussions among the business owners would determine the timeline. Each of these regulations could be implemented in weeks once consensus is achieved. Spirited pursuit of any of these regulations could realize the change in under one year.

Organizational Complexity



Like other ideas for regulating parking, coordination among the business association, neighborhood organizations, and the city would be necessary for some ideas. Updating residential and employee permits would be the most complex, while reducing pay intervals could be quite simple and easy.

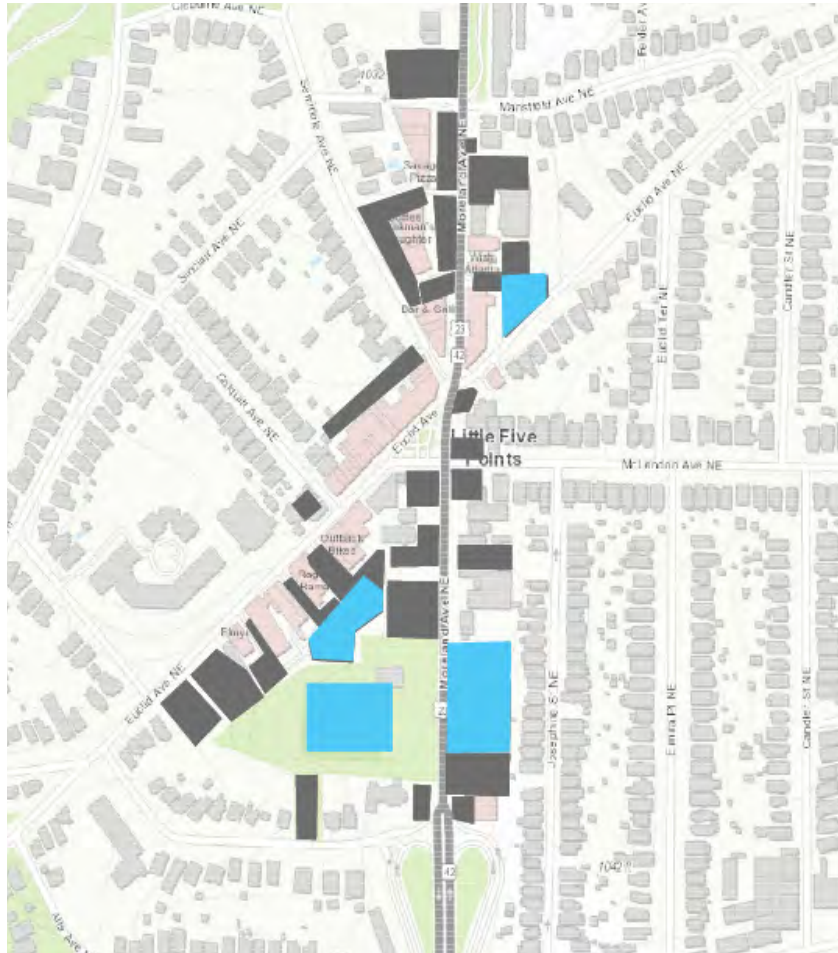
Positive Impact



The impact of any added regulation depends on how it interacts with the parking landscape and other built environment factors. Metering street spaces would have an increased impact if residential and/or employee permits are implemented as well. Spaces would be monetized for visitors and protected for residents and employees, maximizing total impact. Shorter pay intervals would make paid spaces more efficient on the margins, as visitors would be incented to spend the time they need at certain stores, not longer. Finally, quick-stop spaces would improve encourage the in-and-out trips at stores like Sevananda and the coffee shops.

PARKING

Idea: Explore Parking Deck Site Options If Significant Development Occurs



Today, there seems to be parking supply that can adequately serve Little Five Points with efficient management. However, if significant development occurs, parking supply may be stretched to the limit.

Rather than creating more development-specific parking, a centralized parking deck could be shared among L5P destinations.

Pros:

- Space-efficient way to meet increased parking demand
- Enables reimagining of current surface lots (for public space, or redevelopment)

Cons:

- Likely to be expensive (\$25-40k per space)
- Can be disruptive to adjacent uses
- Site choice may be controversial

Build a Central Parking Deck: Feasibility and Impact

Cost



The cost of building a parking deck is often underestimated. Before the cost of land, costs are likely to exceed \$25,000 per space. A 100-space deck could cost as much as \$3 million. Depending on the site, the cost of procuring land could be negligible (as in Bass Field) or quite significant (as in the lot north of Hattie B's).

Timeline



Construction of an elevated parking deck could be complete in 3-5 years. The timeline might stretch considerably if an underground deck is selected, as in the case of Bass Field, because engineering considerations would become more complex. Once a site is selected, the deck could be open in under 10 years.

Organizational Complexity



Organizational challenges might vary depending on the choice of site. If a private site is chosen, getting to the design and build stage should be relatively quick. However, using public land would require a more complete public process before building. In this way, monetary cost and organizational barriers come at a trade-off.

Positive Impact



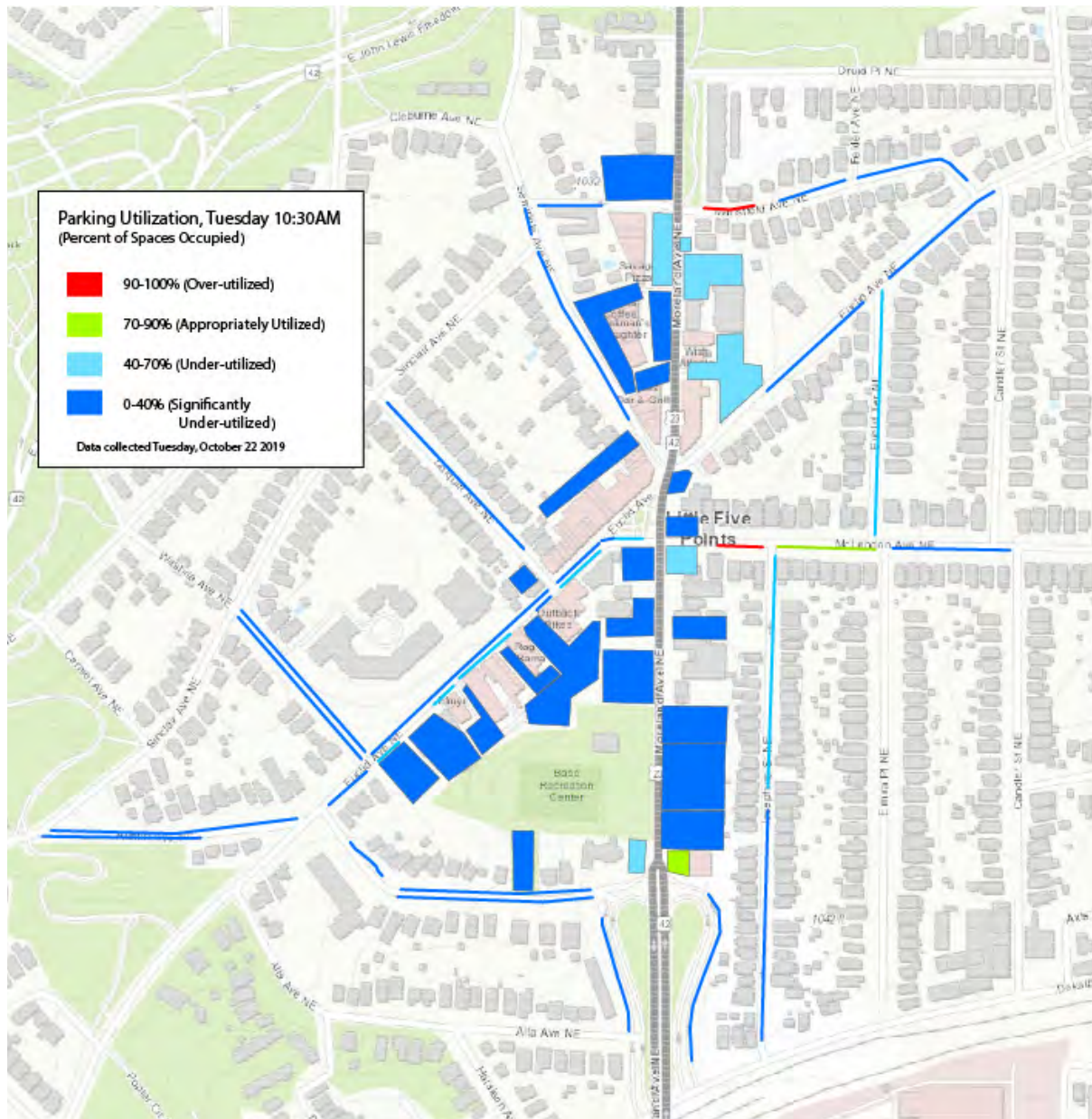
Even a very large 200+ space deck would increase parking supply in Little Five Points by only 10-15%. If an existing surface lot is the selected site, those spaces would be replaced, reducing the net gain in parking supply. Pricing and management of spaces would still be critical to maintain parking availability during peak hours.

Much of the impact of a deck would come from the nature of the spaces--they would be public, shared and centrally-located. Their cost and use could be adjusted to meet the needs of Little Five Points throughout the day and the week.

PARKING

Parking Occupancy, Tuesday 10:30AM

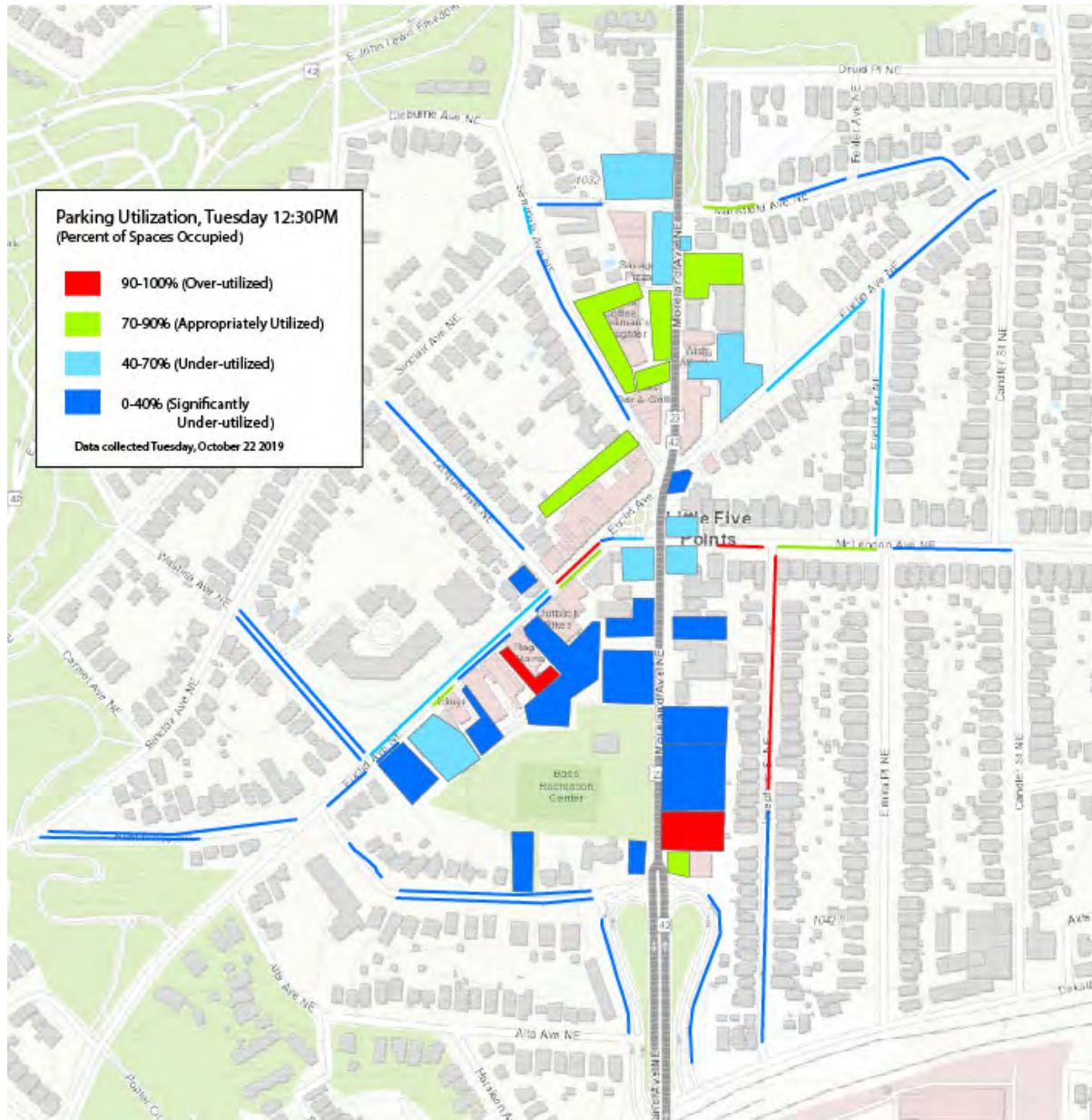
On Tuesday morning, overall occupancy was very low. The areas of greatest occupancy were near daytime commercial uses (like Sevananda and Aurora Coffee), as in Candler Park.



| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 27% | 28% | 32% | 16% | 28% |

Parking Occupancy, Tuesday 12:30PM

Occupancy increased significantly as shops open for lunch in the afternoon. Private, unpaid parking lots filled the most. Hot spots at Junkman's Daughter, Hattie B's, and Josephine St. began to form.

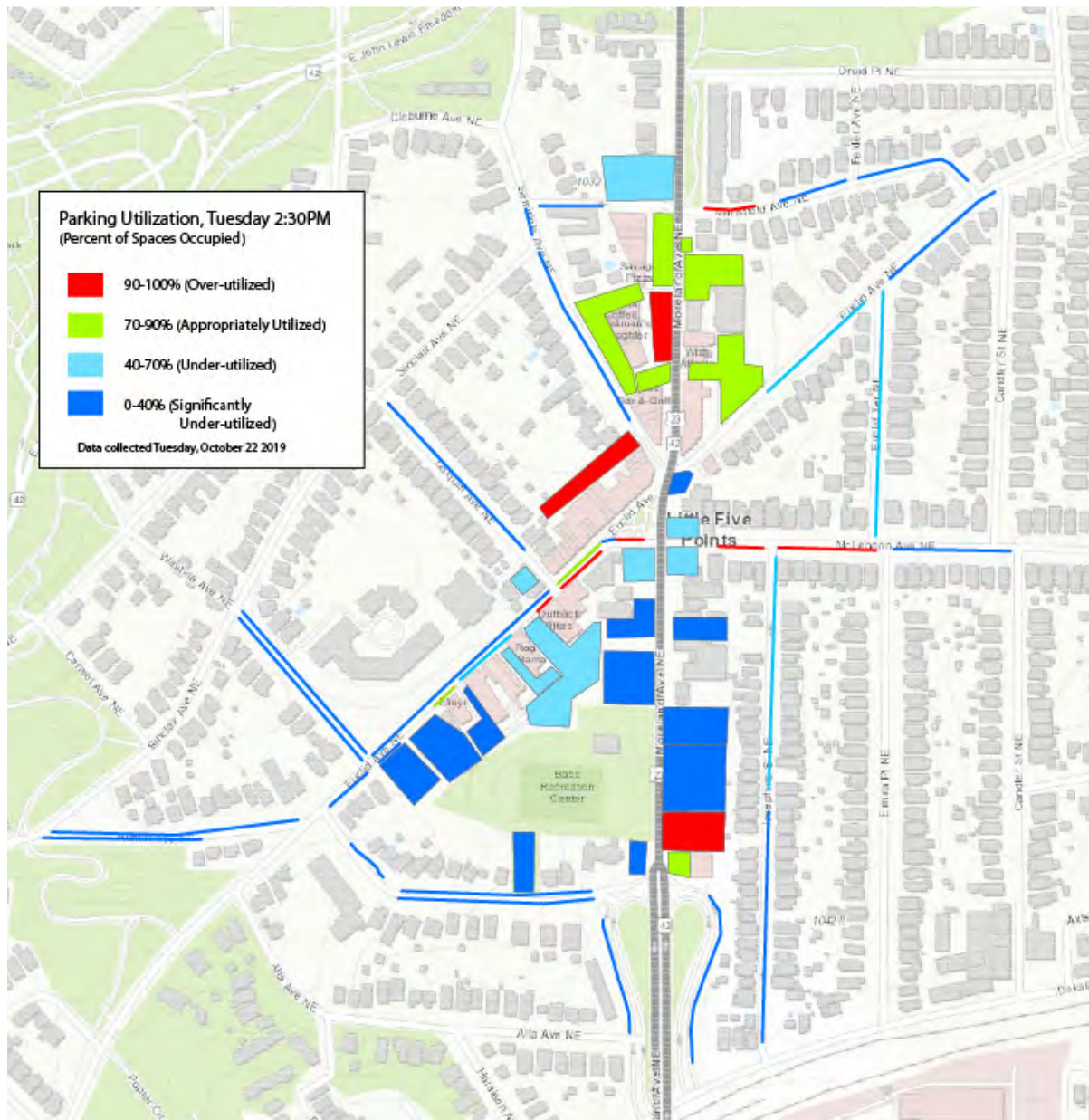


| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 36% | 50% | 50% | 32% | 45% |

PARKING

Parking Occupancy, Tuesday 2:30PM

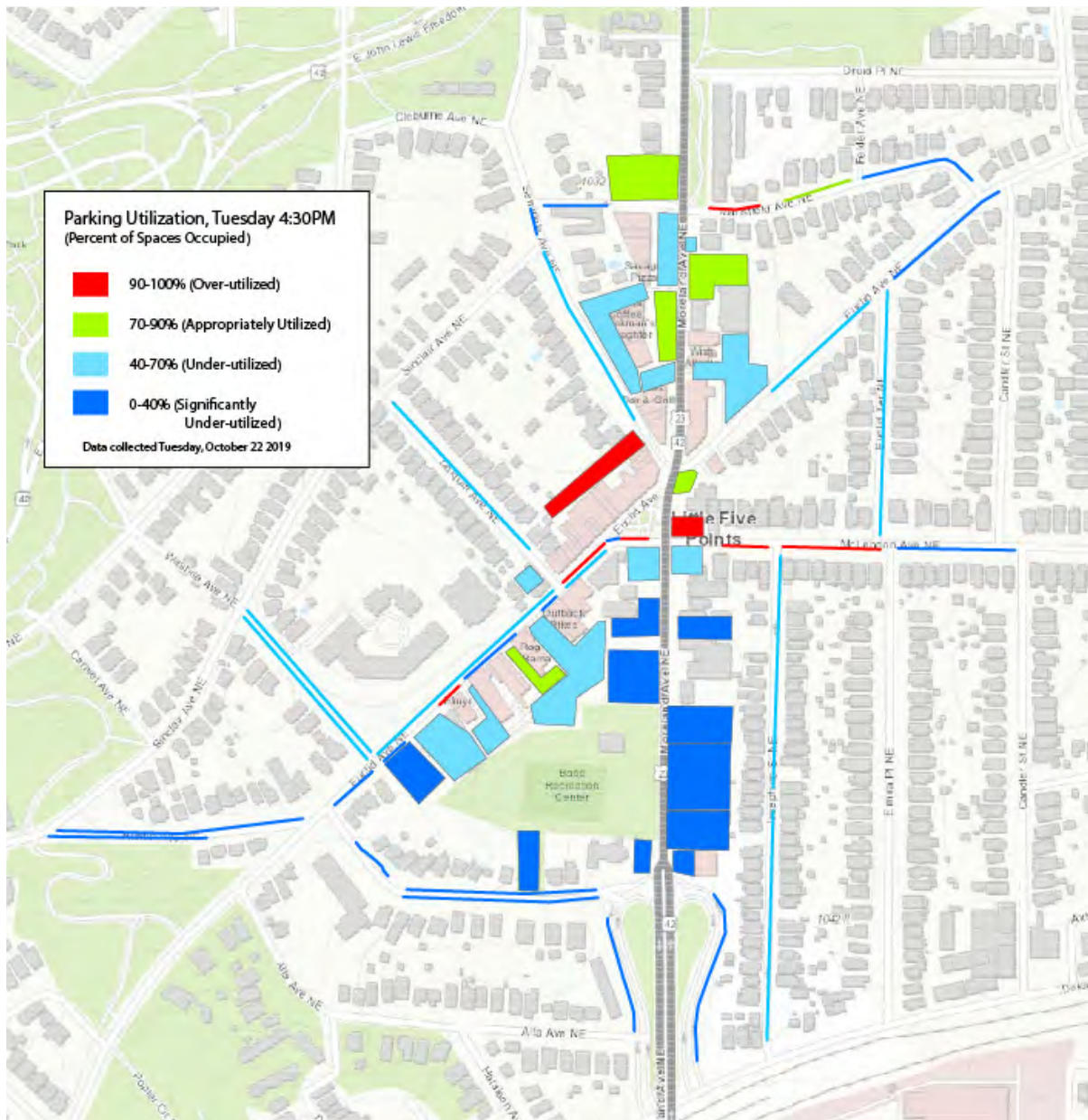
Spaces on Euclid South of Moreland begin to fill in as the afternoon progresses.



| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 35% | 55% | 51% | 39% | 48% |

Parking Occupancy, Tuesday 4:30PM

On-street spaces begin to fill, perhaps as the workday ends for residents who live nearby. Moreland spaces on the South and East remain mostly empty.

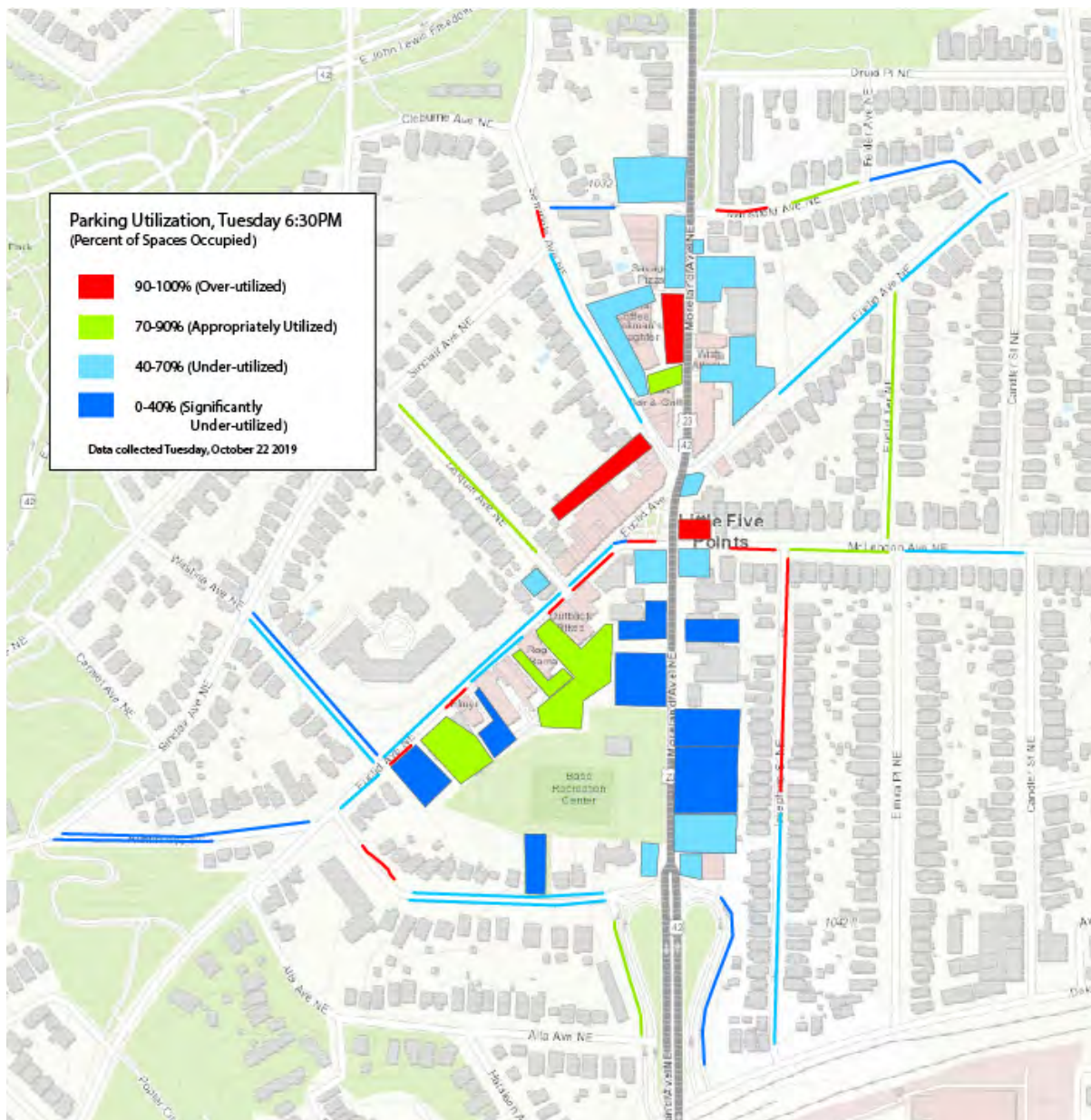


| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 45% | 53% | 52% | 44% | 50% |

PARKING

Parking Occupancy, Tuesday 6:30PM

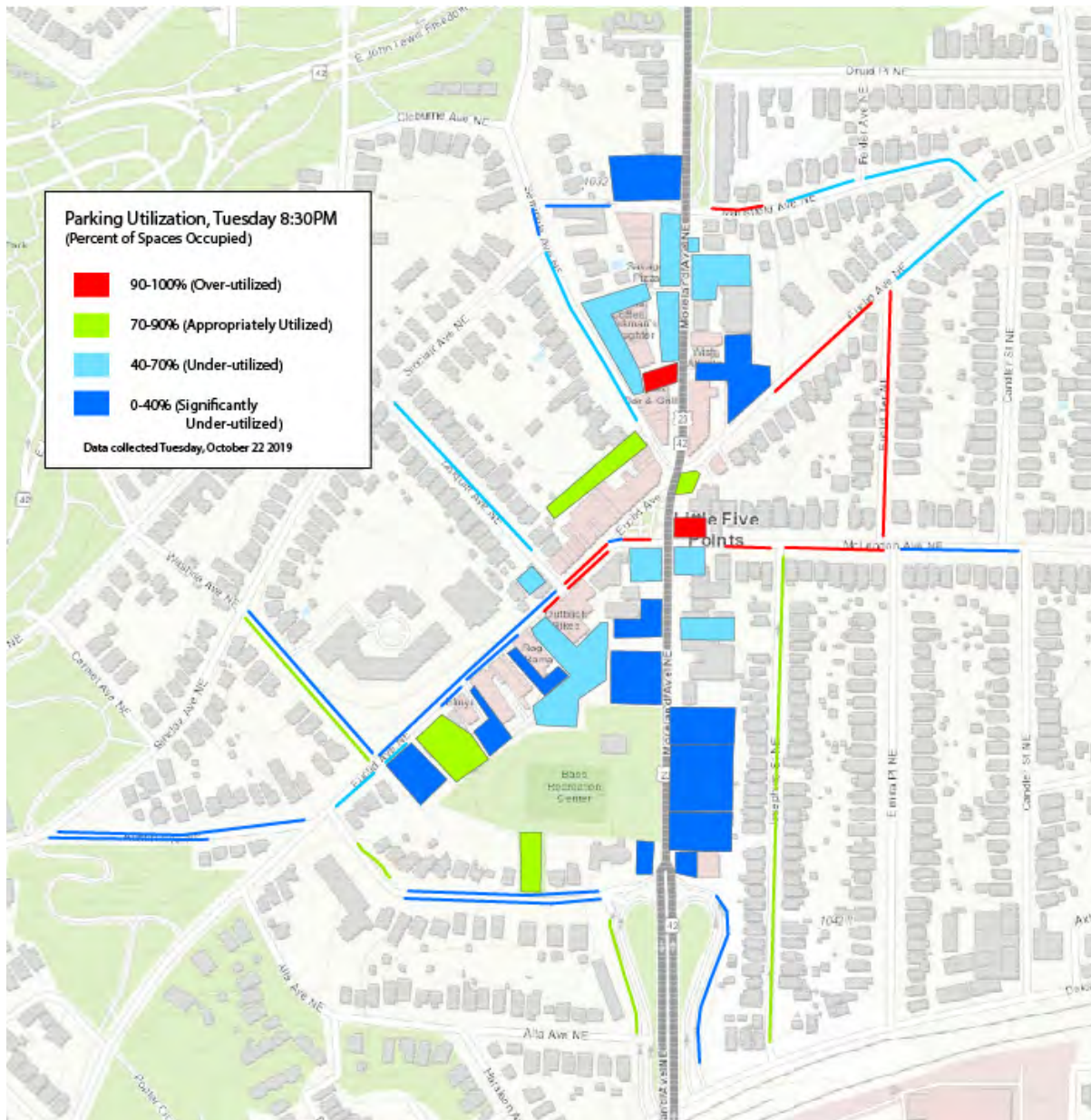
This is the Tuesday peak period. Parking occupancy increases in residential on-street spaces, and also in paid street spaces and lots adjacent to restaurants on the southern end of Euclid.



| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 59% | 52% | 55% | 52% | 55% |

Parking Occupancy, Tuesday 8:30PM

Most parking assets begin to empty, except in chiefly residential areas.

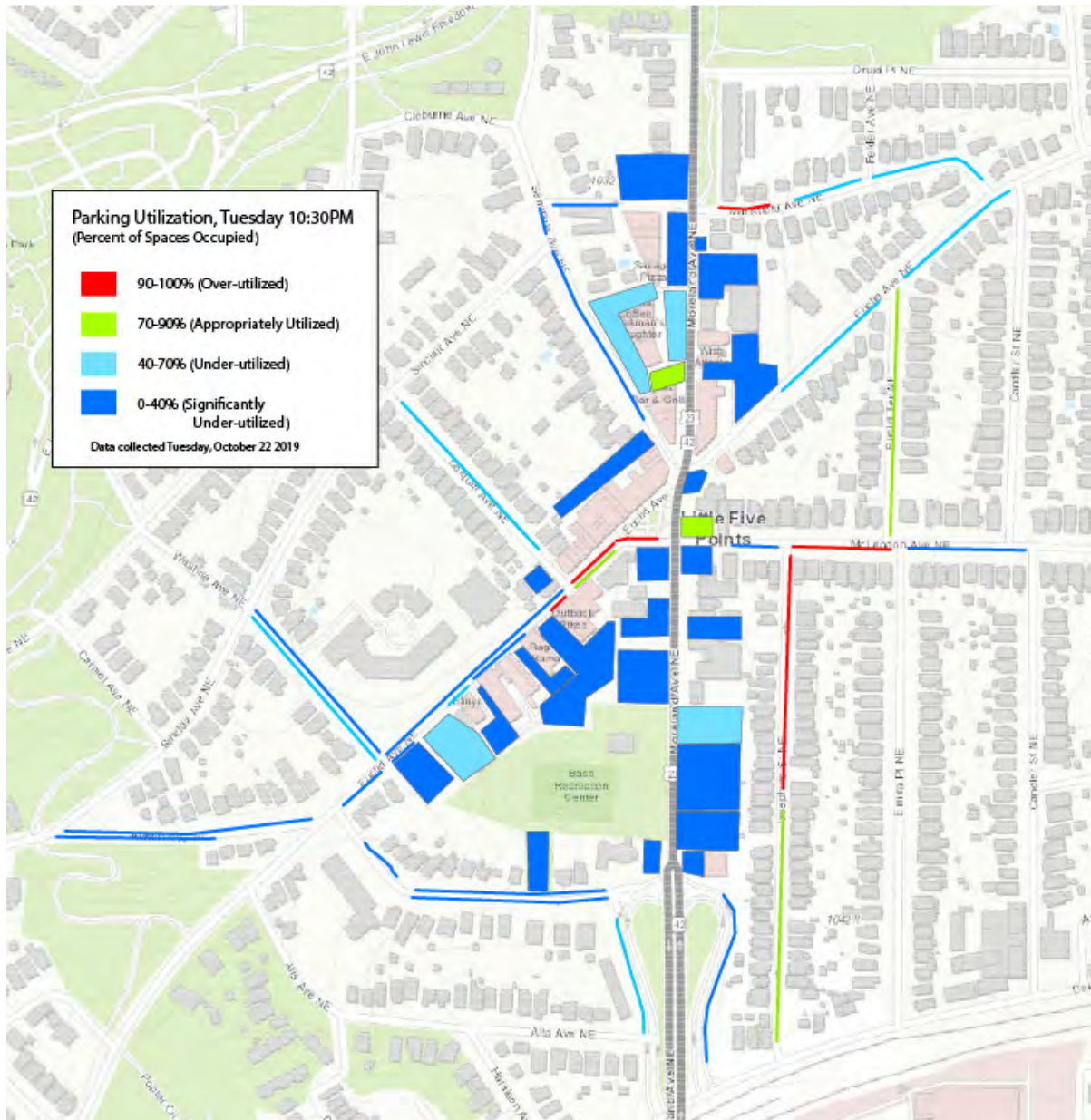


| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 52% | 46% | 49% | 46% | 48% |

PARKING

Parking Occupancy, Tuesday 10:30PM

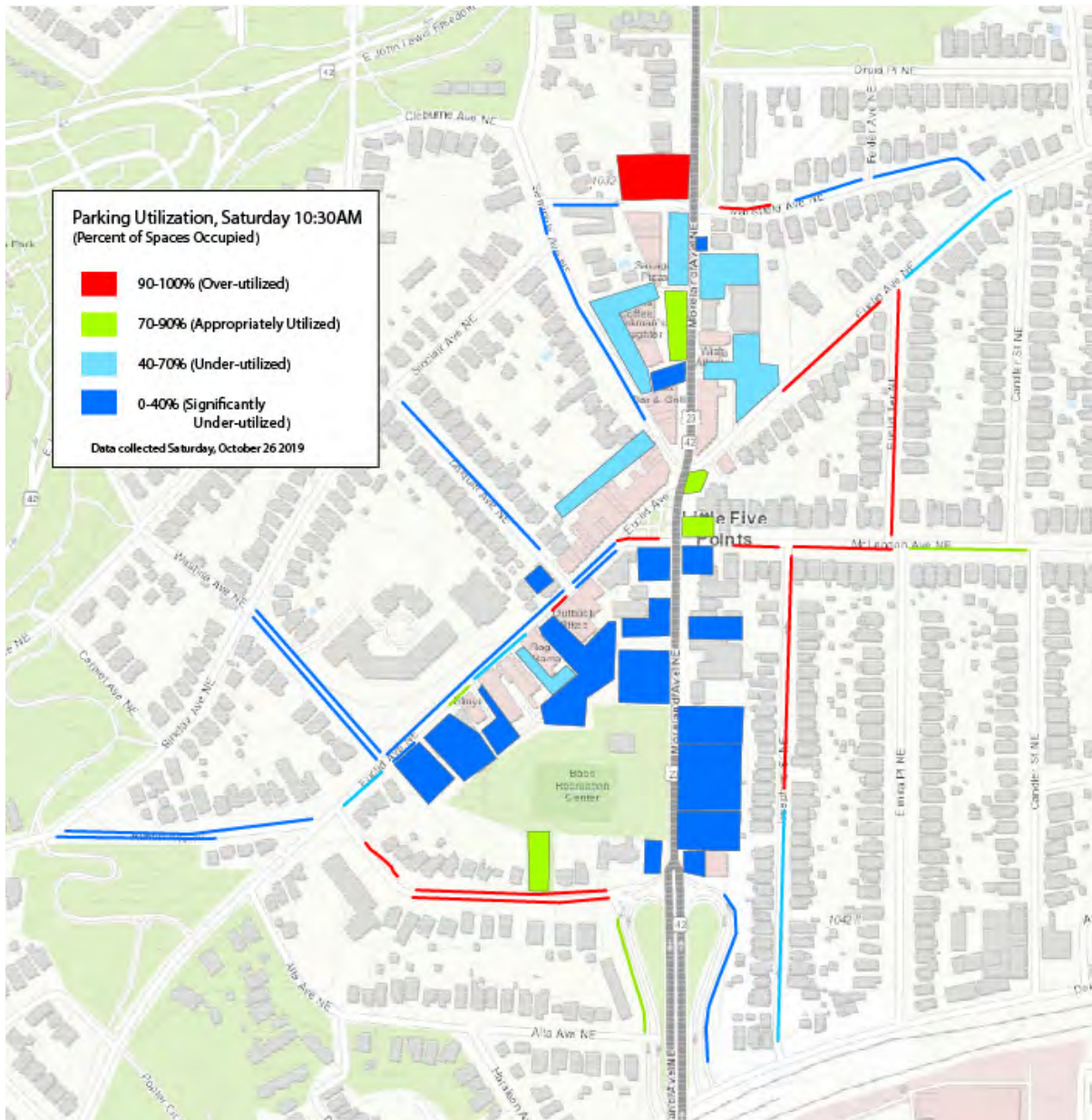
Little Five Points empties out. Occupancy is maintained in residential spaces and spaces nearest nighttime uses (Euclid Ave Yacht Club, The Vortex), where meter spaces are free after 10pm.



| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 46% | 22% | 33% | 20% | 30% |

Parking Occupancy, Saturday 10:30AM

On Saturday, parking occupancy begins at a much higher point than on Tuesday. Occupancy is nearly double in unpaid spaces.

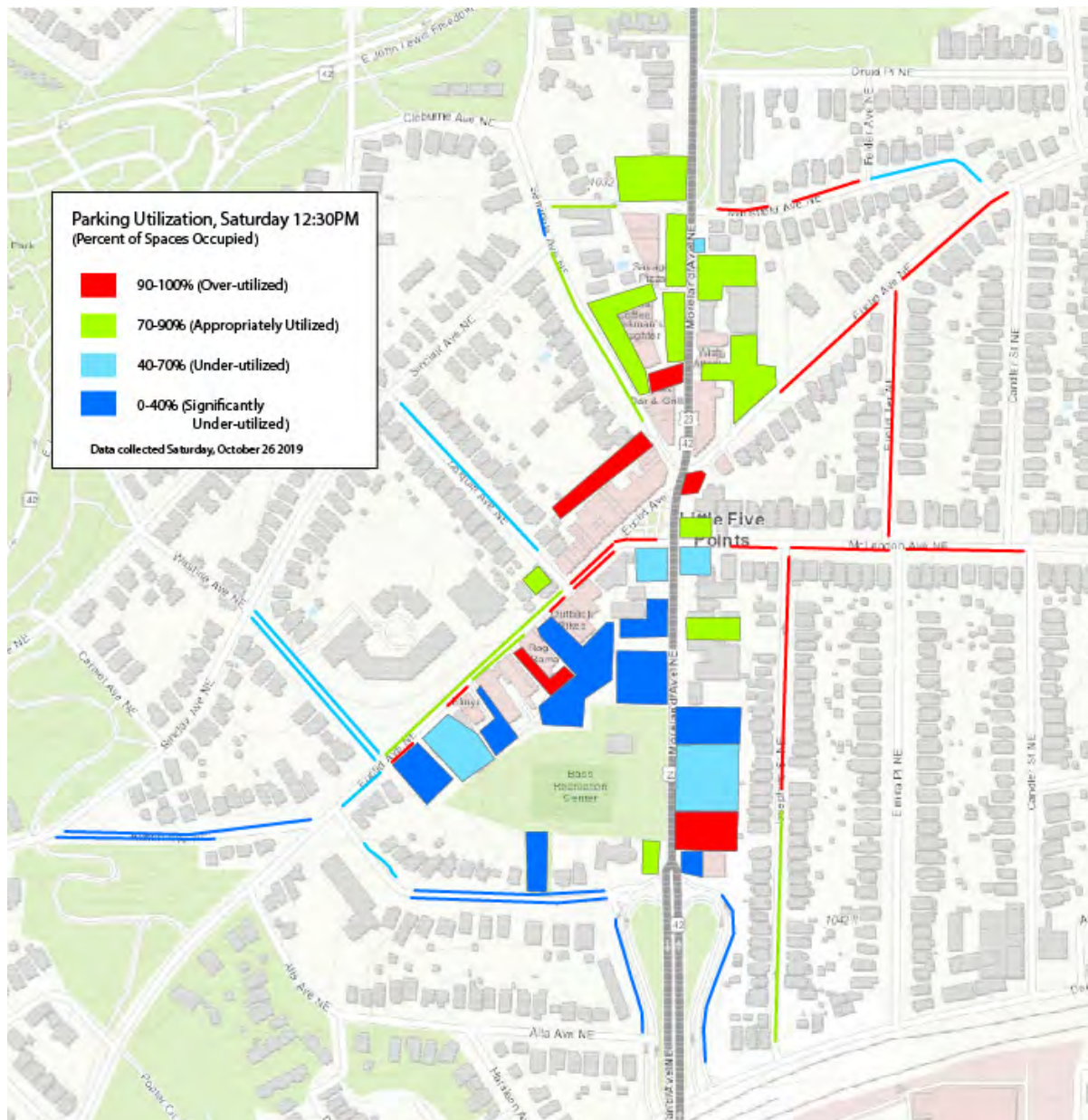


| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 55% | 36% | 48% | 25% | 43% |

PARKING

Parking Occupancy, Saturday 12:30PM

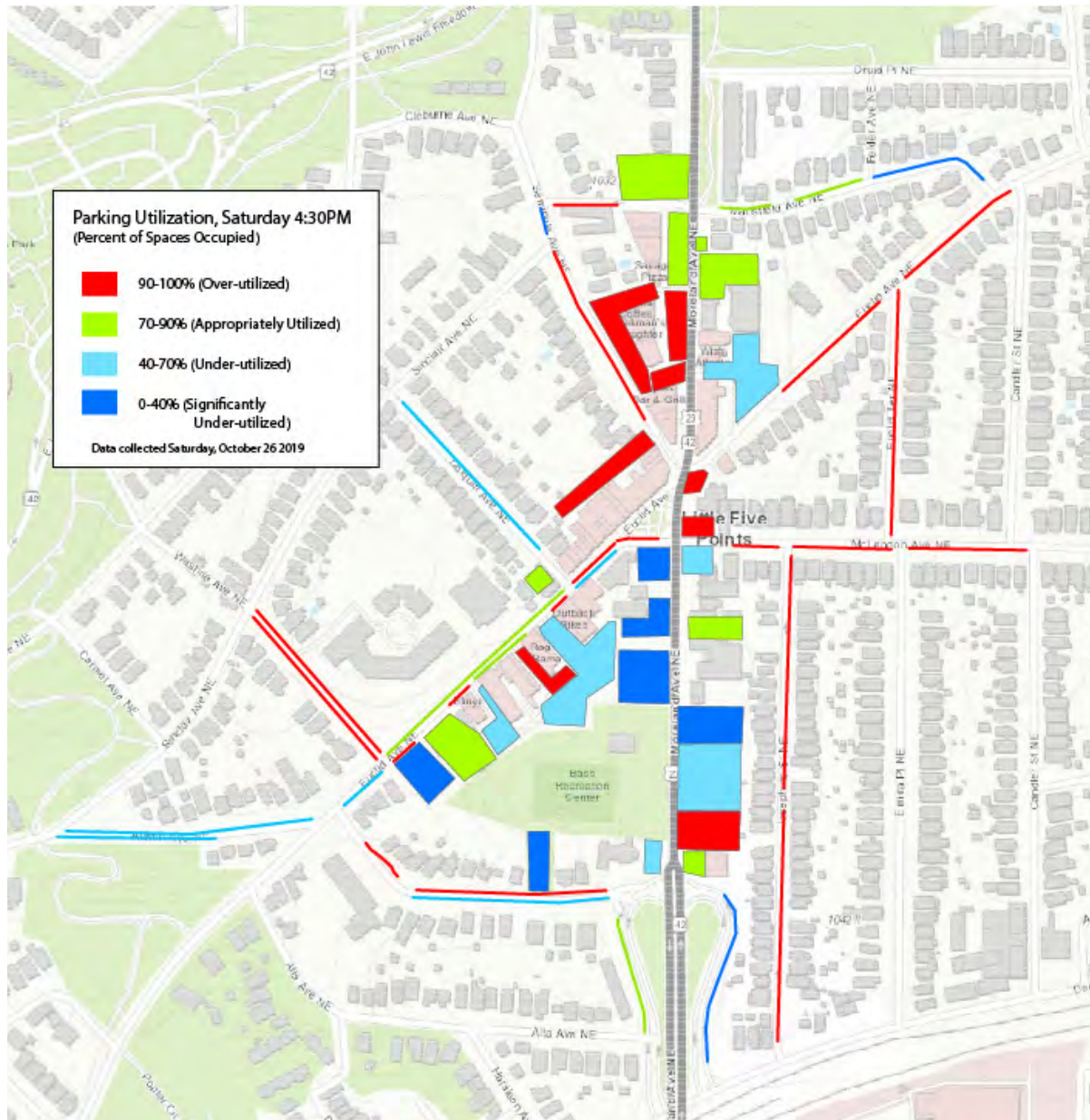
Occupancy increases throughout the district as Saturday activity picks up. Paid lots South of Findley Plaza lag behind.



| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 67% | 65% | 68% | 60% | 66% |

Parking Occupancy, Saturday 4:30PM

Occupancy remains high, with concentrations in the center, north, and neighborhood street spaces. A slight shift from paid to unpaid spaces occurs. The Inman Park residential permit restriction activates.

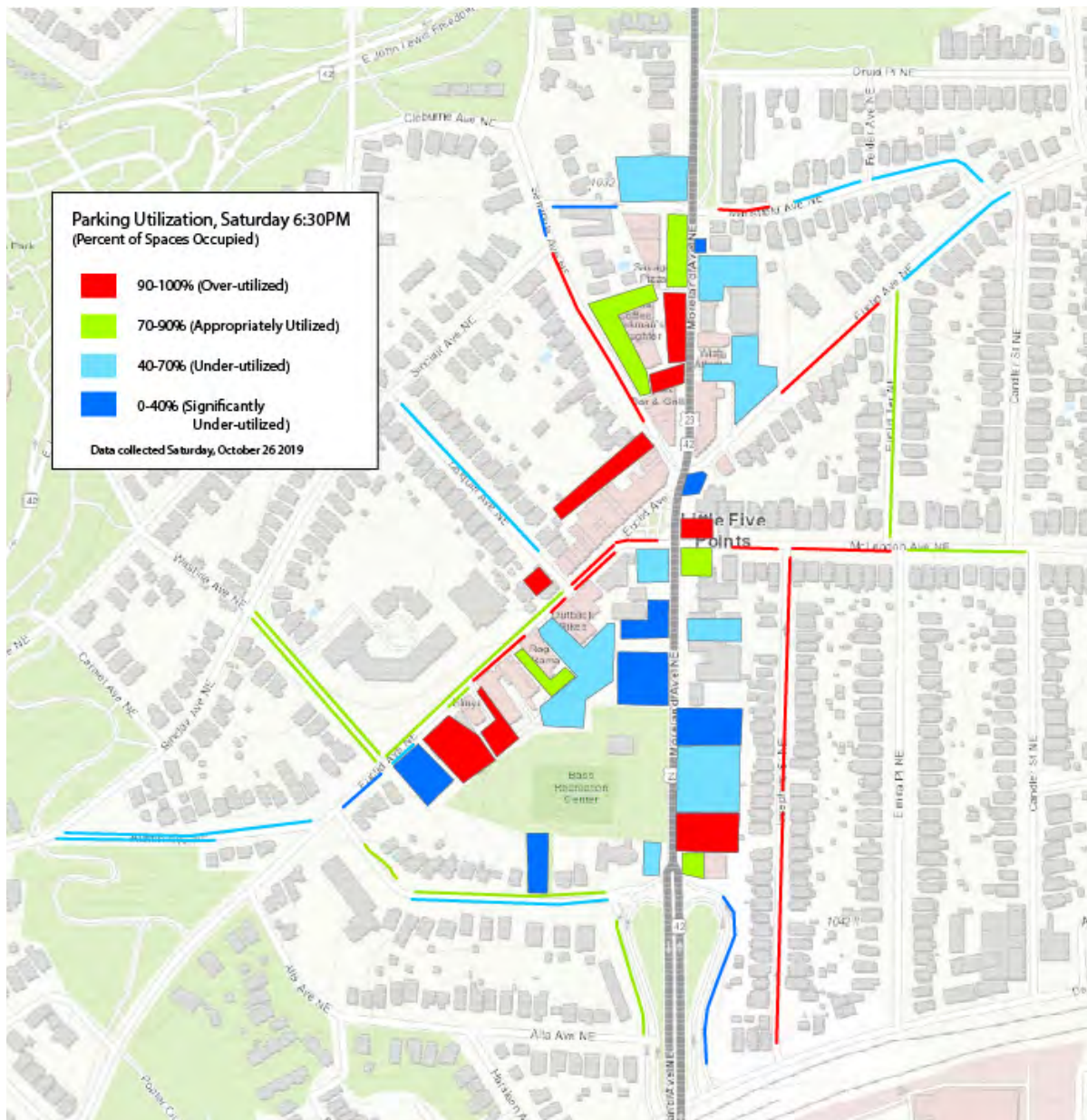


| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 83% | 72% | 78% | 70% | 76% |

PARKING

Parking Occupancy, Saturday 6:30PM

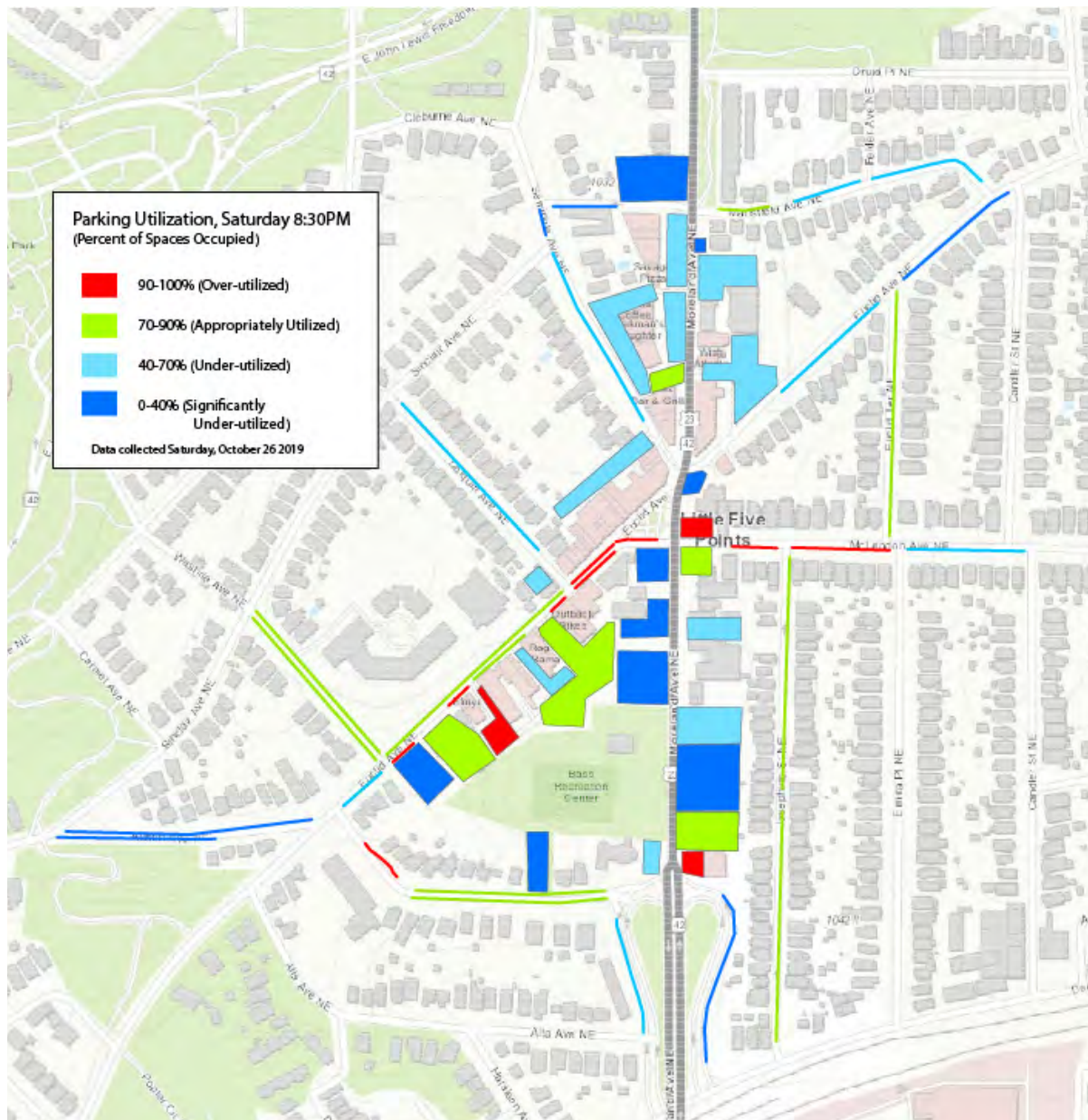
While parking occupancy decreases, hotspots form in private lots associated with restaurants. Some rain between 4:30 and 6:30PM may have affected demand.



| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 72% | 64% | 69% | 61% | 67% |

Parking Occupancy, Saturday 8:30PM

Lower total occupancy is driven by off-street and paid spaces. A concert at Variety Playhouse has begun.

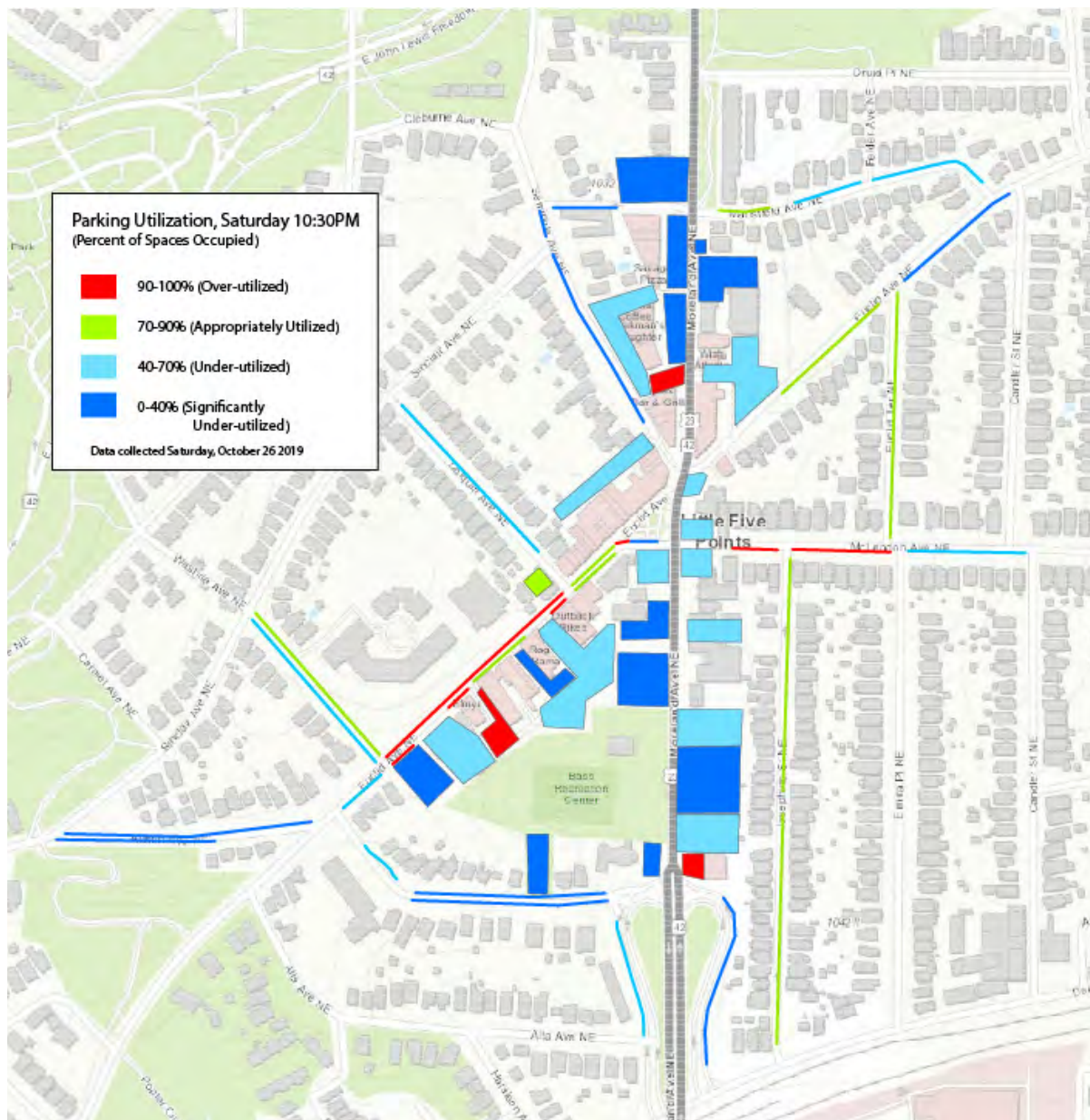


| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 67% | 51% | 58% | 52% | 57% |

PARKING

Parking Occupancy, Saturday 10:30PM

Most of the parking assets in the district level off at around 50% occupied. Paid street spaces near Variety Playhouse are in demand, as the spaces are free after 10pm.



| On-Street | Off-Street | Unpaid | Paid | Total |
|-----------|------------|--------|------|-------|
| 56% | 41% | 47% | 44% | 46% |

A photograph of an outdoor cafe scene. In the foreground, several people are seated at green plastic tables and chairs. A large purple umbrella with the text "Since 1964" and "Youngling" is positioned over one of the tables. In the background, a building with a blue tiled roof and a sign that reads "LITTLE P" is visible. The scene is set outdoors with trees and a paved area.

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT

Existing Conditions

The Little Five Points commercial district has served the neighborhood commercial needs of multiple neighborhoods for over 100 years. Today, Little Five Points has over 60 restaurants and retail establishments, which create a unique and authentic economic and cultural district.

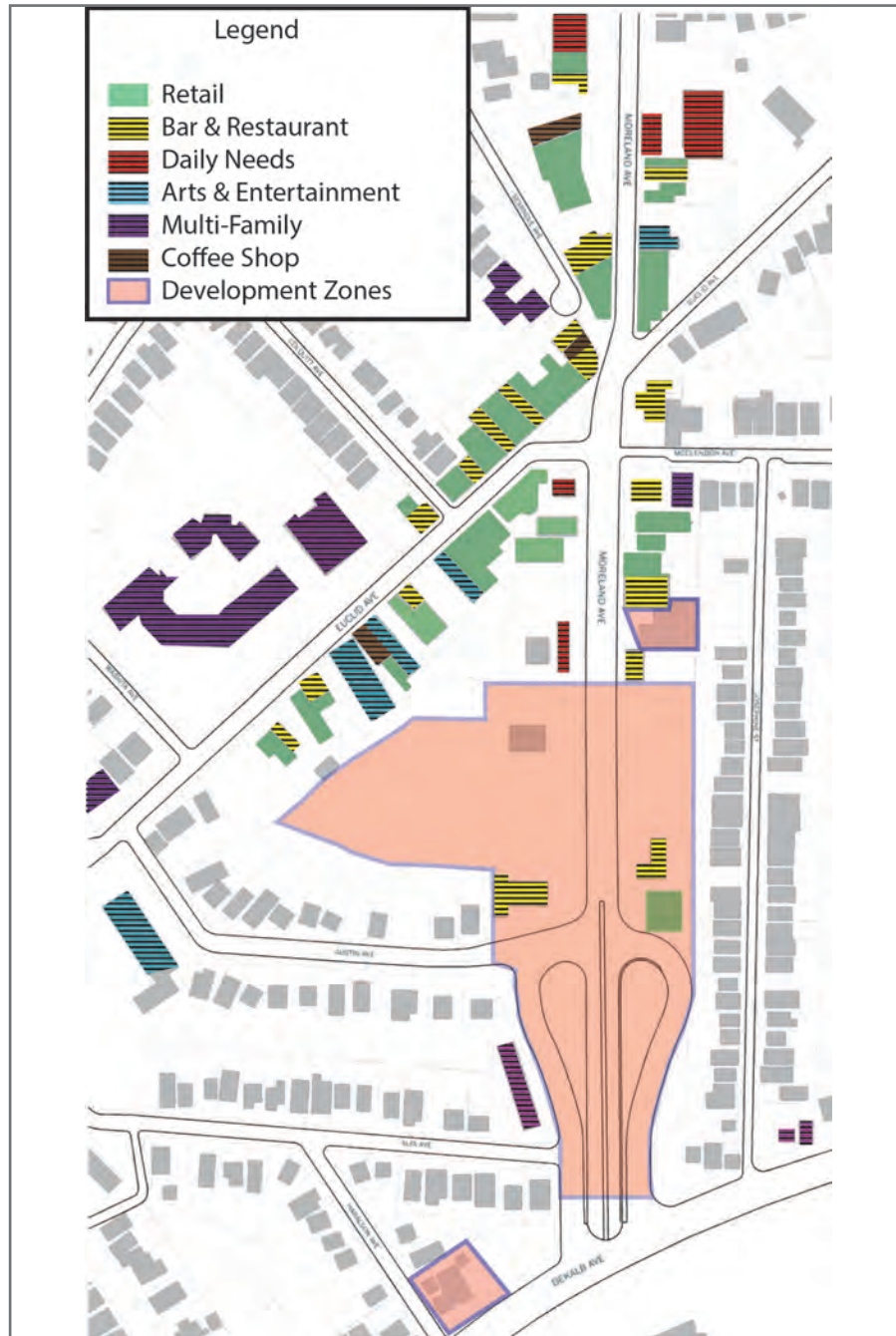
The Little Five Points business district is a historic and eccentric retail area situated between multiple historic neighborhood districts. The high number of locally owned businesses creates a strong, neighborhood-oriented retail area. These characteristics make Little Five Points distinct from other retail districts in the Atlanta area. We have specifically identified multiple regional draws including: A large variety of unique and locally owned stores and a vibrant arts and entertainment scene with more than five entertainment venues. Through data analysis, stakeholder interviews, and site visits, we have identified a lack of daytime business activity and a lack of multi-family housing options as key economic obstacles for the area.

Specifically, community feedback has suggested that an increase in co-working office space, affordable housing, senior housing and establishments which provide more basic necessities are desired by residents. Residents of the area feel that the Little Five Points business district could better serve the daily needs of the local residents. Additionally, business owners in the area have expressed that an increase in daytime activity would help to bring more customers. Another key point which has been identified is the need for increased pedestrian and bicycle connection and access to MARTA and the BeltLine. Easier access to these key transportation networks will allow for more business activity and investment in the area.

We believe that economic development strategies which support existing businesses, increase daytime activity and serve the needs of local residents should be emphasized. These economic development strategies guided the identification of the issues and ideas described on the following pages.



Map of Existing Businesses



This map highlights the existing business establishments in the Little Five Points area. With over 60 establishments, retail is the most commonly found use followed by restaurants and bars. There is a distinct arts and entertainment

cluster in the area, which contributes to the unique cultural atmosphere of the area. We have also identified an area which is in a key position for future redevelopment and shall be further examined later.

ECONOMIC DEVELOPMENT

Thoughts on Economic Development from Local Residents

“L5P needs more daytime population. Innovative new developments, like those along the BeltLine, have shown to be successful in attracting new workers while supporting existing retail.”

“It is important to me as a resident that any new developments in the L5P area carefully consider the character of the surrounding area in order to be well integrated into the neighborhood.”

Collected from voluntary comment cards. November 2019.

Local Market Data

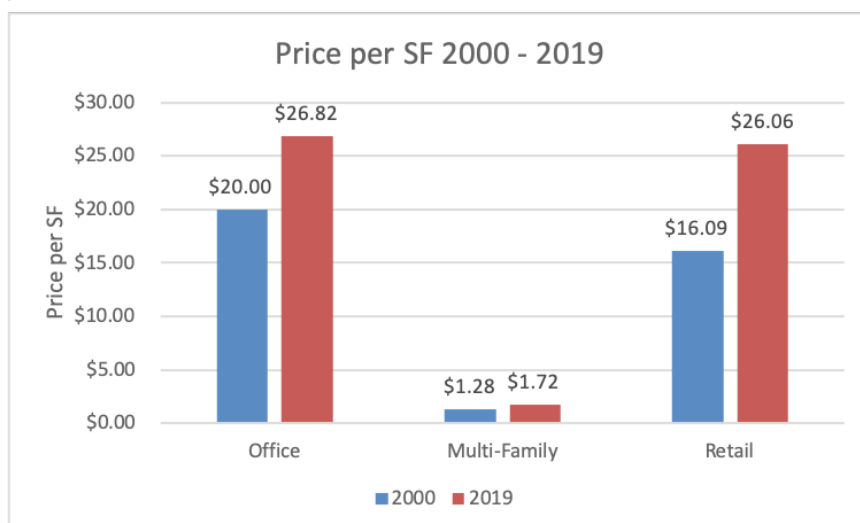
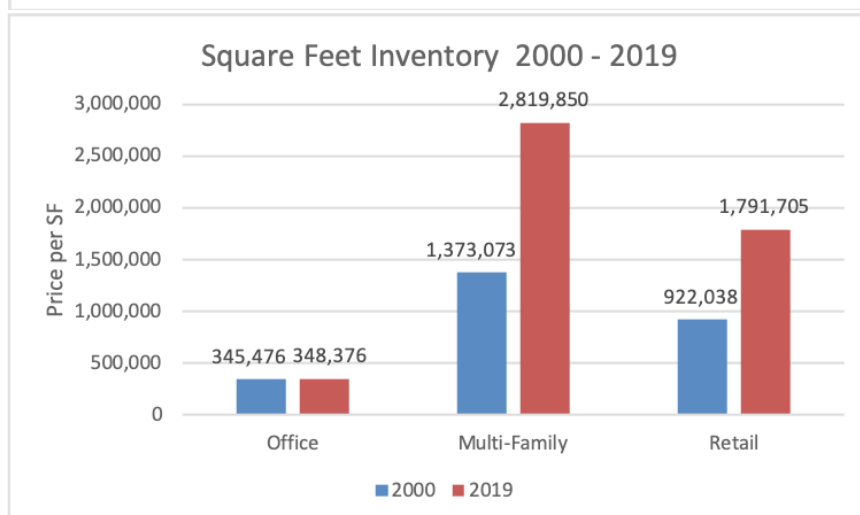
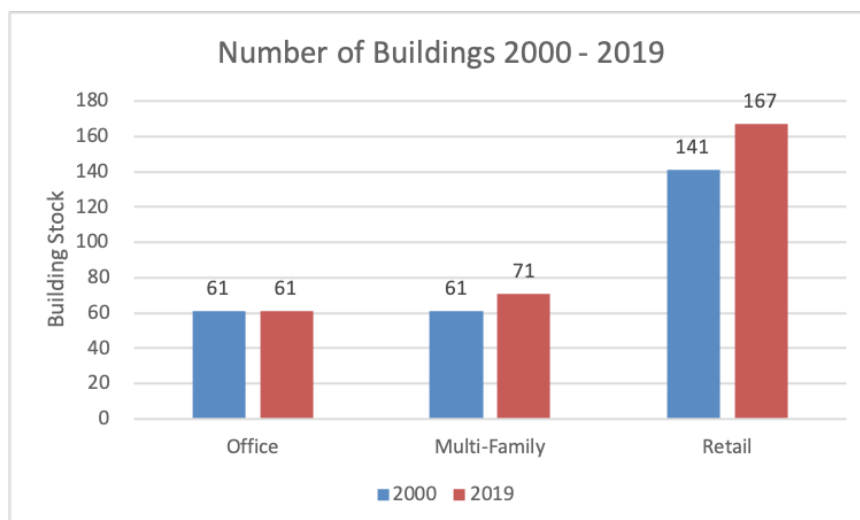
A 2016 report from Georgia Power titled “Retail MarketPlace Profile” examined the retail supply for various industry groups within a 1-mile radius of Euclid/McLendon/Moreland Ave intersection. The report indicated that leading industries in the area include:

- Bars and Restaurants (\$93.7 million market supply, 119 businesses)
- Grocery Stores (\$87.2 million market supply, 11 businesses)
- General Merchandise Stores (\$43.1 million market supply, 8 businesses)
- Clothing stores (\$25.2 million market supply, 41 businesses)
- Misc. Stores (\$19 million market supply, 40 businesses)

While this study includes businesses that are not directly in Little Five Points due to the size of the study area, the size of these markets and the number of businesses in each category reflect the existing economic conditions in Little Five Points and demonstrate the need for supporting existing businesses.

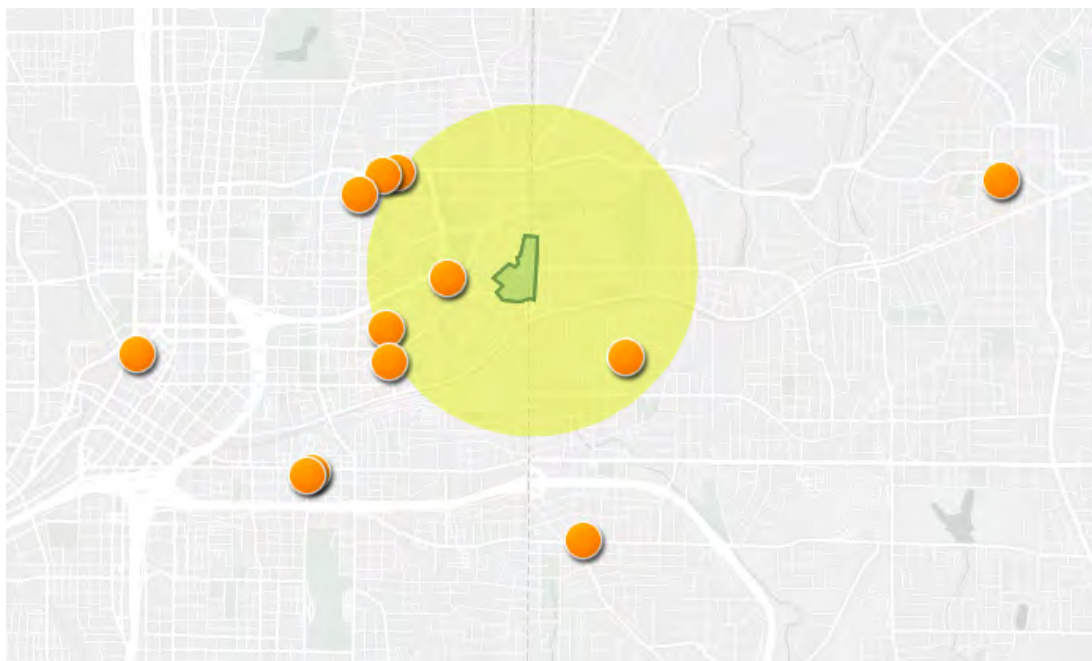
In regards to supporting existing businesses, low daytime business activity has been a key concern for local business owners. A lack of office space and daily needs stores have been identified as key reasons for low daytime activity in the area. The figures on the following page detail information on the number of buildings, inventory of square feet, and price per square foot of office, multi-family, and retail space in the Little Five Points area from 2000 to present (data from CoStar). A prominent trend from this data is the lack of new development over 19 years but also a more significant increase in price per square foot for office and retail space.

Office, Multi-Family and Retail Charts



ECONOMIC DEVELOPMENT

Idea: Introduce Co-Working Space



Above: Map of Existing Co-working spaces surrounding Little Five Points. Yellow circle is 1-mile radius.

Co-Working Guiding Principles:

The guiding principles for co-working in Little Five Points all stem from the desire to increase daytime activity and economic activity in this area. A co-working space should be community driven, affordable, and conducive to cultural and intellectual sharing. Common characteristics of co-working spaces should include having short term leases, a flexible space, and rich amenities. Co-working spaces can be

geared towards both office related business activities, as well as arts and studio activities. Two successful examples of co-working spaces in the Atlanta area are Switchyards Downtown Club on Ted Turner Dr. and Constellations Community on Auburn Ave. Additionally, a potential existing space in Little Five Points has been identified for new co-working office. (Pictured on the following page).

“A combination of exhibit/performance space and shared rehearsal/co-working space geared specifically to performing artists could be a really exciting opportunity to create a unique destination in L5P that solidifies our community as the hub of arts and music in Atlanta.”
Quote from local resident.

Examples of Co-Working



Switchyards Downtown Club on Ted Turner Dr brings people together around their rich amenities including a coffee bar and lobby area. Features such as this are common in co-working and can often be used to generate internal revenue in many cases.



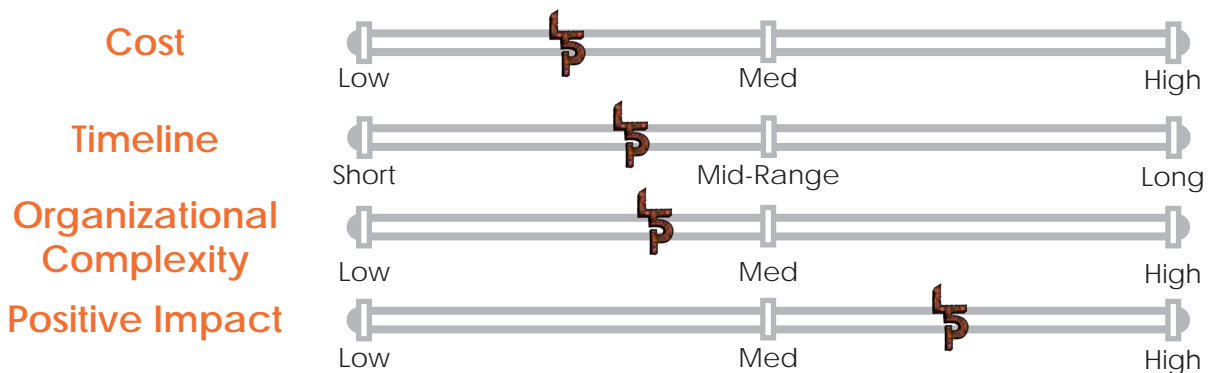
Constellations Community on Auburn Ave has a large flex-space where workers can gather to share ideas, work together, and form relationships. Areas like these help foster a sense of community among workers, a hallmark of co-working spaces.



The Tijuana Garage property in Little Five Points is currently not in operation. This location has a bar area that could be used for amenities and enough space to provide work areas and flex space that is found in co-working. Thus, this space has been identified as a prime candidate for co-working in Little Five Points.

ECONOMIC DEVELOPMENT

Introduce Co-Working Space: Impact and Feasibility



Co-working space is envisioned to use existing buildings in the Little Five Points area and not require new development. Because renovation is substantially cheaper than development, the cost of this project is relatively low. Similarly, because the infrastructure and space already exists, the timeline for completion and complexity are also not high. Stakeholders have previously indicated support and other positive responses for co-working space in the Little Five Points area, so it is expected to be an impactful project with public support.

Pros:

- Increases daytime activity
- Supported by the public
- Complements local businesses

Cons:

- Land use and land availability
- Potential for parking issues

Supporting Local Businesses

As previously mentioned, Little Five Points is home to over 60 retail establishments, many of which are locally owned. This abundance of locally owned stores brings a certain character to the Little Five Points area that is not found in

many other places in Atlanta. These local businesses not only attract customers locally but also serve the function of acting as a regional draw to the Little Five Points area.

Why Support Local Business?

- Creates local jobs
 - Raises overall local level of economic activity
- Keeps money circulating in the local community
 - The economic benefits from spending go directly to community members
- Expands consumer choice
 - Promotes innovation and diversity of choice
- Helps keep market unique
 - Big box stores are becoming increasingly homogeneous
- Promotes entrepreneurship
 - Local economic growth attracts talent and professionals.



ECONOMIC DEVELOPMENT

Idea: Explore Options for Supporting Local Businesses

There is currently significant support for businesses in the Little Five Points area in the form of the Little Five Points Community Improvement District, the Business Association and the Alliance. These groups engage in various practices that aid local businesses

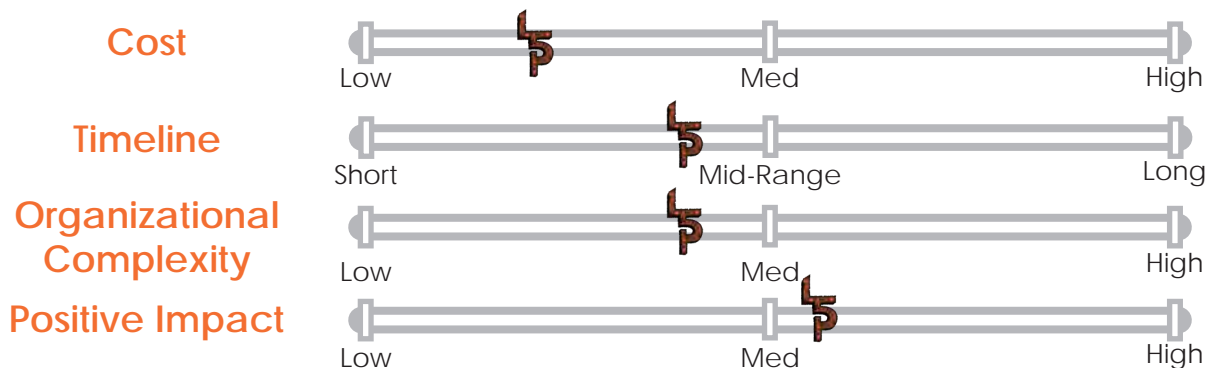
including community engagement campaigns, “Weird Wednesdays”, parades, and more. Below are some additional strategies to explore in order to further supporting local businesses in the Little Five Points area.

Strategies to Support Local Businesses:

- Zoning for small and local business needs
 - Zoning that is inclusive for multi-story buildings, pedestrian friendly environment, and mixed-use developments and preserves historic buildings
- Facilitating adaptive reuse of vacant buildings
 - Allows for proper utilization of properties without requiring new development and employs historic tax credits.
- Employ marketing strategies for local businesses
 - Referral programs, loyalty programs and business partnerships
- Increase visibility of business district from MARTA and the BeltLine
 - Brings people to Little Five Points from existing transit networks



Supporting Local Businesses: Impact and Feasibility



Supporting local businesses incurs the lowest cost of all of the economic development ideas, since this does not involve any sort of physical renovation or development. The timeline of this project is directly tied to the organizational complexity, which is contingent on the various business-supporting groups in Little Five Points working together and creating outcomes. The impact of this varies from project to project, but in general it will be positive and effective if tailored to the community properly.

Pros:

- Identify areas in Little Five Points to prioritize
- Additional benefits, such as sidewalk improvement, is a logical follow-up to this in order to create welcoming environments.

Cons:

- Funding concerns
- Could be difficult to implement on sidewalks across several different jurisdictions

ECONOMIC DEVELOPMENT

Idea: Create New Mixed-Use Development

What is mixed-use?

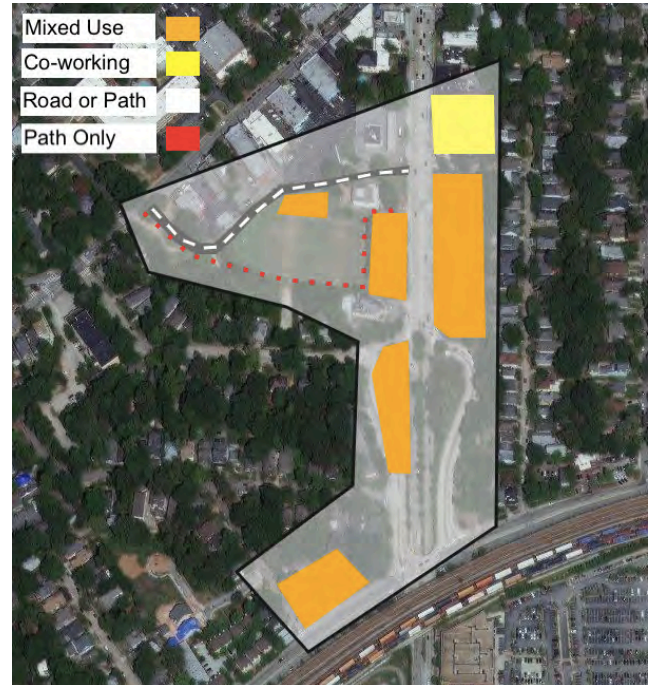
Mixed-use development is a combination of multiple property uses, including commercial, residential and office. Typically, these consist of ground-floor retail with residential and/or office on the floors above. The NC-1 zoning that comprises most of the Little Five Points business district already allows for mixed-use developments without the requirement of zoning changes.

Why mixed-use?

Mixed-use developments are a good fit in areas that are pedestrian-friendly, which is how the Little Five Points area is envisioned. Additionally, members of the community and other stakeholders have indicated that this type of development is an appropriate fit to enhance the character of the area.

What would a mixed-use development include?

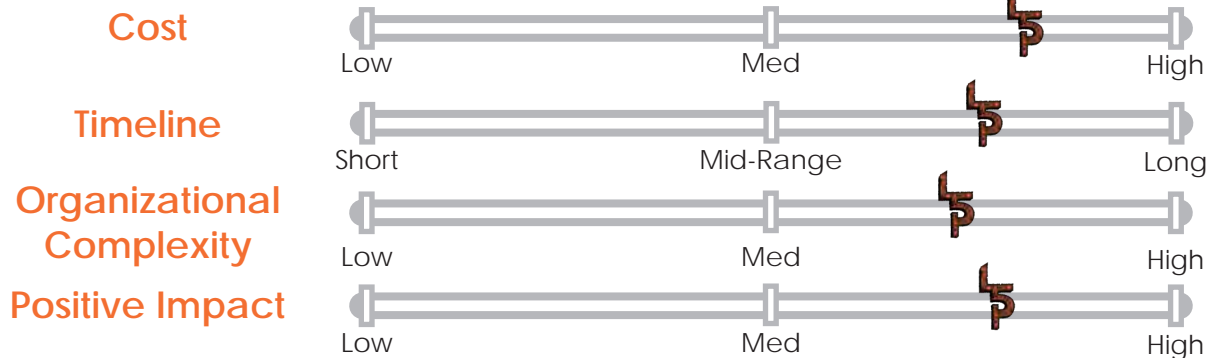
Mixed-use development in Little Five Points would address the need for additional housing opportunities (such as affordable middle and senior housing), office and co-working spaces, and additional retail that maintains the character standards of the area.



Where would mixed-use be found?

Bass Field and the surrounding properties are areas that are widely regarded as underutilized or improperly utilized. As such, these areas are key for new mixed-use developments. The vision for the area includes housing that addresses current needs in the Little Five Points area (including affordable and senior housing), additional locally-owned retail and new office space in buildings, all while preserving the important recreational space that currently exists in the Bass Field area.

New Mixed-Use Developments: Impact and Feasibility



New mixed-use developments in the Little Five Points area would require more capital than the previous ideas, but this is typical of any new development. Additionally, the timeline and complexity surrounding this idea are as long and as in-depth as is to be expected from a new development project. If implemented, new mixed-use development in currently underutilized areas in Little Five Points is expected to have a significant positive impact by bringing necessities to the area that do not currently exist in Little Five Points, drawing consumers from outside the area into Little Five Points, and allowing for additional housing opportunities.

Pros:

- Creates a more walkable, accessible and economically diverse area
- Allows for the implementation of Co-working, office, retail and residential space

Cons:

- Zoning regulations may prohibit mixed-use development in certain areas
- New development has the potential to disrupt existing businesses.

An aerial photograph of a baseball field, identified as Bass Field. The field is a large, green, oval-shaped area with a dirt infield. It is surrounded by various buildings, including a large red brick building to the left and a smaller white building to the right. There are also parking lots and trees scattered around the field. The text "BASS FIELD" is overlaid in the center of the image.

BASS FIELD

BASS FIELD

Existing Conditions

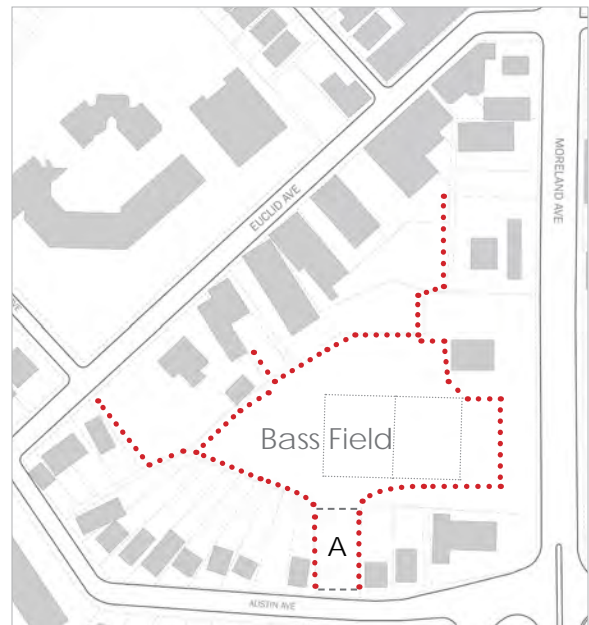
Bass Field is currently a 6.94 acres parcel owned by Atlanta Public Schools; it is a great public resource with limited use. The field offers a range of opportunities but poses many challenges, including physical and organizational barriers.

As seen on the right, the large greenspace nearly at the heart of Little Five Points is fenced off on all sides. The physical barriers exist to such an extent that several attendees of the November 13th Little Five Points Alliance's public meeting did not know Bass Field existed. The site presents an interesting design challenge as it is both publicly unknown while at the same time a sensitive site to the residents neighboring the field. In our discussions with stakeholders we received a myriad of ideas and statements of the current use of the field.

Ownership:

Atlanta's Department of City Planning's planning viewer and the Fulton County Tax Assessor's website recognize Bass Field as owned by the City of Atlanta. Initial conversations with residents of the area revealed the field had been leased to Inter Atlanta FC soccer league. Outside of practices and games the field is closed to the public.

After several months, ownership and management of the field remains disputed. The unapproved 2017 Moreland LCI update listed management of the field as moving from Atlanta Public Schools (APS) to the



..... Fence/physical barrier

City of Atlanta in 2016. Professor Dobbins has discussed our ideas for Bass Field with APS facility directors who state they still have ownership of the property. A mixed response was once again heard from residents, business owners and board members at the November 13th meeting.

At the end of the day the field and adjacent recreation center are both publicly owned. Little Five Points is not immune to the rising land costs in the city of Atlanta and as such this much land is valuable. The following ideas are meant to provide the Alliance and community members with viable proposals to serve the public whether the land maintains public ownership or is purchased by a private entity.

Current Use:

As mentioned before, Inter Atlanta Football Club uses Bass Field for soccer practice and games. Most nights and weekends the field will be occupied for a few hours for games. Parents and coaches will park at the gravel lot at 1136 Austin Ave (A on the map on previous page); any other time the lot is closed off by a chain link fence.

Topography of the Field:

The terrain of Bass Field poses some difficulties. It is 18 feet below Moreland to the East and 15-18 feet above Euclid to the West. The slopes are quite large with an array of fencing and barrier walls surrounding the field as it abuts 18 different properties. With so many stakeholders having the back of their lots adjacent to this public land it is understood that this is a sensitive parcel and any proposal should be considerate of the neighboring properties.

Many of the following ideas for the field focus on the parking lots behind businesses on the East side of Euclid and the Northern portion of Bass Field as it seems to be easier topographically and less intrusive to the residents along Austin Ave. In addition activity focus there could address safety issues within the parking lots that was mentioned in many of our meetings. Informal supervision and some additional uses of the Bass property could make the transition from Little Five commercial to residential a community asset instead of no man's land.



View of Bass Field off of Moreland, looking west



Bass Field rises above the parking lot behind Euclid



Entrance to the field and gravel lot, off of Austin

BASS FIELD

Preliminary Observations and Ideas

Issues:

- Lack of visibility in the area from Moreland
- Field is a point of contention within the neighborhoods
- Under-utilized, publicly owned space in Little Five Points
- Inman Park is concerned about increased car traffic by a new proposed use for the area

Ideas:

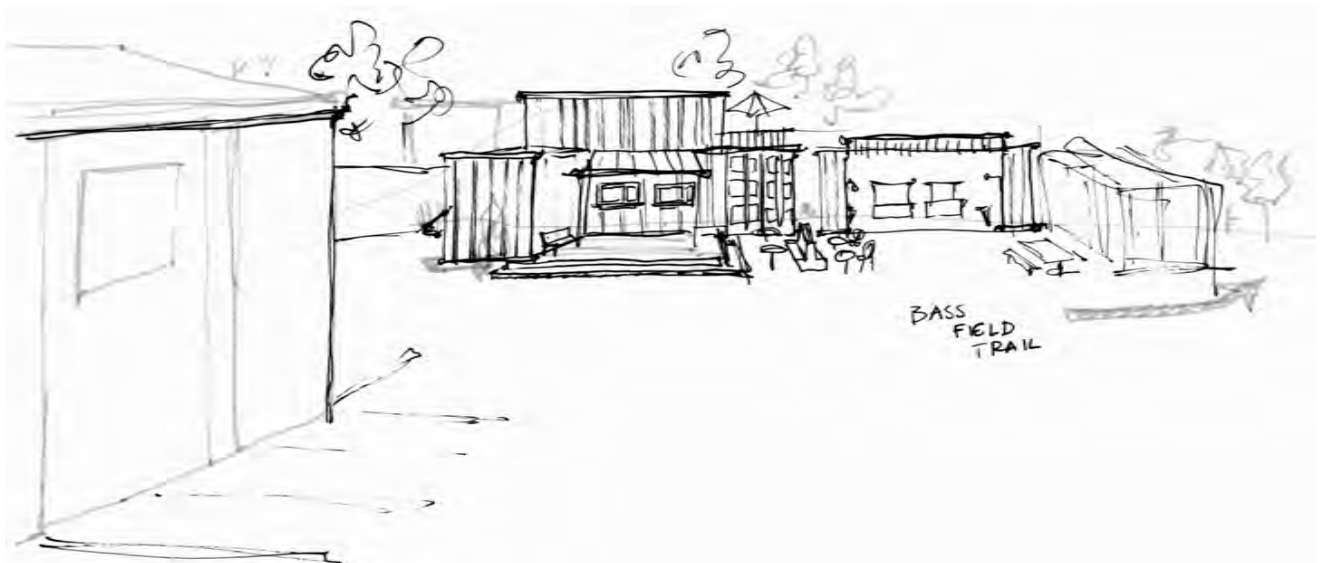
Bass Field Market

Pros:

- Increases day time activity in the area
- Builds on the artist and counter culture identity of Little Five Points

Cons:

- There are current issues between business owners and vendors; this idea may increase the tension.
- Safety issues



Community Garden

Pros:

- Fosters communal use and investment in the area
- Provides fresh produce



Cons:

- May not activate the space on its own
- How do you maintain a comfortable space/path in the evening?



Open green space/recreation area

Pros:

- Would fill the lack of sports fields in the area



Cons:

- Providing surveillance during the evening for a large empty field if not in use would be challenging
- Could form unpleasant barriers for neighboring single-family houses if not designed well

BASS FIELD

Terrace to the field

Pros:

- Creates a pedestrian and bike access point from Moreland Avenue to Euclid and Austin

Cons:

- May not activate the space on its own
- How do you maintain a comfortable space/path in the evening?



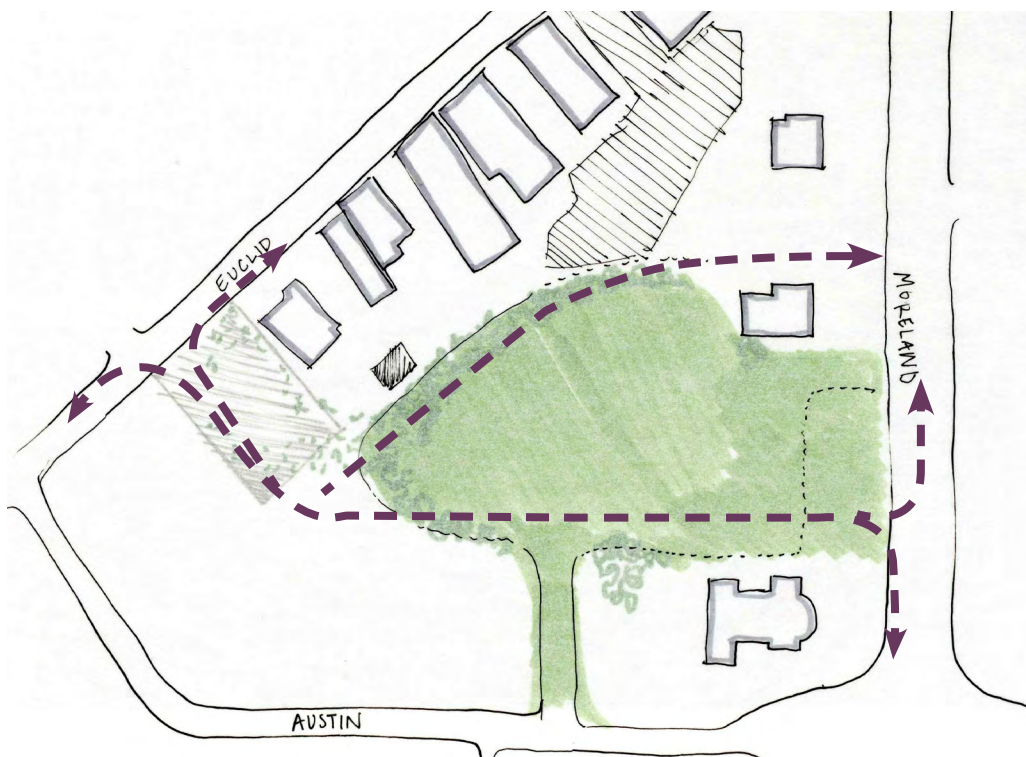
Walking path through field

Pros:

- Strengthens east-west connectivity for Little Five Points

Cons:

- The path alone won't get people to use the space, requires some destinations whether they be permanent or temporary.



Propose mixed use development

Pros:

- Increases day time activity in the area
- Opportunity for new housing/co-working space
- Opportunity for parking if deemed necessary from parking study

Cons:

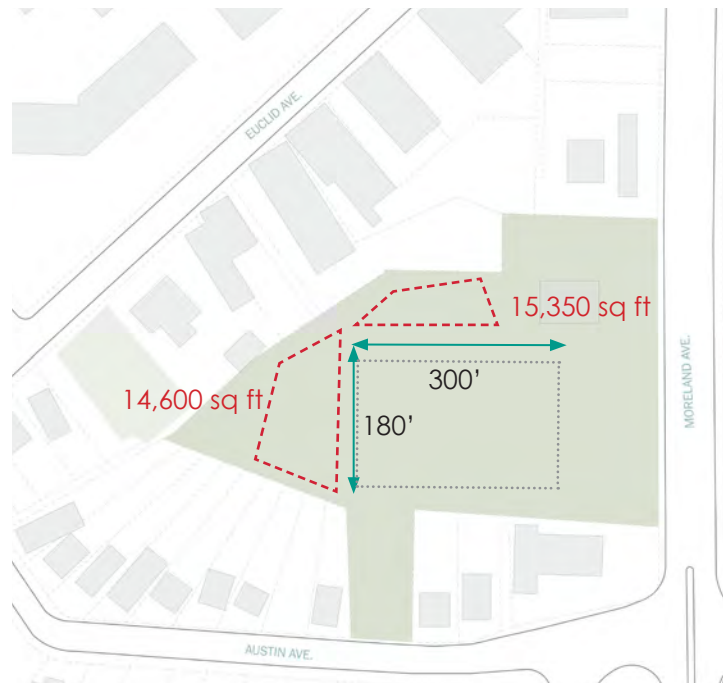
- Possible public opposition to new development
- Potentially a loss of green space



BASS FIELD

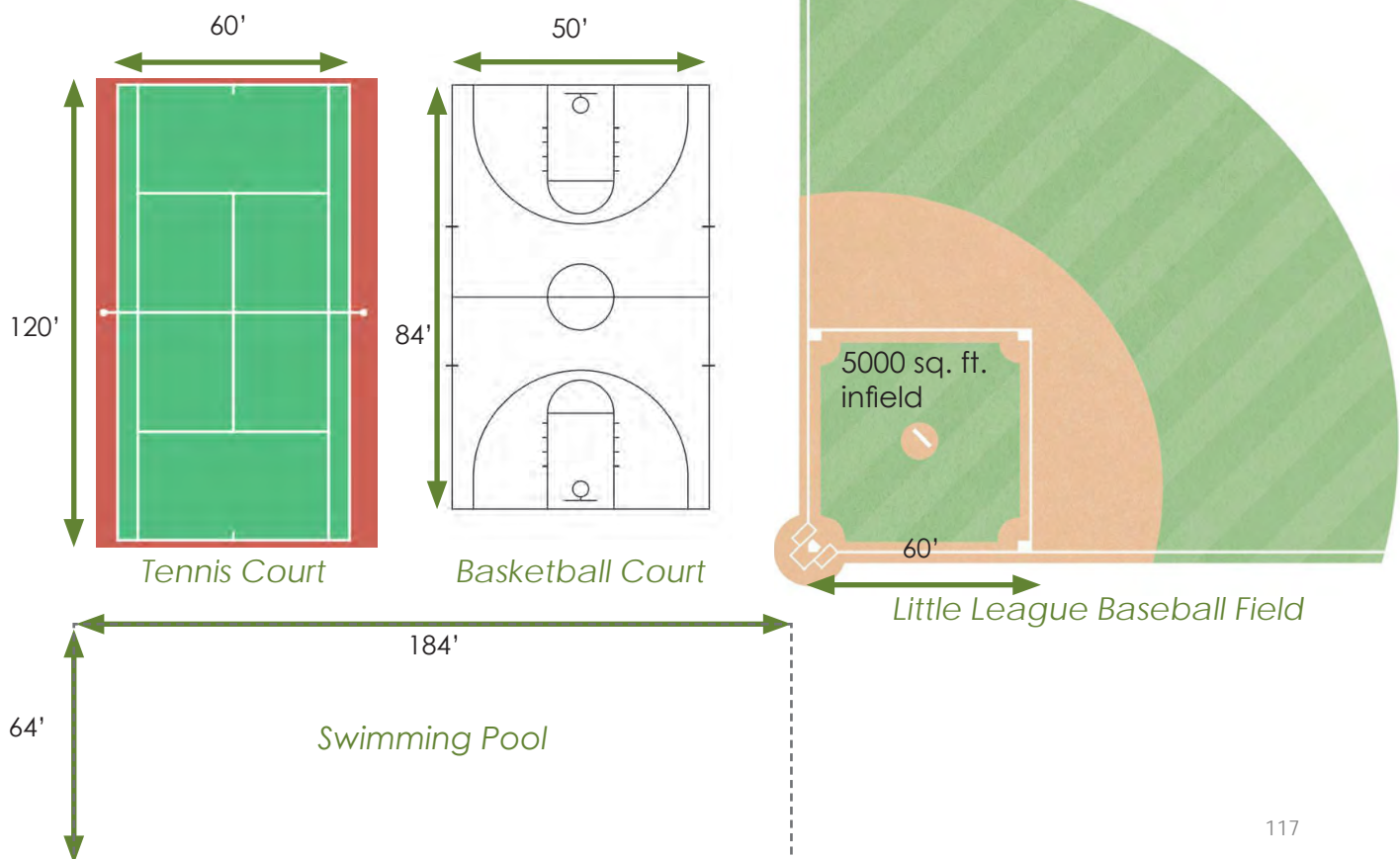
Idea: More Sports Fields

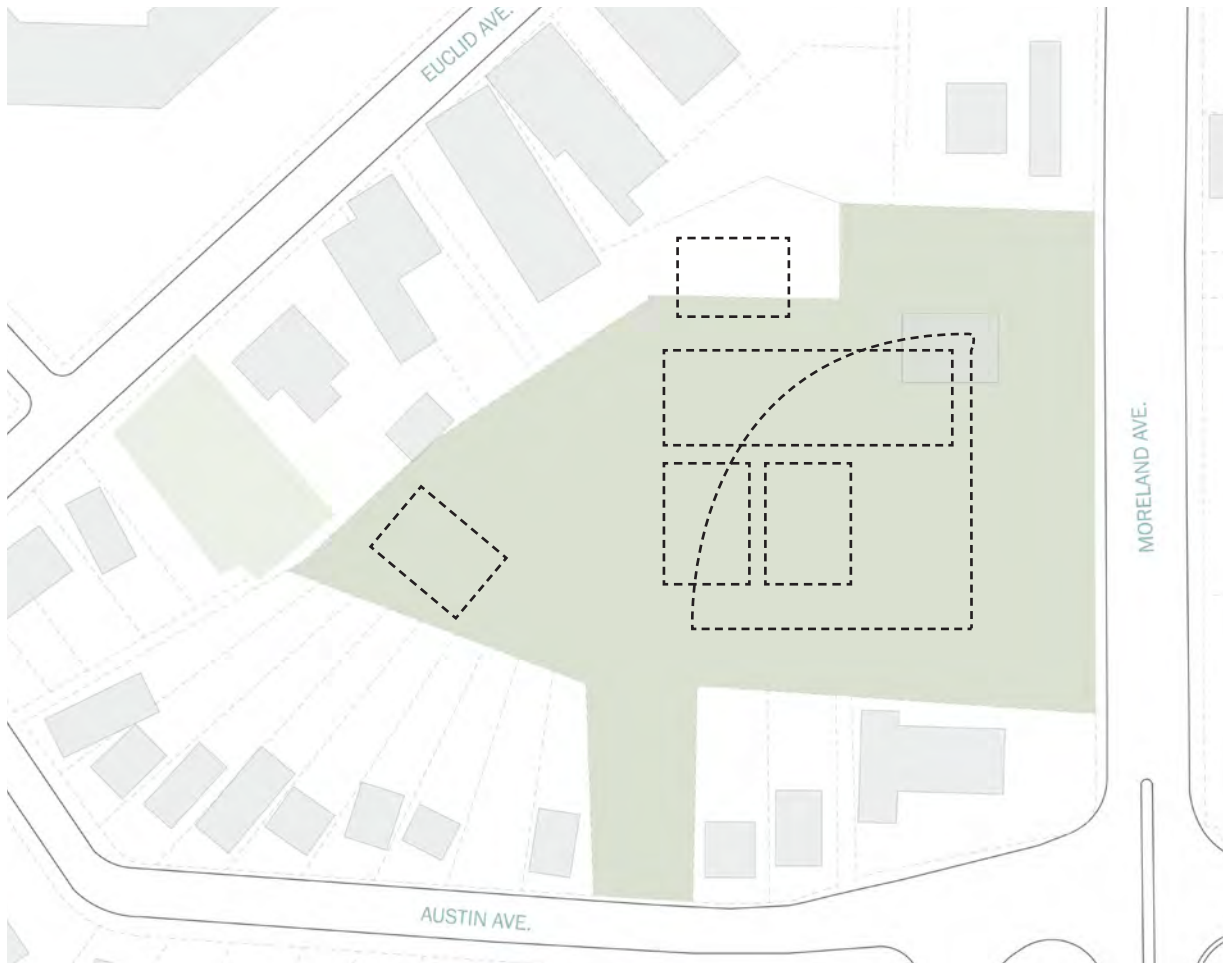
During a preliminary meeting with stakeholders it was mentioned that Bass Field is one of the only proper recreation fields in the area. As such many families value maintaining this area as an active recreation field for their children. With only two soccer fields - not regulation size - more than 30,000 square feet goes unused. The parcel could draw a wider group of users and spectators with the addition of a little league baseball field, or tennis or basketball courts. Some parents in the area mentioned the area lacks an indoor swimming facility for local swim teams. Sport options with larger spectators justify the need for concessions or food trucks that could be overseen by L5PA. Below are some configurations of recreation options



Current soccer field dimensions on Bass Field

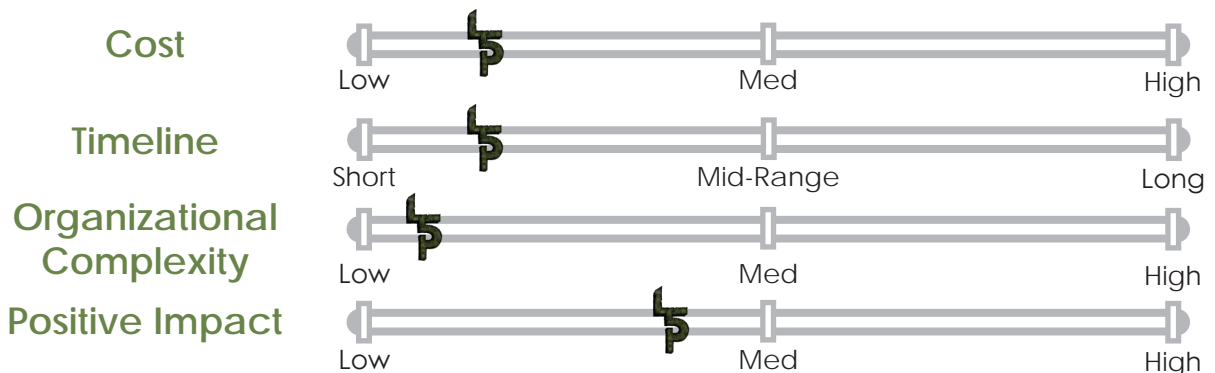
Field and Court Dimensions





Possible sports configurations on Bass Field

Increase number of recreation fields: Impact and Feasibility



Increasing the recreation options for Bass Field can be fairly inexpensive when material costs consist of striping paint, sport court tiles and sport specific equipment to be stored and secured in a unit on the field. In terms of implementation this could be done in a short time frame with low organizational issues as it is already used as a field despite uncertain ownership.

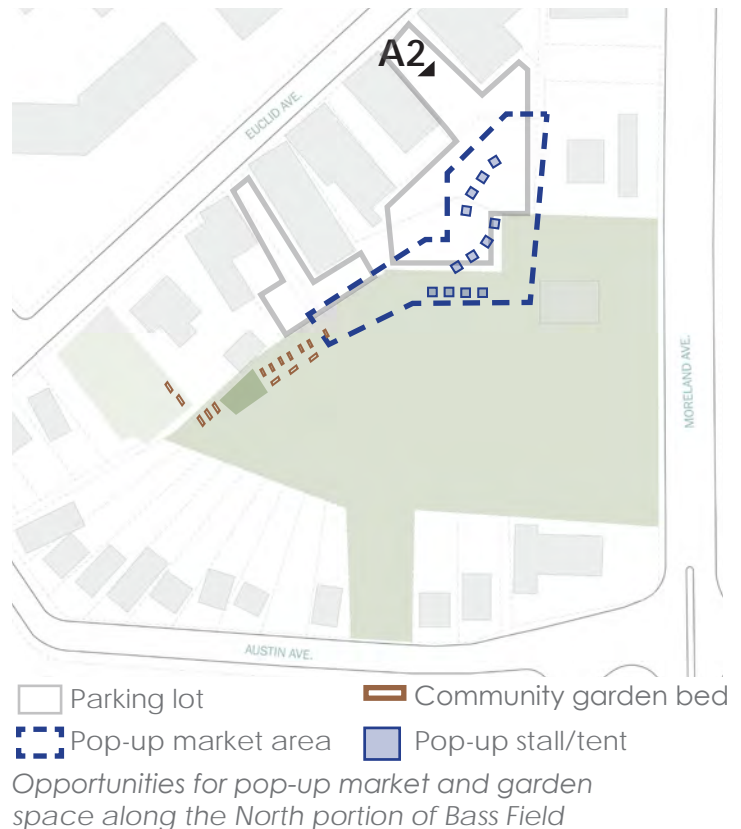
BASS FIELD

Idea: Pop-up market and community garden

Bass Field could provide a pop-up market enlivening the backs of Euclid businesses and providing terraced access up to the field. Terracing and other green opportunities could take the form of community gardens.

Common feedback for Bass Field focused on a lack of visibility and security for the area. One way to ensure more eyes on the street/field would be to activate the space. This does not necessarily mean a permanent physical disturbance or structure on the field. This idea emphasizes temporary, relatively inexpensive activities for the area to increase foot traffic through Bass Field.

A community garden could be a helpful strategy to produce resident and business owner investment in the Little Five Points. Restaurants in the area could join residents in harvesting food to plate as an enticing addition to their menus. Additionally, gardening is an intergenerational activity - the older residents of the area could share their knowledge with the growing number of children in the neighborhood on a sunny afternoon.



Community Garden



The planter beds could highlight the area through similar branding and art used for wayfinding throughout L5P

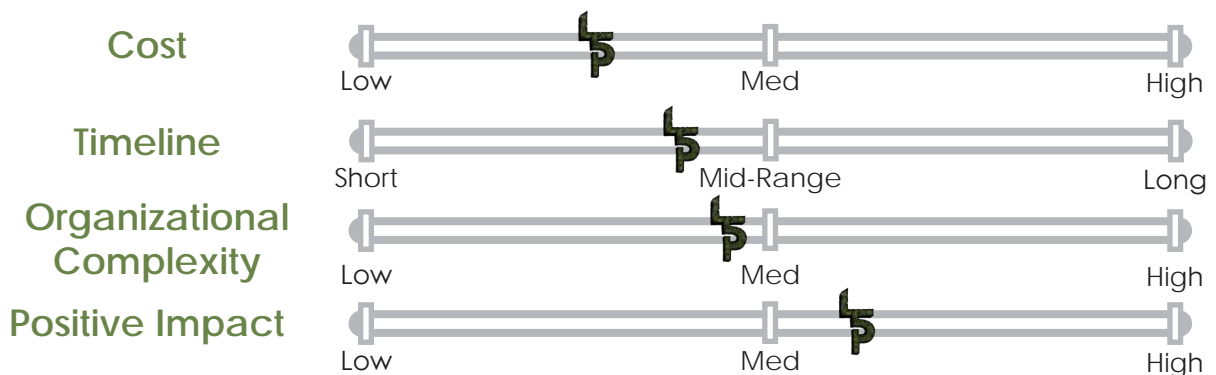
Pop-up market



As outlined in the Parking section of this report, the rear parking lots along Euclid are not fully used at certain times of day and during the week. One idea could be to use the portions of these surface lots adjoining Bass Field for art markets and/or food truck area during not peak hours.

This would be an opportunity to make a rather undesirable surface lot into an area to socialize. People could hang out and grab a drink before or after events at Variety Playhouse, 7 Stages or Aisle 5. During the weekends the pop-up stalls could take the form of a farmers market featuring produce from the community garden on Bass Field. These proposals are contingent on parking lots within L5P moving to a shared ownership model in which L5PA could work with business owners to occupy their surface lots temporarily for short periods of time.

Impact and Feasibility



The cost of garden beds and seeds for community use if organized by a group within Little Five Points Alliance would be fairly inexpensive. Expenses for a pop-up market would consist of tents, signage and movable furniture but could be offset by registration fees for participating vendors. The most time-intensive part of this proposal would be establishing agreements between business owners along Euclid, parking management groups and the Little Five Points Association over using parking spaces. The increased organizational complexity is worth an increase in community assets in an underutilized space.

BASS FIELD

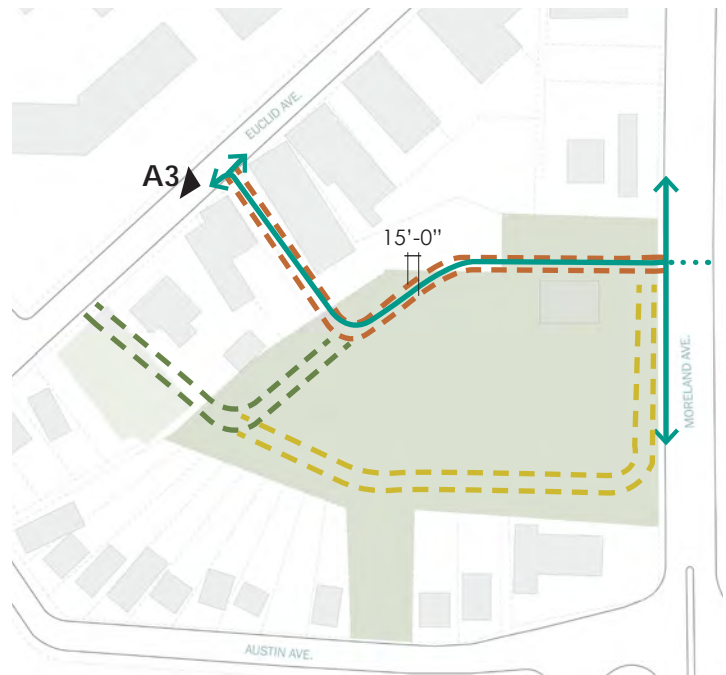
Idea: Bike/ped connection through Bass Field

Bass Field could provide dedicated bike/ped access from Euclid up to and through the field on a landscaped ramp to Moreland. This path contributes to efforts to increase linkages within Little Five Points. It could provide a safer route East to West avoiding the long lights favoring vehicular traffic at Moreland, Euclid and McLendon. This link also creates better connections from the BeltLine and MARTA stations to Little Five Points.

The multi-use path could be paired with wayfinding and branding efforts to increase visitors to L5P and make the field known as a destination. The details of the connection would include a 15 ft. paved path with an accessible ramp from Euclid to Moreland. Landscaping, lighting and furniture would provide moments along the path to gather, sit and chat or read throughout the day. These informal spots along the path can aid L5P in business activity as well as increasing passive time spent in the neighborhood outside of meal times.



A3 - Entry point next to Variety Playhouse for bike/ped path



Possible Paths:

— Option 1

— Option 2

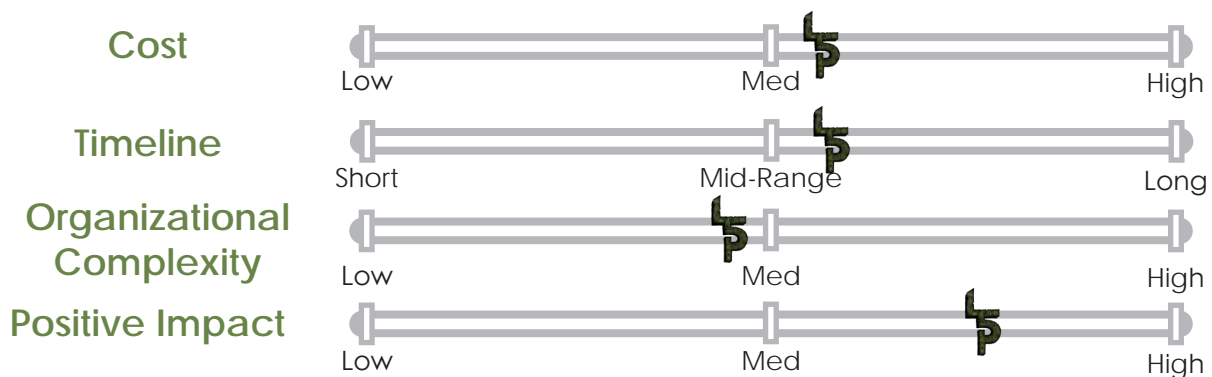
— Option 3

Opportunities for connectivity through Bass Field could aid the space in having passive supervision. Entry points for this path to the West could be at the Halleyburton lot or in between Variety Playhouse and Elmyr (as seen below). The East entry point would be North of the Bass Recreation Center tying into bike lane improvements along Moreland and a HAWK crosswalk to the adjacent businesses on the East Moreland streetfront.



Indianapolis Cultural bike/ped trail

Bike/Ped Connection Impact and Feasibility



The cost for this proposal would largely be consumed by grading the Bass Field site to accommodate an ADA accessible ramp from the 30-40 foot difference and landscaping along the path. This would be a mid-range project taking anywhere from 1-2 years to construct granted that this portion of the field remains publicly owned. Organizational issues could emerge if the city/APS decides to sell the field to a private developer and they do not want to grant 15-20 feet of right away to the path. The Little Five Points Alliance should be adamant about reserving a path within Bass Field for public use - meeting attendees gave positive feedback to the great utility a multi-use trail would be in the area for exercise and community.

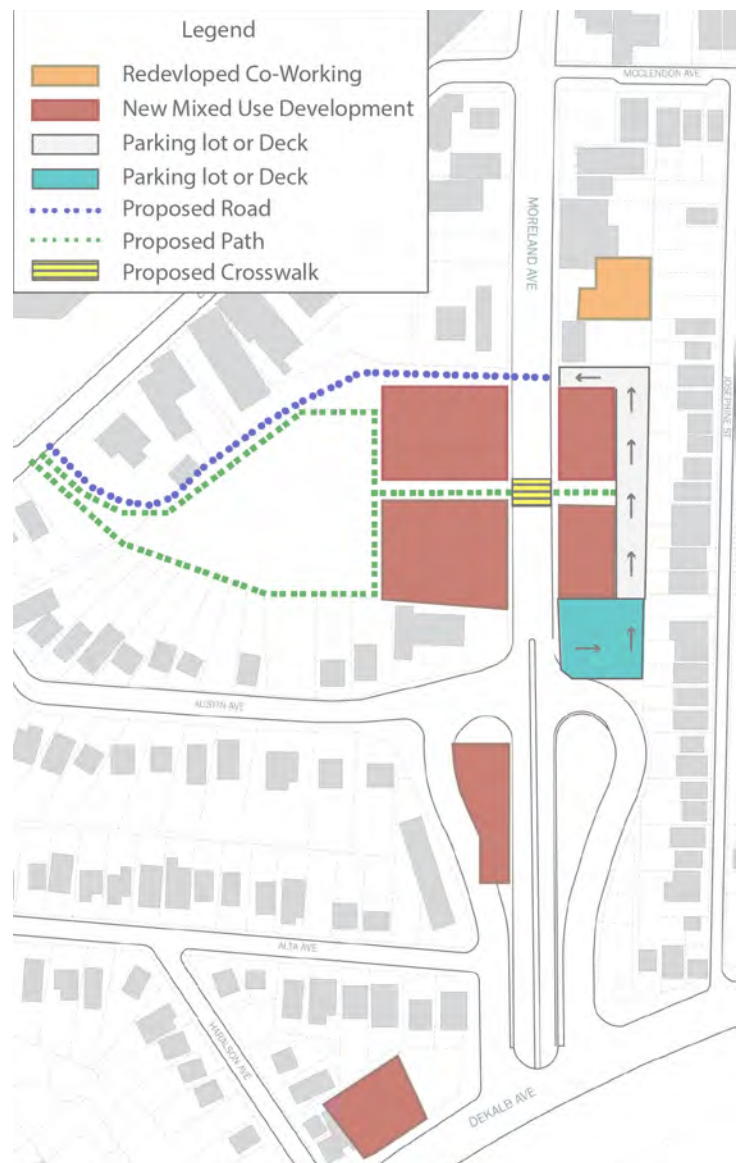
BASS FIELD

Idea: Mixed-use development

Mixed-use development could provide street access from Euclid to Moreland, reducing congestion at the Little Five intersection and facilitating a range of public-serving new uses on and around the field.

Two or three story development along the East side of Bass Field would help make Moreland Ave a more welcoming and walkable urban neighborhood street. The studio sees low-impact development in the areas denoted in red to correspond with areas for infill development across the street where large surface parking lots currently exist and other underutilized land to the South. Creating buildings with smaller setbacks along Moreland and inviting retail or workspaces would help pedestrians feel prioritized in a currently auto-dominant part of Little Five Points.

The type of uses could vary - in the economic development section of this report, proposals include co-working space, senior housing above retail and/or a general store. All were voiced preferences from the community. Any development would push parking to the back of these lots and be respectful of neighboring properties and residents.



Possible areas for infill development

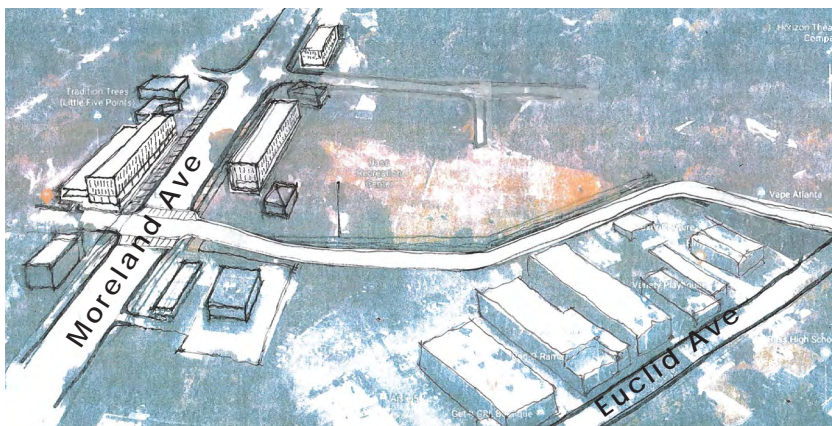


Examples of mixed-use development



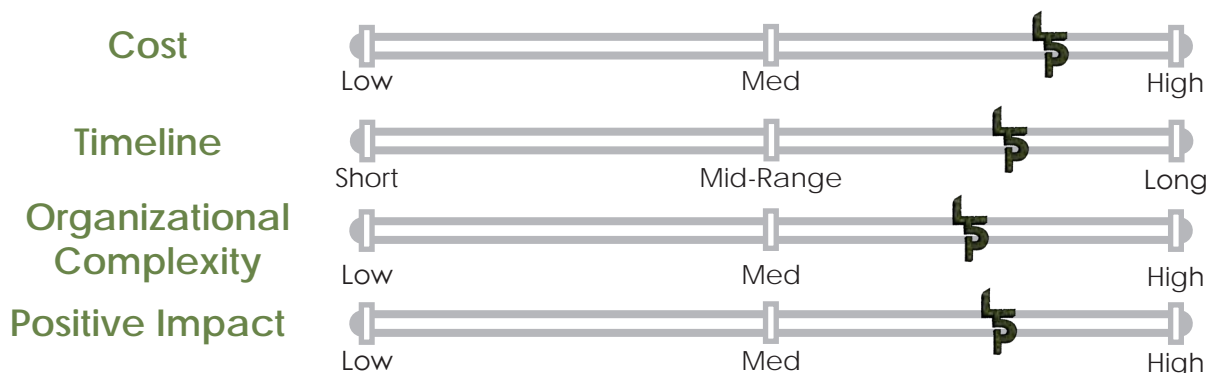


Perspective of mixed use development on Bass Field and across Moreland with walking path looking East. Parking if necessary would be placed behind buildings to maintain a pedestrian oriented streetscape. Proposed development would also include a HAWK-signalized crosswalk on Moreland connecting adjacent promenades from the East side of Moreland to the bike/ped path to the West following the perimeter of Bass Field.



Aerial view from North of Bass Field, illustrating new street connecting Euclid to Moreland across the north edge of Bass Field. This street connection would work in tandem with temporarily closing Euclid Ave between Colquitt and Moreland to vehicular traffic. In this particular visual, senior housing would be the intended development along Bass Field.

Bass Field Mixed-Use Impact and Feasibility



This proposal serves as a starting point for the community to think about what they would like to see here if a developer purchased the land from APS. Mixed-use development would require more capital than the previous ideas. Additionally, the timeline and complexity surrounding this idea are as long and as in-depth as expected from a new development project. If implemented, new mixed-use development in currently underutilized land would have a significant positive impact by bringing necessities and amenities that do not currently exist in Little Five Points.