CITY OF ATLANTA PLACEMAKING PROGRAM

In Partnership with The Trust for Public Land
AGENDA

• Who We Are
• What is Placemaking?
• Program History & Pilot Projects
• Grant Program
  • Existing Projects
  • Project Types & Eligibility
  • Application Process & Requirements
  • Evaluation & Scoring
  • Project Development
• Q&A
Department of City Planning

is responsible for the shaping of our city and the places and spaces we share.

Office of Mobility Planning

Our mission is to champion multimodal access and livability for our beloved community.
WHAT IS PLACEMAKING?
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The process of creating quality places that people want to live, work, play and learn in.
Too many of our streets look like this...
We want them to look more like this:
WHAT IS THE PLACEMAKING PROGRAM?

• Community-led and community-driven initiative to transform underused streets into safer, vibrant, and active public places.

• Opportunity for community members to work with the City and other partners to design and implement creative transportation-related projects that are functional, safe, and attractive.

• Selected projects can receive a budget of $5,000 - $50,000 from the City depending on the complexity of the project.

• Projects designed to be temporary, could lead to more permanent interventions.
WHAT THE PLACEMAKING PROGRAM IS NOT

• A public art program.

• A bucket of money for general roadway repairs.

• A way for private property owners to make improvements.
ATLANTA CITY DESIGN

Aspirational document that aligns all plans, projects, and programs of the City — articulates a vision for Atlanta that all citizens & visitors can love.

Core Values:
• Equity
• Progress
• Ambition
• Access
• Nature
INSPIRATION

The Porch @ Arts Center Station - MARTA

Five Points Art - Central Atlanta Progress

Atlanta Streets Alive - Atlanta Bicycle Coalition

Castleberry Hill Mural - Relay Bikes Station

Park(ing) Day - Midtown, Downtown, Lenox

Department of CITY PLANNING
PROGRAM OBJECTIVES

- Transportation Safety
- Collaboration
- Street Activation
- Incremental Change
PILOT PROJECTS

1. Cascade Heights Bus Shelter: $24,000
   - Custom designed & fabricated shelter
   - Planters & landscaping
   - Digital signage & information

2. Virginia-Highland Roadway Improvements: $47,000
   - Prefabricated parklet & outdoor furniture
   - Decorative crosswalk & roadway striping
   - Planters & landscaping
PILOT PROJECT: CASCADE BUS SHELTER - BEFORE

DESIGN CONCEPT

CONFINED SHELTER

LANDSCAPED WIND AND RAIN BARRIER

REAL-TIME DIGITAL SIGNAGE

NEIGHBORHOOD BRANDING AND WAYFINDING
PILOT PROJECT: CASCADE BUS SHELTER - AFTER
PILOT PROJECT: VIRGINIA-HIGHLAND - BEFORE

Decorative Crosswalk

Bulb-out curb extensions with planters

Parklet
PILOT PROJECT: VIRGINIA-HIGHLAND - AFTER
PILOT PROJECTS: Challenges

• Fighting against traditional transportation safety thinking.

• Developing strategies for long-term project evaluation.

• Figuring out how to keep new spaces activated.

• Communication of project goals to contractors.
PILOT PROJECTS: Lessons Learned

• Dedicated local long-haul support is paramount to success.

• Be flexible in design, but rigid in principle & vision.

• Think big, act strategically.

• Even small projects take longer than you think.
PARTNERSHIP & GROWTH
Our Mission

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.
TPL Has Played a Critical Role in Preserving Georgia’s History and in Spurring Innovative Civic Improvements throughout Atlanta

• TPL has protected more than 25,000 acres of open space and historic sites across Georgia.

• Applied our expertise in protecting 18,000 acres along the Chattahoochee River, assembling parcels as part of the Martin Luther King, Jr. National Historic Site, and playing key roles in the implementation of Historic Fourth Ward Park and the Atlanta BeltLine.

• TPL was chosen by the City to design, construct, and raise funds for Cook Park based on our organization’s resources and 35 years of local experience.
The Field Guide for Creative Placemaking and Parks

www.tpl.org/field-guide-creative-placemaking-and-parks
GRANT PROGRAM

• First citywide application period opened January 2018

• Total funding: $100,000 from City of Atlanta

• 31 applications received by March 2018

• 4 finalist projects, 2 projects selected
2018 SELECTED PROJECTS

West End - White Street

Old Fourth Ward — Jackson Street Bridge
2018 PROJECTS: Lessons We Are Learning

• Encourage groups to go big, then slowly kill dreams.

• Get your internal partners on board at concept development.

• Start conversations with external partners before diving deep into design.

• Creative interventions vs. safety & maintenance
2019 GRANT ROUND

• Applications for new projects currently open

• Applications due Friday, March 29, 2019

• Total funding: $100,000 from City of Atlanta, up to additional $100,000 in materials & technical assistance from TPL
## WHAT ARE THE POSSIBILITIES?

<table>
<thead>
<tr>
<th>Curb extensions</th>
<th>Bike racks &amp; corrals</th>
<th>Playful streets</th>
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<tbody>
<tr>
<td>Crosswalk art</td>
<td>Wayfinding</td>
<td>Traffic circles</td>
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<td>Intersection murals</td>
<td>D.I.Y. popups</td>
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<td>Parklets</td>
<td>Benches</td>
<td>Roadway striping</td>
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<td>Bus shelters</td>
<td>Planters</td>
<td>Tactical urbanism</td>
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PROJECT LEVELS

LEVEL 1

• Community commitment of 4-6 months
• Smallest budget
• Project lasts 1-2 days
• Minimal setup, low maintenance

Examples
• Park(ing) Day
• Play Streets
PROJECT LEVELS

LEVEL 2

• Community commitment of 6-12 months
• Moderate budget
• Project lasts multiple days or weeks
• Some partnerships & design required

Examples

• Open Streets
• Temporary Infrastructure
• Community Programming
PROJECT LEVELS

LEVEL 3

- Community commitment of 12-18 months
- Highest budget
- Project is temporary to permanent
- Strong community partnerships required
- Ongoing maintenance required

Examples:
- Traffic calming
- Streetscape improvements
- Community plazas
PROJECT ELIGIBILITY

- Street is owned by the City of Atlanta
- Posted speed limit of 35 MPH or less
- Reasonably flat for accessibility and drainage purposes.
SITE RECOMMENDATIONS

• Extra street space:
  • Driving lanes wider than 12 ft
  • On-street parking spaces
  • Unused slip lanes or turn lane lanes

• Existing site activity:
  • Active businesses or popular gathering places
  • Space used for accessing businesses, transit, schools, parks, etc.

• Specific safety concerns:
  • Speeding cars
  • High number of crashes
  • Unsafe biking or pedestrian conditions
Interested applicants must:

- Form a team.
- Document site conditions and safety issues.
- Create site plan with solutions.
- Write up project descriptions.
- Get 3 diverse letters of support.
APPLICATION EVALUATION AND SCORING

Transportation Safety Improvement: Up to 10 points
Community Support: Up to 5 points
Street Activation: Up to 5 points

Additional consideration for:
- Site in an Equitable Target Area
- Site in a historic district or corridor
- Project that increases park and/or school access
- Improved application from previous year that WAS NOT selected
- Project located in area NOT served by previous placemaking projects
EVALUATION COMMITTEE

• Representatives from:
  • Department of City Planning
  • Trust for Public Land
  • Department of Public Works
  • Office of Zoning & Development
  • Mayor’s Office of Cultural Affairs
  • Atlanta Regional Commission
  • Potential outside artist or designer
WHAT HAPPENS WHEN A PROJECT IS SELECTED?

• Selections announced & team is finalized
• Kick-off meetings & workshops
• Team will lead community engagement & design process:
  • Concept brainstorming + Public Meeting #1
  • Project development + Public Meeting #2
  • Project budgeting and approvals
  • Final Refinement + Public Meeting #3
• Implementation/Construction and opening
2019 LESSONS LEARNED

• Make sure applicants know the purpose of the program:
  • Transportation safety is first and foremost

• Encourage applications from all project levels
  • Support more small to medium projects

• Think beyond parameters of the program
  • All ideas should remain & open doors to other possibilities

• Keep equity at the forefront
  • Communicate often on how best to distribute projects & funding
QUESTIONS & ANSWERS
THANK YOU FOR ATTENDING!

WANT MORE INFO?
Email us: Mobility@AtlantaGA.gov