



IV- PLANNING PROCESS

Public input has been a major influence on the development of this plan. From setting out the goals for Village revitalization, to evaluating and designing traffic and development schemes, to critiquing the design team's work, the public has guided the plan's evolution and ultimately, its final form. The result is a 'consensus' revitalization plan; it proposes changes based on the ideas and desires of a majority of the Village stakeholders - the students, workers, residents, and owners of the area.

ULI/ GEORGIA TECH WORKSHOPS

The first workshops in this effort to revitalize Emory Village were conducted by the Atlanta chapter of the Urban Land Institute (ULI) in conjunction with Georgia Tech's Urban Design Workshop, well before the current design team had tackled the project. The most intensive of these took place over a long weekend in early 2000. The process included a series of pre-event meetings of the Steering Committee and four open invitation workshop sessions. Guided by volunteers and staffed by developers, designers, planners, economists, and traffic consultants, these workshops produced a "first blush" overview of the existing conditions, some sketchy ideas of where growth could take the Village, and a list of the community's shared goals. These form the foundation for subsequent phases of the planning and design process.

- Land Use and Economic Development
 1. Increase and diversify retail and services
 2. Discreetly add new housing
 3. Seek joint use opportunities
 4. Reserve street level for retail
- Transportation
 1. Improve intersection design for safety and function
 2. Maintain historic street pattern
 3. Increase parking quantity; improve management

EMORY VILLAGE REVITALIZATION PLAN

For THE ALLIANCE TO IMPROVE EMORY VILLAGE

By PETER DREYER + COMPANY

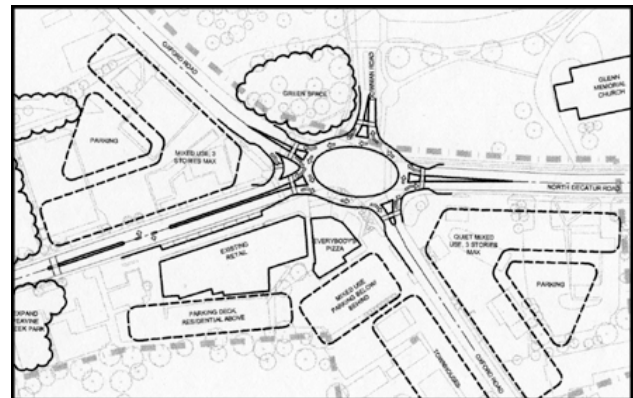
4. Better shuttle and transit access
- Urban Design/ Environment
 1. Implement design controls
 2. Create new public spaces
 3. Create small informal open spaces
 4. Repair/ improve the pedestrian environment
 5. Transform Peavine Creek into an amenity
 6. Reduce impervious surface area
 - Process
 1. Build an ongoing inclusive development process

In response to the discussions generated at the workshops, several diagrams were produced that described potential development options for both the public environment and retail, parking and housing opportunities in the Village. Of particular interest are the four road alignment schemes produced in the initial workshops which formed the starting point for investigation at later AIEV workshops. Three alternate development schemes are also illustrated: one with no housing, one mixed-use, and one that maximizes the area of retail space.

AIEV WORKSHOP #1

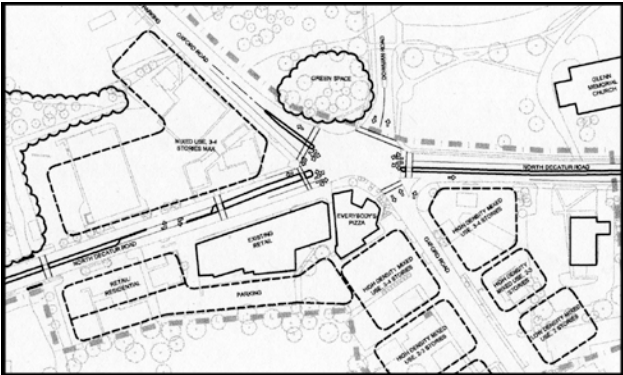
This workshop, held January 26, 2002, was attended by about fifty people, including residents, property owners, AIEV boardmembers and Emory University representatives. It continued the discussion started at the ULI/Georgia Tech workshops, using the road alignment schemes from those workshops as a starting point. After presentations about the existing conditions of Emory Village, the workshop participants broke into three groups to discuss the three road reconfigurations proposed to reduce traffic congestion, and their potential impact on the rest of the Village.

The first option (Option A) proposed a road diet on North Decatur and an elliptical roundabout placed in the five-leg intersection to calm traffic, manage auto movement, and provide better pedestrian crossings. This roundabout would maintain the historic road pattern of the Village. The unique shape and central



Option A

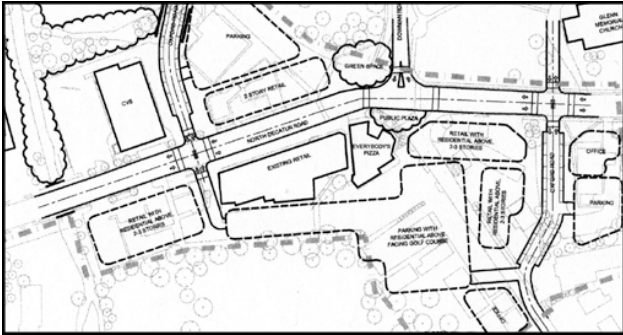
location of the roundabout would reflect the 'crossroads' character for which the intersection has always been known. Public plazas would be placed on the eastern and western corners of Oxford and North Decatur, fronting new mixed use buildings of three stories or less. Parking lots would be located behind these buildings, and additional mixed use buildings with parking behind would occupy the southern side of North Decatur (the current location of the existing retail building.) A restored Peavine Creek park to serve as the symbolic gateway to the Village from the west would complement these developments. (In informal voting at the workshop, this option was the most popular by far.)



Option B

The second option (Option B) uses a *road diet* – a decrease in the width of the roadway through removal of several travel lanes – as a traffic-calming tool. Auto travel on North Decatur would be reduced to one lane in each direction with a median and/or center turn lane, and the remainder of the existing road width would be restriped as bike lanes. While the curbs of North Decatur remain in the same position, the effective amount of auto travel width is reduced. Accompanying these traffic circulation changes, the workshop group proposed several development possibilities. Mixed-use buildings and townhomes would be placed on the southern leg of Oxford, two stories at the edge of the neighborhood, rising to a maximum of four stories at the intersection. The existing retail buildings would remain, with new residential and parking behind it facing the golf course. The northern side of North Decatur would be a mixed use facility, with new parkland around Peavine Creek and on Emory’s portion of North Decatur and Oxford.

The third option proposed realigning the northern and southern legs of Oxford Road, creating a 'main street' along North Decatur controlled by two signalized intersections. The southern leg of Oxford would be rerouted to intersect with North Decatur to the east of the current intersection, approximately between the bank and the BP station. The northern leg would be rerouted to the west of the current intersection, meeting North Decatur between CVS and Doc Chev’s. Alternatively, this leg could



Option C

be less drastically rerouted by simply moving the last few feet of the road on to the apron of the existing Chevron station. The workshop group proposed new mixed-use buildings on the southern side of North Decatur to complement those existing on the northern side, with a large parking structure behind to serve all of these buildings. On the new northern face of North Decatur, the team proposed an additional new retail building as well as a park or square, with parking behind. Gateways to this new Village would be created at the two bridges over Peavine Creek.

As a concluding exercise, the attendees were asked to vote on a community character survey. This was intended to help understand the aesthetic and environmental 'pulse' of the community. Thirty six images in eight categories were displayed. While qualitative and unscientific, some overall conclusions were drawn from the survey responses:

1. The scale of the buildings should be small, two stories preferred but no greater than three stories high.
2. Some unifying design elements should be present in all new commercial buildings, although buildings can express some individuality.
3. Buildings should be sited to provide a sense of enclosure, with landscaping reinforcing this spatial volume.
4. An organized visual environment is preferred over a more chaotic atmosphere.
5. A dense streetscape with wide sidewalks that allows mature trees, outdoor cafés and a generous pedestrian passage is strongly supported.
6. A distinctly 'urban' character i.e. buildings closer to the street are preferred over front yards or gardens.
7. Both retail and residential entries in the same streetscape are encouraged.
8. Off-street parking accommodations should not be visible from the street unless limited and integrated into building architecture.
9. On-street diagonal parking is opposed.
10. Signage should be controlled.
11. The Village should contain ample greenspace and landscaping.
12. The new architectural style should compliment traditional forms of the historic Village buildings.

13. Short of reproducing the original Village architecture, historicist or revival styles are discouraged in favor of simple elegant volumes.
14. Singular architecture housing chain retailers is discouraged.
15. Industrial or 'loft' architecture is generally discouraged.

AIEV WORKSHOP #2

The second Emory Village workshop was held on March 9, 2002, attended by approximately fifty people. In the interval between the first and second workshops, the consultant team reviewed new issues that had appeared related to each of the three earlier concept plans. Armed with fresh traffic data, the concept plans were distilled down to two basic approaches -- one with two variations.

In the spirit of both the roundabout and road diet concept plans, the first alternative proposed realigning North Oxford Road slightly to simplify the existing intersection. The resulting four-way intersection could be reconfigured as either a roundabout or as a conventional signalized intersection.

The realignment concept plan was further developed as a third alternative, refined to locate the North Oxford/North Decatur intersection east of the CVS pharmacy, and the South Oxford/North Decatur intersection moved to a new alignment east of the BP station.

The structure of the second workshop varied from the first. The refinement of the three Workshop #1 concept plans permitted a more focused dialog, and thus the workshop was conducted as an open discussion. The first half assessed the basic features of each of the three alternatives, positive and negative, and workshop participants were encouraged to add their own evaluations to the list already developed by the design team. The second half of the workshop looked at a broader set of issues such as open space, housing and retail to supplement the extensive discussion on traffic. Working off the plazas, gateways, streetscapes, and shops proposed in the first workshop schemes, the discussion refocused on a holistic vision of the Village. As a final exercise, participants voted on the rankings and conclusions of the Priority Projects survey, which described potential development



alternatives for various sites within the Village. From the results of this survey, as well as the workshop discussions, several suggestions were made about the next steps in the process:

1. Recognizing the apprehension of traffic design professionals about the road diet, the concept should be tested by temporarily striping North Decatur road to simulate the actual lane widths, monitor the results and present these back to the community, if necessary.
2. Proceed with design development and county approval of the North Decatur / Oxford Road roundabout, while monitoring the effects of the new Lullwater roundabout. The developed roundabout design should be presented back to the community along with performance notes on the Lullwater roundabout, and then temporarily striped in the same way as the road diet for validation. Temporary roundabout striping should include striping North Oxford to the right-in right-out configuration.
3. Include bike lanes in the temporary road diet striping of North Decatur Road.
4. Develop a streetscape plan for North Decatur Road removing the angled parking, widening sidewalks and establishing locations for all pedestrian facilities, crosswalks, and MARTA and Emory shuttle stops. Investigate the possibility of a midblock crosswalk near the CVS pharmacy, explore a new design for the Peavine Creek bridge, and study the possibility of constructing a creekside walk above the banks.
5. Develop an open space/public space plan that includes some visual access to the Druid Hill Golf Course. This plan should show the improvements to Peavine Creek, the greenspace resulting from the Oxford Road realignment, locations of gathering places, and the pedestrian linkages in the Village. Consider potential courtyards as public spaces.
6. Implement a plan to create improved sidewalk links to the campus and surrounding neighborhoods. Target sidewalks that are in the most need of repair, and which are outside or near the Village study area and not likely to change with design revisions. Establish an improvement fund to implement this work.
7. Draft a set of design guidelines that limits building heights to two or three stories, depending on location and use. Study the historic buildings to arrive at a set of guidelines for new design. Assign an AIEV member to collaborate on the design guidelines, and begin a

dialogue with the county planning department on drafting special zoning amendments for the Village.

8. Investigate the possibility of burying the overhead utility lines.
9. Determine a housing program for the Village that stresses owner occupancy. Investigate the possibility of housing on the BP station site, coupled with ground floor offices or retail; the site area may also include space for a public courtyard or plaza
10. Determine a retail program for the Village that will serve as springboard for further discussion on what to propose and where to place it.
11. Quantify the number of parking spaces available in the Village under each alternative. Prepare a parking plan for the Village based on the recommendations for future land use.

The ideas produced at the workshops have been analyzed and folded into the Plan for Emory Village whenever possible, desirable and practical. Conflicting ideas have been resolved as equitably as possible, and professional design standards have been applied to ensure that the public and private environments integrate state-of-the-art design practices.

However, the workshops provided almost all of the ideas that form the foundation of this Plan.