

Welcome to the Workshop!

1. Welcome & introductions
2. Introducing the connect Athens process
3. Sharing initial highlights
4. Map & table discussions
5. Next steps & adjourn



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 CORRIDOR PLANS

Process Timeline



What is a Corridor Plan?

- An in-depth analysis of a single roadway and the many ways it can contribute to broader community goals
- Study transportation performance and impacts on community mobility, the surrounding land use, and the economic context

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 CORRIDOR PLANS

Purpose and Plan Considerations

Mobility



Economics



Infrastructure




Quality of Place



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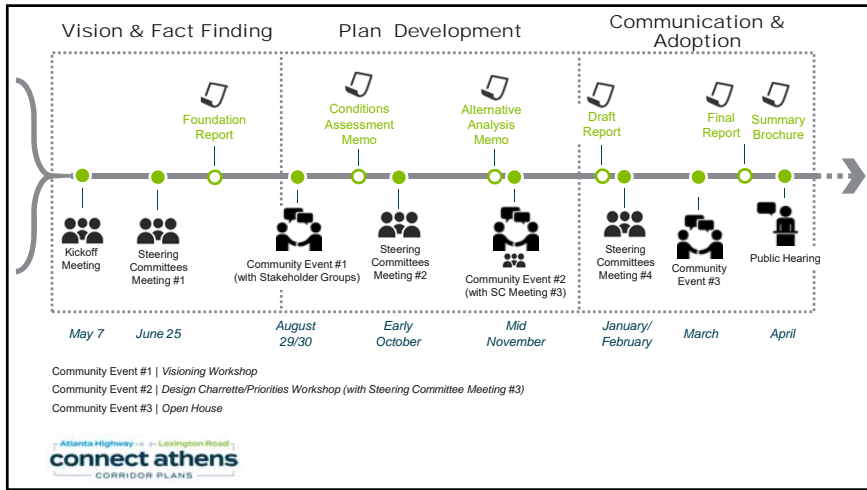
Process Outcomes

- Logical, viable strategy for development and reinvestment along the corridor
- Priority recommendations for mobility investments
- Actions for strengthening quality of place



Roles and Responsibilities

- Community
 - *Providing insight based on experience*
 - *Representing values*
- Steering Committees
 - *Providing direction*
 - *Developing key messages*
 - *Reaching the community directly*
 - *Evaluating findings and developing recommendations*
- Core Committee
 - *Aligning work to ensure efficiency*
 - *Looking over the "fence" or sharing*
- Staff
 - *Managing the overall process*
 - *Providing support and data*
 - *Considering logistics and overall organization*
- Planning Team
 - *Facilitating the process*
 - *Conducting research and analysis*
 - *Developing implementation plans*






Sharing Initial Highlights of the Foundation Analysis


Jonathan Guy
Kimley Horn



Corridor Extents – Lexington Road




Length: 3.8 miles
 133 Driveways/Intersections
 Intermittent Sidewalks
 Bus Routes #26 & 25 (weekday and limited weekend)
 No Dedicated Bike Facilities
 Gateway - East
 Diverse mix of uses (airport, neighborhood scale commercial, government, residential)




Corridor Extents – Atlanta Hwy



Length: 5 Miles
 174 Driveway/Intersections
 Intermittent Sidewalks
 Bus Routes #20, 21, 6 (weekday and limited weekend)
 No Dedicated Bike Facilities
 Gateway - West
 Commercial Corridor (former regional retail & Industrial).
 Adjacent residential (Single & Multi-family)




Atlanta Highway Corridor



Extents
 Middle Oconee River to US 78 (Business)


Study Area
 Planning Area – parcels fronting the corridor
 Impact Area – ¼-mile buffer with modifications (e.g., airport)




Approach to Analysis

Foundation Analysis (Snapshot)

Targeted Analysis (Deep Dive)
(to be completed)



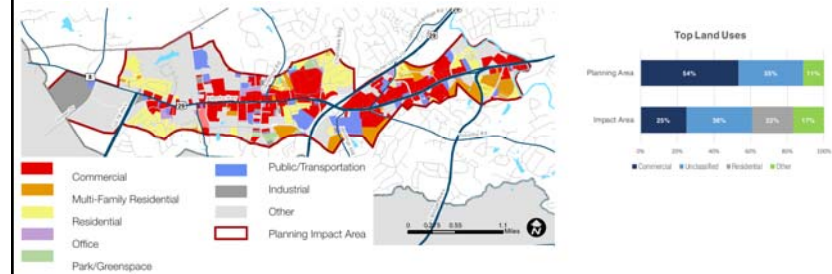


Land Use and Community Design

• Key Considerations

- Land use is defined by primarily commercial land uses.
- The corridor connects people to a variety of goods, services, and retail uses.
- Mixture of lot sizes for commercial uses, surrounded by established and new residential types (single family, apartments, retirement, etc.).
- Limited greenspace along the corridor.

Existing Land Use



Environmental Constraints



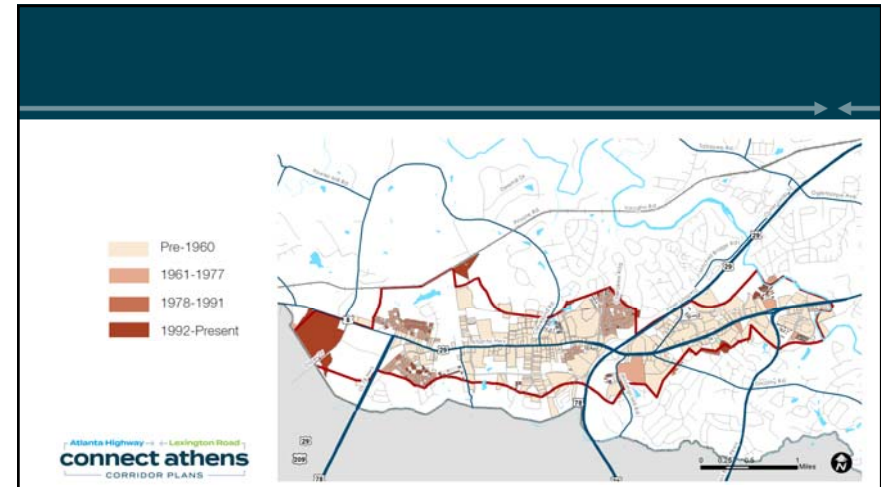
Land Use and Community Design

- Questions to Explore
 - What effect will constraints (physical and administrative) have on future opportunities?
 - What is the next model of corridor redevelopment?
 - What about the mall?
 - How do we leverage corridor assets?

Economics

• Key Considerations

- Athens is a destination city.
- Destination retail corridor for the community and neighboring counties, but transitioning.
- The corridor is home to a number of the county's total jobs (Caterpillar, retail, etc), but also carries a significant amount of commuters each day.
- Investment is still occurring in the corridor, but changing.
- Retail model is changing, how does the corridor evolve?



Economics

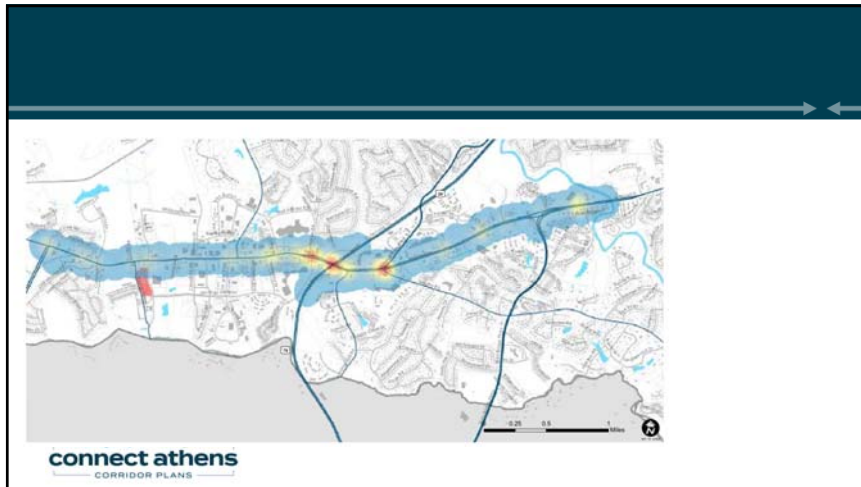
• Questions to Explore

- What are the contributing factors to slower commercial growth and “leakage” of existing uses to other locations?
- How can we make the corridor a destination for retail again or create pulses of activity along its extents?
- What are Atlanta Highway’s economic development priorities? How do these priorities compare to other corridors?

Mobility

• Key Considerations

- The corridor serves multiple purposes—gateway, regional thruway, and local connection.
- Active transportation is a challenge but could be improved.
- Traffic congestion and safety are frequently cited as contributing factors to other issues.



Mobility

- Questions to Explore
 - Where along the corridor is more detailed traffic analysis warranted?
 - How can the bicycle and pedestrian network be enhanced to support mobility, aesthetic, and economic goals?
 - How can (or should) this corridor's gateway strategy be coordinated with other gateways?

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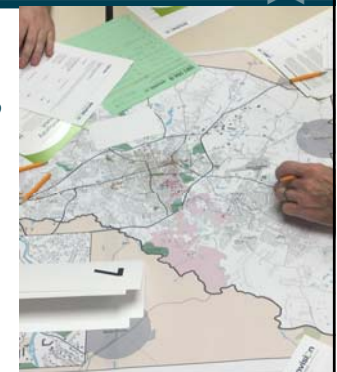
Map & Table discussions

Kyle May
 planning NEXT

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Map & Table Discussions

- Two parallel engagement activities this evening
 - *Strong, weak and opportunities places map based activity*
 - *Table topic discussions*

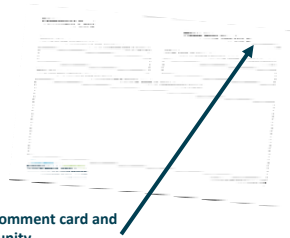


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Map Activity

- Stick dots on the large map at a place that you consider to be:

- **Strong** – This place, area, use is an asset to the corridor
- **Weak** – This place, area, use represents a challenge to be addressed in the plans
- **Opportunity** – This place, area, use has the potential to be better leveraged



Once you place your dot, use the number in the center to label a comment card and tell the Planning Team why this place is strong, weak or an opportunity

Table Discussions

- Simultaneous topical discussions
 - *Table recorders will capture conversation*
 - *Feel free to drop in (ease in...) and out of the four topics and move around the room*
 - *As you join, consider the prompt (large print above the table) and join in with your reactions*



Table Discussions

1. What should we do to improve the **function** and or **safety** of this corridor? Why?
2. What would make this corridor feel more **attractive** in **appearance**? For investment? Why?
3. How do we improve the **economic viability** for existing and future businesses along this corridor? Why?
4. What would make this corridor feel more like a **cohesive "place"**? Why?



Next Steps

Kyle May
planning NEXT

