



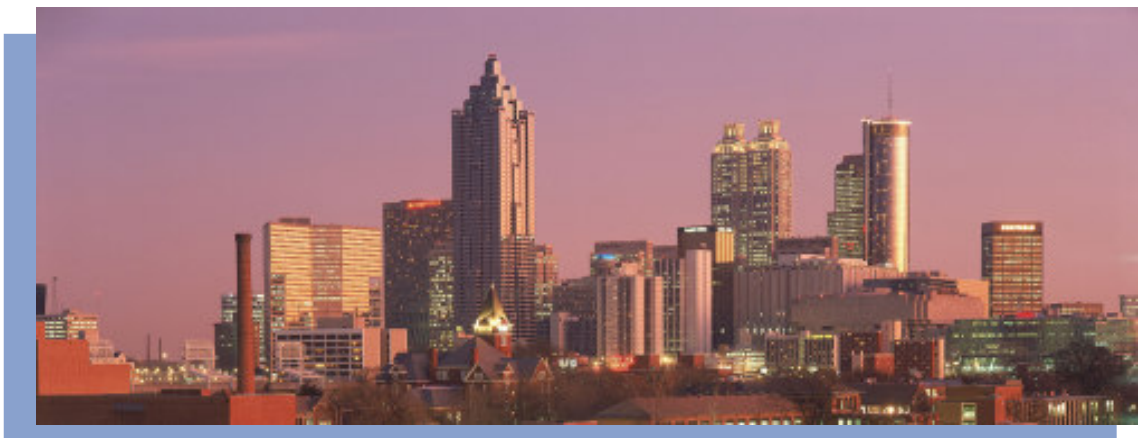
Capital Planning  
& Space Management Office

# Marietta Street Corridor Implementation Plan

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# Marietta Street Corridor Implementation Plan



CAPITAL PLANNING & SPACE MANAGEMENT  
MASTER PLANNING DIVISION

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**1. INTRODUCTION**

## 1.0 INTRODUCTION

### 1.1 Executive Summary

In order to reach the Georgia Institute of Technology's (GIT) Strategic Plan goals, the 1997 Campus Master Plan (CMP) identifies a need for additional land. The CMP highlights 22 acres of potential contiguous campus expansion area (see CMP Fig. II-1.3) located between Marietta Street, Tech Parkway, Northside Drive, North Avenue and State Street. The Board of Regents of the University System of Georgia (BoR) currently owns six parcels of real estate in this expansion area. Five parcels and over eleven acres of right-of-way need to be acquired, and three to four acres need to be deeded to Federal and State agencies in order to implement this campus expansion plan.

Acquisition of this additional acreage is mission-critical to the long-range needs of the Institute. Real estate prices are steadily escalating around the GIT campus due to economic development driven by proximity to Atlanta's Central Business District Midtown's rapidly expanding business district, Atlantic Station development-the largest urban redevelopment project in the United States, and revitalizing neighborhoods, namely, Midtown, Home Park, Bellwood, Centennial Homes and English Avenue. Thus it is prudent for GIT/BoR to acquire needed land sooner rather than later when significantly higher prices will require larger amounts of State funds to procure.

As part of the plan to expand the campus southwest to accommodate future academic and research facilities, the CMP describes the need to close Tech Parkway from Wallace Street to Northside Drive and to widen Marietta Street in order to handle additional traffic displaced from Tech Parkway. To accomplish this land use change, right-of-ways of Tech Parkway, Northside Drive, Wallace Street and Marietta Street will be involved. The Federal and

State Departments of Transportation, the City of Atlanta Department of Public Works and the Atlanta Housing Authority own these rights-of-way. Furthermore, there are major corporate entities and neighborhood stakeholders with whom consensus needs to be cultivated. Coordination with all entities is required to implement this Development Plan.

The reconfiguration of Marietta Street to a boulevard can occur according to at least three different design concepts. These three alternatives can serve as a basis for consensus building and preliminary design. Due to the complexity of this project, the proposed schedule suggests allowing 7-9 years for implementation.

## 1.2 STATEMENT OF NEED FOR THIS PLAN

The Georgia Institute of Technology (GIT) is in the top tier of Doctoral/Research Universities—Extensive (the old term is 'Research 1 Universities') (source: The Carnegie Classification of Institutions of Higher Education). Implementation of the 1997 Campus Master Plan (CMP) must be diligently pursued in order to maintain our position of pre-eminence in a highly competitive world of higher education and research, and to meet the goals of the Georgia Institute of Technology Strategic Plan.

This Plan is needed to provide the additional level of detail required for the Georgia Institute of Technology to advance implementation of the CMP southwest in a logical, orderly, comprehensive manner.

## 1.3 ORIGIN OF THIS PLAN:

The origin of this Plan derives from the 1997 Campus Master Plan that states the following on Page II-33-II38: (the most pertinent statements are in **bold red italicized copy**)

### 1.3.1 Campus Expansion Area:

*During Phase I of the master planning process, the future land area required to accommodate the future facility needs of the Institute was calculated and analyzed. Based on the needs identified in the Capital Program, along with needs identified through previously prepared special studies (recreation facilities etc.), it was calculated that the future building area required will be approximately 2.7 million gross square feet. This figure does not include facilities already in design, such as the Institute for Bioengineering and Bioscience, or the MRDC II building. It also does not include land required to meet the recreation needs of the campus community or to provide relocation space for the plant operations and maintenance facilities.*

*With land area requirements for recreation facilities, maintenance areas, and family housing replacement added, it was estimated that approximately 107 acres of land would be required to meet all expressed needs of the Institute. This calculation assumed that all buildings were constructed at four levels, and the site coverage was an average of 30 percent (approximate coverage of older portions of campus). Based on analysis of site constraints and opportunities, it was estimated that the total land available on campus for future development is approximately 68 acres, of which 13 acres would be available only if policy decisions are made to demolish certain facilities in order to make their sites available for future development. **Based on this analysis, it was concluded that campus expansion will be necessary to provide additional land area to meet future needs.***

*During the Phase III of the master planning process, alternative concepts for campus expansion were prepared and reviewed. Alternatives included expansion to the north into the Home Park neighborhood, expansion to the east into Midtown, and expansion to the southwest toward Marietta Street. Expansion to the south is not considered possible because of the existing property ownership, which includes the headquarters facilities of the Coca Cola Company, and the Centennial Place residential development. Centennial Place, which is now under construction, is the federally sponsored project to redevelop the former Techwood Homes public housing project.*

*Based on discussions with the Master Plan Steering Committee, it was concluded that campus expansion to the north could accommodate future Institute functions, but would be detrimental to the future viability of the Home Park neighborhood. It was also concluded that expansion to the east into*

Midtown would be desirable for certain Institute functions. However, higher land values in that area would make expansion there more expensive than other locations. **As a result it was concluded that campus expansion toward the southwest offered the best opportunity for the Institute to acquire additional lands. In particular, land values are estimated to be lower in areas southwest of campus than in other adjacent areas, and the Institute already owns properties there.** In addition, the unusual pattern of three closely spaced parallel roadways (Marietta Street, Tech Parkway and Ferst Drive) that presently exists along the southwest side of campus offers the opportunity, through a partial closure of Tech Parkway, to expand the campus with a contiguous land area.

**As illustrated in the Master Plan, the proposed campus expansion can add approximately 22 acres of contiguous land to the campus. These lands can accommodate approximately 871,000 gross square feet of building space. (Figure II-1.3)**

### 1.3.2 Campus Context Area:

As illustrated in Figure II-1.4 the Context Area defined for Georgia Tech includes areas near the campus, within which development may functionally and physically affect the Institute's long-range future development. Generally the area extends from the Atlantic Steel property on the north, to Peachtree Street on the east, to Northside Drive and the railroad tracks on the west, and to Centennial Park on the south. **It is recommended that Georgia Tech monitor development within this area so as to be able to respond appropriately to development initiatives that may affect the campus. Potential Tech activity within the Context Area may include acquisition of properties as they come on the market, leasing of land or facilities, and construction of appropriate facilities.**

### 1.3.3 Potential Mixed - Use Development Opportunities

The potential exists in certain sections of the Context Area for mixed-use development that can provide services for the campus community. East of I-75 / 85 along Fifth Street there are vacant lots and vacant or underutilized properties that may be opportunities for joint private / Institute development. Certain Institute functions, such as the Distance Learning facility identified in the Capital Program would be excellent candidates for this location. The area is near campus, but also immediately adjacent to the Midtown business community. In addition, since this area is only a short walk from the student residence halls and fraternities located on the east side of campus, it could also be an opportunity for development of retail and service commercial functions. Such facilities could serve both the campus community and the Midtown residential community.

On the northwest side of campus there is the potential to consider development of additional retail and service commercial functions. Such development might be a physical expansion of the existing commercial center on the north side of Tenth Street at Hemphill. Additional convenience - type commercial functions, especially a food market, could greatly benefit the students living in the on - campus apartments just south of Tenth Street as well as the Home Park neighborhood. As described in previous sections, this area is also considered a potential location for married student housing.

**On the southwest side of campus the area west of Marietta Street provides opportunities for development of Institute functions, private development and additional retail and commercial facilities to serve the campus community. The proposed campus expansion to the eastern right - of - way of Marietta Street will change the character of this urban arterial street and its potential for future development. As further discussed in the Circulation section of the Master Plan, the partial closure of Tech Parkway to accommodate campus expansion will likely require that Marietta Street be widened with an additional lane in each direction. When properly designed, this widening could transform Marietta Street into a well - landscaped urban boulevard, connecting the campus into downtown. This change will make the properties west of Marietta more attractive for mixed - use development.**

*In each of the potential mixed - use areas identified, it is proposed that Georgia Tech monitor development activity and consider participation, as appropriate and possible, in joint development opportunities.*

#### **1.4 PURPOSE OF THIS PLAN**

The purpose of Marietta Street Corridor Development Strategy Plan is to present the issues and a process to close Tech Parkway, acquire the target properties between Marietta Street and Tech Parkway, and to reconfigure and widen Marietta Street. The opportunities, constraints and issues involved with this plan will be presented in addition to the development strategies that the Georgia Institute of Technology may use to accomplish these goals.

This Plan will be used to present the Georgia Institute of Technology's intent to all stakeholders. Interested on-campus stakeholders include the administration,

faculty, staff and students. In addition, the Georgia Tech Foundation and the Board of Regents of the University System of Georgia will be briefed and kept up to date on the progress of the development.

Off-campus stakeholders include other public agencies, corporate entities, and neighborhood organizations. Public agencies include the Board of Regents of the University System of Georgia, the Georgia State Legislature (if needed), the State Attorney Generals Office, Georgia Department of Transportation, various City of Atlanta entities including the Public Works Department, Atlanta Housing Authority, Office of Development, Zoning Department, the Luckie Street Elementary School, the United States Post Office and others as required. Corporate entities include Coca-Cola, Randall Brothers, Sherwin Williams, the Engineers Bookstore and the YMCA. Neighborhood organizations include the Marietta Street Artery Association, Home Park, Neighborhood Planning Unit "E" and Centennial Homes.



**2. EXISTING  
CONDITIONS**

**2.0 EXISTING CONDITIONS**

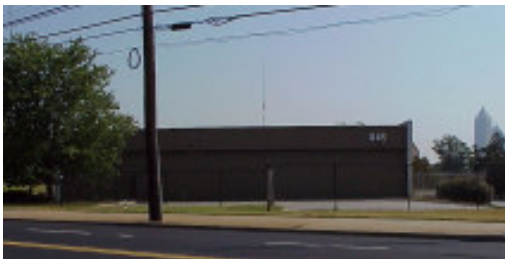
**2.1 Real Estate & Building Uses**

Real estate on the north side of Marietta Street is identified in the CMP as being in the Potential Contiguous Campus Expansion Area. Real estate on the south side of the street is within the CMP Context Area for possible expansion. The GIT/BOR currently owns parcels on both sides of Marietta Street.

The GIT presently owns and uses (as noted in parenthesis) the following parcels:

- 845 Marietta Street (Office of Information Technology)
- 811 Marietta Street (Office of Information Technology)
- 781 Marietta Street (Ivan Allen College of International Affairs)
- 711 Marietta Street (Georgia Institute of Technology Surplus)
- 676 Marietta Street (College of Architecture – Wood Products Laboratory)
- 500 Tech Parkway (Georgia Tech Research Institute)

Photographs of these properties follow:



**845 Marietta Street**



**811 Marietta Street**



**Ivan Allen College / 781 Marietta Street**



**711 Marietta Street / Zeigler Tools /**



**676 Marietta Street  
/ COA Wood Products Lab**



**500 Tech Parkway / GT-ECRC + CEISMIC**

Parcel yet to be acquired are:

- 831 Marietta Street (Hopkins Building)
- 799 Marietta Street (Atlantic Sheet Metal Company)
- 793 Marietta Street (Loomis Fargo Company)
- 755 Marietta Street (Sommers & Sommers Company)
- 665 Marietta Street (Randall Brothers Building Materials)
- Tech Parkway right-of-way
- North bound Northside Drive right-of-way

Photographs of these properties follow:



**831 Marietta Street / Walter Hopkins Co.**



**799 Marietta Street / Atlantic Sheet Metal**



**793 Marietta Street / Loomis Fargo**



**755 Marietta Street / Sommers & Sommers**



**655 Marietta Street /  
Randall Brothers Building Materials**

See Figure 1 for illustration and location of these parcels.

Following are photographs of non-BOR owned properties on the south side of Marietta Street:



**700 Marietta Street / Fantasy Fare**



**710 Marietta Street / retail, office & warehouse**



**746 Marietta Street / Salvation Army**





Engineers Bookstore / 748 Marietta Street



Hotel Roxy / 768 Marietta Street



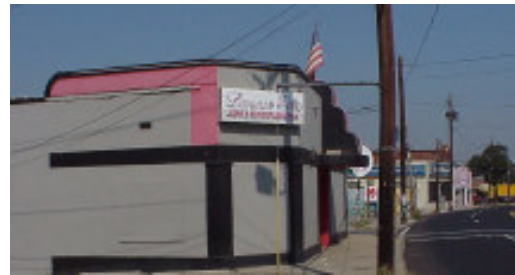
P.J.'s Nest/ 790 Marietta Street



U.S. Post Office / 794 Marietta Street



Linux General Store & Cultute Club / 800  
Marietta St.



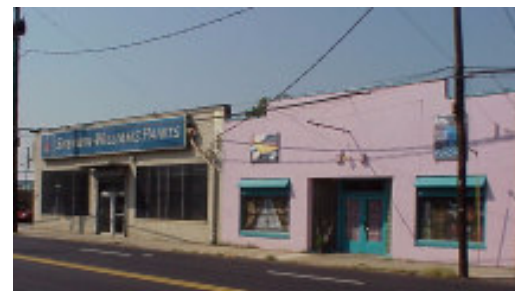
Dancers / 806 Marietta Street



Pit Stop Pizza / 810 Marietta Street



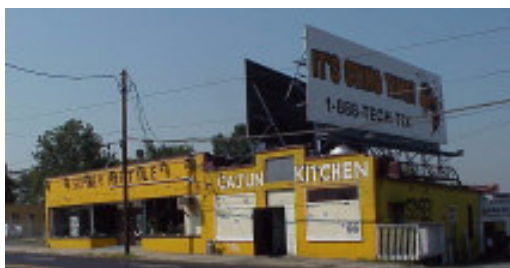
Sherwin Williams / ---Marietta Street



Mansa's / --- Marietta Street



Fire Station #16 / 822 Marietta Street  
Eric's Nails / 826 Marietta Street



**842 Marietta Street / Somber Reptile  
840 Marietta Street / Cajun Kitchen**

## 2.2 Existing Marietta Street Configuration

Marietta Street is currently configured with two traffic lanes each way. No turn lanes are provided. Sidewalks are relatively narrow (5-6 foot wide) located at the back of curb on both sides of the street. Utility poles are located at the back of curb supporting a network of unsightly overhead utility lines. Southbound motorists and pedestrians are afforded one of the best panoramic views of downtown Atlanta. No on street parking nor streetscape amenities currently exists on Marietta Street. Even at rush hours, traffic load is surprisingly light.

Following are photographs of Marietta Street as it exists today:



**Marietta St. Looking west from Means Street**



**Marietta St. Looking east from Means Street**

## 2.3 Right-of-way Ownership

There are four streets and four different agencies that own the rights of way involved in implementing this Plan. The Marietta Street 60 foot right-of-way is owned by the City of Atlanta. The Northside Drive 66-88 foot right-of-way and the Northbound Northside Drive 50 foot right-of-way are U.S. Route #19/41 and Georgia State Route #3, and are therefore owned by both by the United States Government and by the State of Georgia. The Wallace Street 50 foot right-of-way is owned by the City of Atlanta. The Tech Parkway 100 right-of-way is owned by the Atlanta Housing Authority.

## 2.4 Zoning

There is a mix of zoning classifications on the north side of Marietta Street in the CMP Marietta Corridor Campus Expansion Area. This area consists of 22 acres of land designated to house 11 new academic or research buildings and an expansion of the Clydedeck to the Southwest of Tech Parkway as well as one of four main entrances to campus. The land is currently zoned I-1 (Light Industrial), and I-2 (Heavy Industrial); this zoning supports the uses outlined in the CMP. The projected development density of this area conforms to Industrial bulk restrictions.

There is also a mix of zoning classifications on the south side of Marietta Street

in the CMP Marietta Corridor Campus Expansion Area. This area is designated by the City of Atlanta as the Bellwood Neighborhood. It is bounded by Marietta Street, 8<sup>th</sup> Street, and the Norfolk-Southern Railway. The land is currently zoned I1 (Light Industrial), I2 (Heavy Industrial), and C2 (Commercial Service). The Advanced Wood Products Laboratory is already housed in this area. It is also a potential location for a new chilled water plant that will serve new buildings along the Marietta Corridor Expansion Area. There may be opportunity for the Georgia Institute of Technology to purchase additional property in this area to support the strategic plan. The current zoning in this district support uses outlined in the CMP.

Existing zoning in the Marietta corridor is illustrated on Figure 2.

## 2.5 Topography

The topography of the land between Tech Parkway and Marietta Street ranges from an elevation of 966 at the south end to an elevation of 1001 at the north end. The Hopkins building and parking lot at 831 Marietta Street is approximately 15 feet below street level. It is the only property where there is a steep slope from street level to the parking lot level.



**831 Marietta Street / Hopkins Building**

**3. CAMPUS  
MASTERPLAN  
GUIDANCE**

### 3.0 CAMPUS MASTER PLAN GUIDANCE

Campus expansion southwest to Marietta Street is a key component of the CMP. Expansion southwest is Georgia Institute of Technology's best option because it provides acreage for future needs at the least cost. Furthermore, expansion southwest also benefits our neighbors. Presently the campus is bounded by Home Park to the north, Midtown to the east, Centennial Homes to the south, a commercial/industrial district across Northside Drive to the west and an old revitalizing neighborhood called Bellwood on the south side of Marietta Street. The CMP expansion plan supports and stimulates continued redevelopment of the Bellwood district by removing dilapidated buildings, making adaptive reuse of existing buildings, constructing new buildings on the north side of Marietta Street and by converting the street to a improved boulevard. Implementation of this Plan will also benefit the City of Atlanta by increasing its tax base.

The CMP proposes widening Marietta Street, installing street lighting, street trees, furniture, and other features including improved walkways and bike lanes. This would create a new and improved environment along Marietta Street that would stimulate further economic development, and benefit surrounding businesses as well as the Georgia Institute of Technology.

The CMP proposes closing Tech Parkway north of Wallace Street and acquiring the land between the existing campus and Marietta Street from Northside Drive to North Avenue. This 22 acres of acquired land, including Tech Parkway right-of-way, is proposed for 11 new 3-story academic, administrative and research buildings totaling 871,293 GSF and an expansion of the Clydeck. The limited traffic currently on Tech Parkway would be redirected to Marietta Street,

thus increasing exposure for Marietta Street businesses. The portion of Tech Parkway between North Avenue and Wallace Street will be retained. The Wallace Street right-of-way will be realigned and widened to a 100 foot right-of-way to connect Tech Parkway to Marietta Street.

The Georgia Institute of Technology has already acquired several parcels on the north side of Marietta Street. Once the new Tech Parkway alignment is constructed the Georgia Institute of Technology will close and remove Tech Parkway from Wallace Street to Northside Drive, and create a new major vehicular entrance at Means Street.

#### 3.1 Text References

The CMP additionally states the following about the Marietta Street Corridor:

- *"The Master Plan includes the proposal to expand the campus toward the southwest. Through the partial closure of Tech Parkway, and land acquisition, approximately 22 acres can be added to the campus. This is the only practical location to consider contiguous campus expansion, because of major roadway constraints in other directions. This expansion will tie several existing Tech functions along Marietta Street into the campus, and provide additional expansion room to accommodate long-range facility needs." (p. 11-18)*
- *"Marietta Street is located along the west side of campus and is a major north - south traffic artery connecting the areas to the northwest to downtown Atlanta. The Master Plan recom-*

mends that the campus be expanded westward to Marietta Street to provide contiguous expansion room to meet long-range needs of the Institute. The land within this corridor can be developed for multiple functions. Included among these potential uses are academic functions, research functions and administrative or other appropriate support functions. The academic facilities located in this sector will likely have to be those, which can operate somewhat independently from the main academic functions, located in the academic core of campus. In addition, the land to the southwest of Marietta Street offer opportunities for locations of research or other functions that do not require immediate access to campus. The modification of Tech Parkway, recommended as part of this expansion, will likely require that Marietta Street be widened to six lanes." (p. II-26)

The Marietta Street Corridor is also mentioned in the following sections of the Campus Master Plan:

**Campus Collector Route:**

- "Ferst Drive serves as the campus collector, providing the major vehicular connection into and across the campus. Although this street already exists, some modification of its alignment is proposed, and will be necessary at its western end at Marietta Street. In that location Ferst is proposed to be extended

to Marietta Street when Tech Parkway is closed. In addition, when Tech Parkway is closed it is proposed to retain the eastern end of this street between the Weber Building and Cherry Street to provide service access to the adjacent buildings. Ferst is proposed to be connected to the remaining portion of Tech Parkway in this location. Ferst Drive is a four-lane roadway." (p. II-61)

**Major Campus Entrances / Gateways:**

- "Four major campus entrances / gateways are proposed. These include an entrance from Tech Parkway between the Skiles Classroom Building and the Houston Bookstore; Ferst Drive and Marietta Street; Tenth Street at State Street; and Fifth Street at the I 75/85 overpass. Each of these is proposed to be developed through signage and landscape treatments as the most important and visible vehicular entrances to the campus. The entrance from Tech Parkway is proposed to be developed as the main entrance for first - time visitors to the campus, especially prospective students. The Master Plan illustrates the concept for redesigning the existing parking lot in that location to provide a vehicular entrance with short term parallel parking. In addition the concept illustrates the construction of a brick and stone entrance wall, with a space set aside for wayfinding signage. From this location first - time visitors

will be directed to an information center located at either the Student Center or Bookstore, to receive information about The Georgia Institute of Technology, and pick up campus maps, and receive directions to buildings on - campus." (p. II-65)

**Existing Bicycle Circulation Routes and Facilities:**

- "Several bicycle routes pass near The Georgia Institute of Technology campus. Among these are north - south routes on Marietta Street and the southern portion of Tech Parkway, and on Piedmont Avenue east of the I-75/85 expressway. Ferst Drive is a designated bicycle route, which connects across campus from Tech Parkway to Fifth Street. This route is part of the Atlanta - Stone Mountain Trail. All of the existing routes on and near the Tech campus are marked on - street facilities." (p. II-61)

**Proposed Bicycle Route Improvements:**

- "Designating major bicycle routes used by commuters traveling to campus with marked lanes along Hemphill Avenue, Techwood Drive, Fifth Street, and Atlantic Drive. Locating a bicycle lane along Ferst Drive that links Marietta Street and a realigned Tech Parkway. Locating a secondary residential bicycle loop on west campus that branches off of Hemphill Avenue around Ninth Street,

Curran Street, and Eighth Street. Locating two minor routes along Fourth Street west of Techwood, and on Bobby Dodd Way on the west side of Techwood Drive." (p. II-85)

Relevant figures of the Campus Master Plan that illustrate proposed development in the vicinity of the Marietta Corridor are listed below and are included on the following pages:

- Figure 3 Functional Plan
- Figure 4 Building Sites Plan
- Figure 5 Open Space Plan
- Figure 6 Pedestrian Circulation Plan
- Figure 7 Parking Facilities Plan
- Figure 8 Vehicular Circulation Plan
- Figure 9 & 10 Stinger Route Plan A&B
- Figure 11 Bicycle Route Plan
- Figure 12 Primary Heating Source (Steam or Gas)
- Figure 13 Chilled Water Distribution System
- Figure 14 Fiber Network
- Figure 15 Electrical Distribution System
- Figure 16 Primary Utility Tunnel

**4. STREET  
DEVELOPMENT  
OPTIONS**

## 4.0 STREET DEVELOPMENT OPTIONS

### 4.1 Marietta Street Conversion to a Boulevard – Configuration Options

#### 4.1.1 Option 1: Six Traffic Lanes

The CMP proposes to widen the existing four-lane Marietta Street by two traffic lanes. The reconfiguration would begin at Northside Drive, to the north, and extend south to the North Avenue bridge overpass.

The proposal attempts to incorporate some of the Midtown Blueprint Guidelines for secondary streets (ex: Fifth Street) for the reconfiguration of Marietta Street. The cross section of the new street would include 10-foot wide sidewalks on each side, five-foot wide furniture zones for trees and lighting on each side, a 10-foot wide center planting island / turning lane, a 12-foot wide bicycle path on one side, 11-foot wide traffic lanes (six total), plus four two-foot wide curb & gutter sections. The total right-of-way required to accommodate this proposed development section is 126 feet.

See the Marietta Street Corridor Development Figure 17 & Figure 18.

#### **4.1.2 Option 2: Four Traffic Lanes without Parking**

An second option is to leave Marietta Street in its current four-traffic-lane width and improve the streetscape in accordance with the same Guidelines. This cross section would include 10-foot wide sidewalks on each side, five-foot wide furniture zones for trees and lighting on each side, a 10-foot wide center planting island/turning lane, a 12-foot wide bicycle path on one side, four 11-foot wide traffic lanes, plus curb & gutter sections. The total right-of-way required to accommodate this proposed development section is 104 feet.

See the Marietta Street Corridor Development Figure 19 & Figure 20.

#### **4.1.3 Option 3: Four Traffic Lanes with Parking**

A third option is to leave Marietta Street in its current four-lane width, add on-street parallel parking and improve the streetscape in accordance with the same Guidelines. This cross section would include 10-foot wide sidewalks on each side, five-foot wide furniture zones for trees and lighting on each side, a 10-foot wide center planting island/turning lane, a 12-foot wide bicycle path on one side, four 11-foot wide traffic lanes, eight-foot parking lanes (one on each side), plus four curb & gutter sections. The total right-of-way required to accommodate this proposed development section is 120 feet. This option provides on-street parking to access future Georgia Institute of Technology buildings on the north side and supports the retail establishments on the south side of Marietta Street.

See the Marietta Street Corridor Development Figure 21 & Figure 22.

#### 4.1.4 Need for Up-dated Traffic Study

The basis for the CMP's suggestion to add two lanes to Marietta Street is that Tech Parkway is a four-lane street and the removal of it will add significant traffic to Marietta Street. Two additional lanes require 22-feet minimum (11-feet each), which is a significant impact on the acreage GIT will have to deed to the City to build this street section.

Before pursuing a project to widen Marietta Street for only three-blocks to six-lanes, while the majority of the street section north and south will likely remain 4 lanes, it is prudent to consider the following:

- Marietta Street is currently only four-lanes wide.
- Marietta Street south of Wallace Street to the CNN center will likely remain 4 lanes wide due to the predominance of existing buildings constructed on the right-of-way line.
- Marietta Street north of Northside Drive will likely remain 4 lanes wide.
- Georgia Dome and the Georgia World Congress Center traffic from the north is likely to continue using Northside Drive, which is already six-lanes.
- Traffic volumes on Tech Parkway are very low considering its four-lane capacity.
- Traffic Data, from the 1997 Parking & Transportation Study, suggests that Tech Parkway is currently being used at a volume that is less than one-half that of Marietta Street. The study states that due to low volume of traffic on Tech Parkway, the operational impacts of shifting that traffic to Marietta – will not be a significant impact to Marietta Street. It will also help to clean up traffic problems at the northbound Northside fly-over and will

help in the operations in the area.

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Therefore, before deciding to widen 2,200 feet of Marietta Street in a relatively short middle section a detailed traffic study of Tech Parkway and Marietta Street which forecasts GIT/CMP build-out plus neighborhood development should be conducted to determine actual need.

If this traffic study reveals that four lanes are adequate for Marietta Street, then Option 2 of 3 will work. Thus the overall cost of lost parking and property to GIT would be less and the cost of grading and retaining wall requirements reduced.

## 4.2 Property Acquisition Requirements – by Option

### 4.2.1 General

By acquiring the right-of-way currently occupied by Tech Parkway and the Northbound Northside Drive fly-over, The Georgia Institute of Technology would gain approximately 11.08 acres of contiguous land area for future campus development. See the Marietta Street Corridor right-of-way Analysis (spreadsheet) and right-of-way Figure 23 following:

### Marietta Street Corridor Right-of-Way Analysis

COLOR KEY	RIGHT-OF-WAY	LENGTH	WIDTH*	SUB-TOTAL	TOTAL SF	ACRES	NET +/- ACRES
	<b>R/W TO ACQUIRE FROM CITY:</b>						
	Tech Parkway	2,900	100	290,000			
	Northbound Northside Drive			192,487			
					482,487	11.08	
	<b>R/W TO DONATE TO THE CITY:</b>						
	Wallace Street w/ 104' R/W	500	54	27,000			
	Marietta Street w/ 126' R/W	2,100	66	138,600			
					165,600	3.80	(7.27)
	Wallace Street w/ 104' R/W	500	54	27,000			
	Marietta Street w/ 104' R/W	2,100	44	92,400			
					119,400	2.74	(8.34)
	Wallace Street w/ 104' R/W	500	54	27,000			
	Marietta Street w/ 120' R/W	2,100	60	126,000			
					153,000	3.51	(7.56)
	* WIDTH- means the net additional width required above the existing right-of-way, except for Tech Parkway.						
	<u>Existing right-of-ways:</u>						
	Tech Parkway 100'						
	Marietta Street 60'						
	Wallace Street 50'						

In order to construct the new Tech Parkway link between existing Tech Parkway and Marietta Street along the Wallace Street right-of-way the Wallace Street right-of-way will need to be realigned and widened. The mission-critical property acquisitions to enable the plan between Wallace Street and Northside Drive to be implemented include: 831, 799, 793, 755 Marietta Street, Tech Parkway right-of-way, and northbound Northside Drive right-of-way. Non mission-critical purchases include the 665 Marietta Street (Randall Brothers Building Materials property). These categories of property acquisitions are illustrated in the following Property Acquisition - Figure 24.

The following is a summary of the acquisition analysis and plan:

#### **4.2.2 Option 1: Six Traffic Lanes**

In order to accomplish this option, GIT would need to acquire 11.08 acres and deed approximately 3.8 acres back to the City resulting in a net gain to GIT of 7.27 acres.

See the Marietta Street Corridor Development Figure 17 & Figure 18.

#### **4.2.3 Option 2: Four Traffic Lanes without Parking**

In order to accomplish this option, GIT would need to acquire 11.08 acres and deed approximately 2.74 acres back to the City resulting in a net gain to GIT of 8.34 acres.

See the Marietta Street Corridor Development Figure 19 & Figure 20.

#### **4.2.4 Option 3: Four Traffic Lanes with Parking**

In order to accomplish this option, GIT would need to acquire 11.08 acres and deed approximately 3.51 acres back to the City resulting in a net gain to GIT of 7.56 acres.

See the Marietta Street Corridor Development Figure 21 & Figure 22.

### **4.3 Impacts of Widening - by Option**

#### **4.3.1 Option 1: Six Traffic Lanes**

As stated above this option is the widest at 126-feet wide. The impacts of this development would be to leave Tech with the least acreage for future campus developments. It is also the most costly in terms mitigating topographic impacts in the vicinity of 831 Marietta Street and in lost parking. This option would facilitate the greatest traffic flow on Marietta Street between Tech Parkway and Northside Drive.

See the Marietta Street Corridor Development Figure 17 & Figure 18.

#### **4.3.2 Option 2: Four Traffic Lanes without Parking**

This option is the most narrow reconfiguration option, at 104-feet wide. The impacts of this development would be to leave Tech with the most acreage for future campus development. It would be the least costly in terms topographic mitigation and parking loss. This option would enhance traffic flow and improve safety and aesthetics on Marietta Street from Tech Parkway to Northside Drive.

The impact of widening on the north side would be reduced with Option 2. The land area affected and the cost would be reduced due to reduced width.

Benefits of this development strategy will be to allow existing structures and businesses, on the south side of Marietta Street, to remain. There are several significant structures on the south side that are worthy to remain. They include the Roxy Building, the old Fire House and the Engineers Bookstore building.

See the Marietta Street Corridor Development Figure 19 & Figure 20.

**4.3.3 Option 3: Four Traffic Lanes  
with Parking**

This option is approximately equivalent to the Option 1 Reconfiguration Proposal, at 120-feet wide. The impacts and cost of this development would also be similar to Option 1. However, it would provide on-street parallel parking on Marietta Street. The existing configuration and Options 1 & 2 do not have or provide for on-street parking.

See the Marietta Street Corridor Development Figure 21 & Figure 22.

**4.4 Right-of-way Issues**

Due to multiple entity ownership of Marietta Street, Wallace Street and Northside Drive execution of this Plan will require coordination and interaction with Federal, State & City Transportation Departments. These include, but are not limited to, the United States Federal Department of Transportation, Georgia Department of Transportation and City of Atlanta-Department of Public Works.

GIT is not planning to acquire any of the Marietta Street right-of-way. GIT plans to absorb the adverse impacts of the reconfiguration to allow the existing structures and businesses south of Marietta Street to remain.

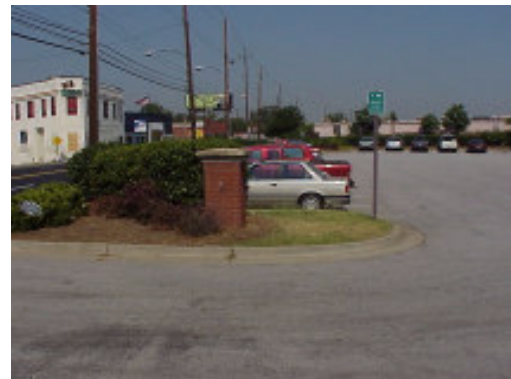
**4.5 Real Estate & Capital  
Improvements**

The GIT proposed development options would adversely impact properties on the GIT side of Marietta Street only. Properties on the south of Marietta Street would benefit significantly from GIT's proposed development. Benefits include a better neighbor (GIT) on the north, improved property values as GIT builds new facilities and an enhanced streetscape that creates a safer, more beautiful and functional urban environment. Three buildings on the south side of the street would remain on the right-of-way line. It is also significant that the real estate value of the buildings on the

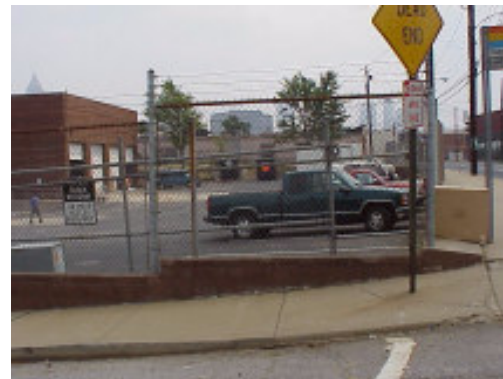
north side is generally much greater than those buildings on the south side.

**4.6 Parking Issues**

Virtually all of the properties on the north side of Marietta Street would suffer significant parking count losses that could render them non-compliant with the City Zoning Ordinance. Impacted Tech properties include 781 Marietta and 811 Marietta.



**781 Marietta Street Parking**



**811 Marietta Street Parking**

#### **4.7 Topographic Issues**

Significant topographic challenges exist with all development options, especially to the northern end of the reconfiguration options. Most notably, the Hopkins Building at 831 Marietta Street and its parking lot are approximately 20 feet lower than the elevation of Marietta Street. Widening Marietta Street may require a retaining wall to be installed and the loss of parking spaces. Depending on the expansion option building use may be affected.



**831 Marietta Street / Hopkins Building**

**5. IMPLEMENTATION  
STRATEGY**

**5.0 IMPLEMENTATION STRATEGY**

**5.1 Stakeholder Consensus Building**

In order for the Georgia Institute of Technology to implement the Marietta Corridor portion of the CMP, consensus among stakeholders needs to be cultivated. The following list of activities may be needed to accomplish our goals:

- Present to Stakeholders & Cultivate Consensus:
  - I Georgia Institute of Technology
    - Brings Marietta street properties into contiguous campus
    - Enables safe and convenient pedestrian links to other parts of campus
    - Provides Stinger shuttle circulation throughout campus
    - Provides 22 additional acres for campus expansion per the 1997 Campus Master Plan
  - I Neighborhood Groups
    - Marietta Street Artery Association
      - Increase property values along Marietta Street
      - Provide a boulevard streetscape with security lighting and street trees
      - Support ground level retail and upper story lofts or office
      - Improve overall quality of community life in Bellwood
    - Home Park Community Improvement Association
    - Neighborhood Planning Unit "E"
  - I City Agencies

- Department of Public Works / Streets
- Traffic Engineering Department
- Department of Planning
  - Increase City's tax base
  - Improve Marietta from a street to a boulevard with streetscape development like the Midtown Blueprint – street trees, furniture zone, City lighting standards etc.
  - Stimulate retail/commercial/housing development in the area
  - Improve safety with better lighting and people presence
  - Improve quality of life
- I State Agencies
  - Department of Transportation
    - Improve Marietta Street to a boulevard
- I Federal Agencies
  - US Department of Transportation
- I Business Entities
  - Coca Cola
    - Provide a better entrance to your west side campus from the northwest
    - Provide a tree-lined boulevard entrance link to your east side campus from the northwest
  - Comfortably handles current and projected traffic volumes for easy campus ingress/egress

- COPA
      - Neighborhood economic improvement
- Acquire Property:
  - | Obtain project approval from BoR
  - | Complete Due Diligence Requirements
  - | Abandon right-of-way's
  - | Condemn Property as required
  - | Submit to BoR
  - | Pursue BoR / AG Process
  - | Transfer Property
- Planning:
  - | Develop Design criteria
  - | Develop Concept Design
  - | Develop Cost Estimates
  - | Obtain Approvals & Release
- Consultant Selection:
  - | Solicitation
  - | Review of Responses
  - | Interview Process
  - | Consultant Selection
  - | Negotiation / Contractual Activities
  - | Develop Project Design Schedule
  - | Notice to Proceed
- Tech Parkway Connection & Means Street Entrance Design:
  - | Preliminary Design Phase
  - | Review & Approvals
  - | Design Development Phase
  - | Review & Approvals
  - | CD Phase
  - | Review of CD Packages
  - | Approvals
- Bid / Award:
  - | Advertise
  - | Bid Period
  - | Pre Bid Conference
  - | Receive Bids / Proposals
  - | Review Period
  - | Award of Construction Contract

- | Contractor Submittals 27
- | Notice to Proceed

- Demolition of Tech Parkway (Wallace to Northside):
  - | Rerouting of Traffic
  - | Closing of Tech Parkway
  - | Closing of Other Streets
  - | Mobilization
  - | Demolition Activities
  - | Utility Rerouting
  - | Rough Site Preparation
- Streetscape Construction:
  - | Mobilization (If Req'd)
  - | Construction Activities
  - | Close-out Activities
  - | Demobilization
  - | Turn-Over Activities
  - | BoR Acceptance
  - | GT Acceptance

### 5.2 Real Estate Acquisition

Property acquisitions are the first step to enable closing Tech Parkway. Reconfiguring both Marietta Street to a boulevard and Wallace Street to a Tech Parkway link precedes closing Tech Parkway from Wallace Street to Northside Drive. Thus, acquisition of properties on the north side of Marietta Street from Northside Drive to Wallace Street is first priority.

### 5.3 Right-of-way Acquisition & Property Transference

The acquisition of right-of-way (right-of-way) and the deeding of BoR owned property on the north side of Marietta Street to the City of Atlanta, the State of Georgia DoT, the US Federal DoT in exchange for the Tech Parkway right-of-way (presently owned by the Atlanta Housing Authority) needs to be negotiated with all entities.

### 5.4 Schedule

Due to scope of this proposed campus expansion and the amount of resources it will take to accomplish this goal, the

time frame for this development will be an extended period. Currently, it is estimated that the acquisition of property, street closures and building construction period may take up to seven (7) years.

The Georgia Institute of Technology is currently in the initial project information-gathering phase. Our development strategy is illustrated in the following table.

<b>PHASE</b>	<b>DURATION in MONTHS</b>
Information Gathering	6-12
External Stakeholder Presentations	12
Property Acquisitions	12-15
Consultant Selection	6
Design	12-24
Bid / Award	3
Demolition	6
Construction	21-24

These broad phases are projected to occur in a finish-to-start manner, but with overlapping activities where and when appropriate. Final activities and scheduling arrangement are to be developed as the project progresses.

### **End of Report**