

# PUBLIC ENGAGEMENT



Department of  
**CITY PLANNING**

**FUTURE  
PLACES  
PROJECT**



# PUBLIC ENGAGEMENT

## FUTURE PLACES PROJECT

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Prepared For:

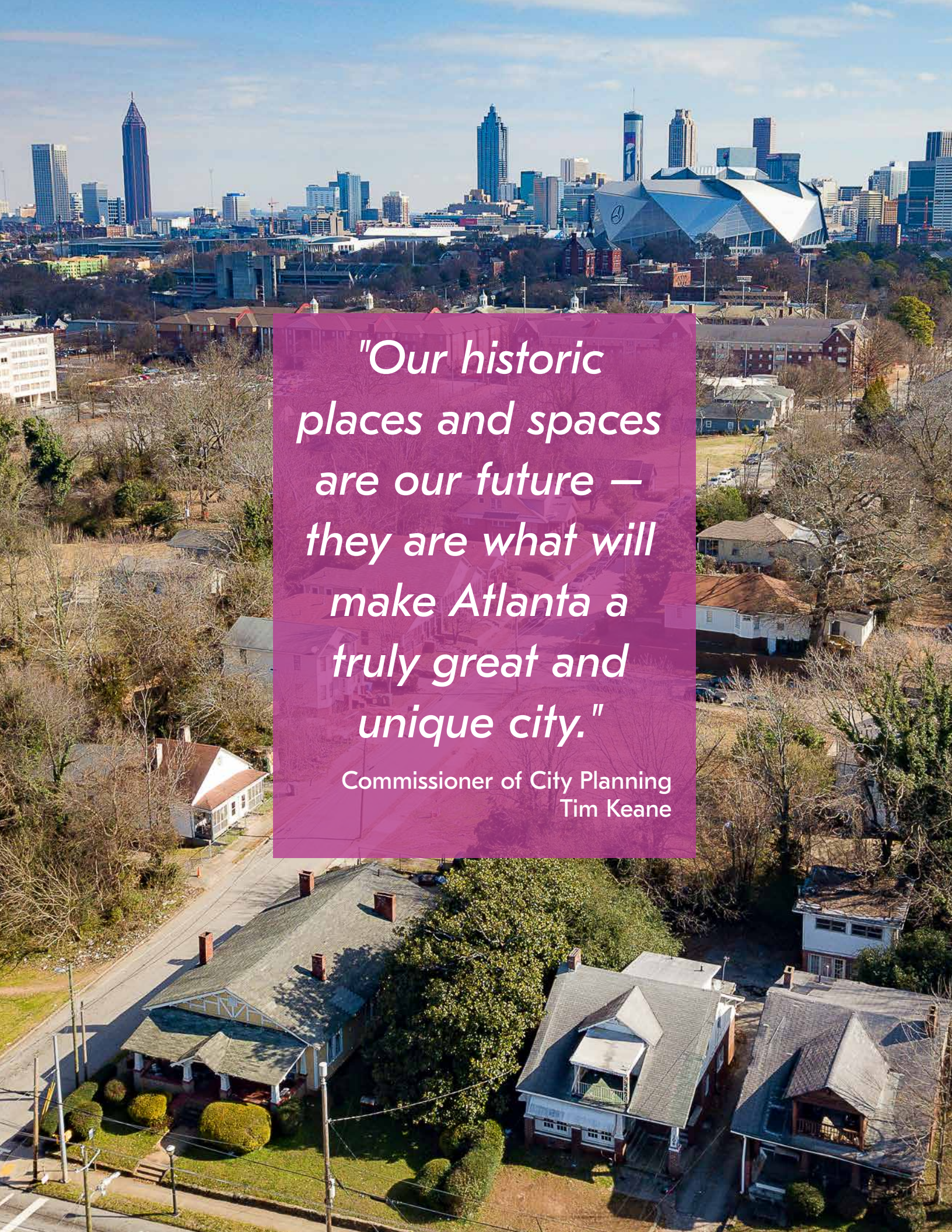
City of Atlanta

Department of City Planning  
55 Trinity Avenue, SW #3350  
Atlanta, Georgia 30303



Department of  
**CITY PLANNING**

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*"Our historic  
places and spaces  
are our future —  
they are what will  
make Atlanta a  
truly great and  
unique city."*

Commissioner of City Planning  
Tim Keane

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# VISION

*To my fellow Atlantans -*

*The City of Atlanta has a story like no other city in America. From its beginnings, as a small railroad junction, to its rise as a hub for transportation and business, to its central role in redeeming the promises made during our country's founding, Atlanta is a place of opportunity, struggle, progress, and hard work. It is a place to learn, a place to work, a place to create, and a place to call home.*

*Atlanta can only be the place that we love and care about if we—all of us—remember the people and events that shaped it into such a special place. The authentic Atlanta is rooted in history and lives on in our stories and our communities.*

*The stories, communities, and culture of Atlanta are not an abstract notion only read about in books or taught in school—they can be seen, felt, and experienced all around the city, every day. They live in the smiles of our residents, the art on our walls, and the historic structures all around us. We must not erase our own stories by allowing our historic places and spaces to go by the wayside. We must take action to keep our city vibrant now and in the future so everyone can enjoy, learn from, and shape Atlanta in their own way. We must take action so that we can know and respect those who came before us, those who created opportunity and success through struggle and hard work.*

*The Future Places Project has information and ideas that can improve the City's ability to keep Atlanta for all of us, even as we continue to shape our City into the place we want it to be. Our history and our culture do not have to be lost in this effort. Our historic places and spaces are our future – they are what will continue to make Atlanta a truly great and unique city.*

*The Atlanta we know today is the result of decisions made in the past – decisions that we cannot undo. However, we do have the ability to make decisions today that can recognize, embrace, and protect our heritage. Our communities: Our Future Places.*

*Join us in our effort to make Atlanta's history part of its future.*



*Tim Keane,  
Commissioner of City Planning*

# THE FUTURE PLACES PROJECT

Atlanta City Design provides a clear and achievable vision for the City of Atlanta's future that is based on five key values: Equity, Progress, Ambition, Access and Nature. To implement Atlanta City Design, the Department of City Planning commissioned a comprehensive analysis of its historic preservation-related activity — the Future Places Project. This project sought to:

- ◆ Determine the status and perception of the City's current historic preservation work;
- ◆ Elevate the overall perception of historic preservation in the City and build a sustainable community dialogue;
- ◆ Understand and expand the definition of what is considered historic to Atlanta;
- ◆ Learn from fellow Atlantans and from other cities;
- ◆ Outline a path forward; and
- ◆ Make recommendations the Department of City Planning and other City agencies could consider for their historic preservation-related work.

This multi-faceted endeavor produced several deliverables, including this technical report detailing the public engagement efforts undertaken by the City. In total, these project deliverables included the following documents and materials.

- ◆ Call to Action Booklet highlighting the key messages and recommendations
- ◆ Summary Report including all aspects of the project
- ◆ In-depth Technical Reports
  - ❖ Peer City Analysis
  - ❖ Every Park Tells A Story: City of Atlanta Parks Historic Resource Survey
  - ❖ Windshield Survey
  - ❖ Public Engagement
- ◆ Data and Mapping Catalog
- ◆ Website
- ◆ Introductory Video

# ACKNOWLEDGEMENTS

The Future Places Project included contributions from many Atlantans and organizations, including those who participated in the public meetings, events, and surveys. In particular, the following individuals played a key part in the success of the project.

## FUTURE PLACES PROJECT TASKFORCE

**Dr. Karcheik Sims-Alvarado**, CEO of Preserve Black Atlanta, Inc and  
Assistant Professor of Africana Studies, Morehouse College

**Danita M. Brown**, AIA NCARB, Historical Architect, National Park  
Service; Chair, Atlanta Board of Zoning Adjustment

**Leslie Canaan**, Senior Field Officer, National Trust for Historic Preservation

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**Oscar Harris**, FAIA, Artist Architect

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**Richard Laub**, Director, Master of Heritage Preservation Program, Retired, Georgia State University

**Thomas F. Little**, AIA, Senior Associate, Surber Barber Choate + Hertlein Architects

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**Juanita Morton**, Chair, Preservation Committee, Collier Heights Neighborhood Association

**Garfield L. Peart**, MBA, AIA, NOMA, Commissioner and Past Chairman, Atlanta  
Urban Design Commission; President, Syntony Design Collaborative, LLC

**Dr. R. Candy Tate**, CEO, Culture Centers International, Inc.

**Mtamanika Youngblood**, Chair, Historic District Development Corporation, Sweet Auburn Works

## PUBLIC ENGAGEMENT

The public engagement for the Future Places Project would not have been possible without the support of the local entities that opened up their doors for the various public meeting events. These include Atlanta Public Schools, Atlanta City Hall, Atlanta City Design Studio, Providence Baptist Church, Atlanta History Center, Cathedral of St. Philip, Candler Park Fall Festival, C.T. Martin Recreation Center, A3C Festival, and Community Grounds Coffee. And, thank you, to all of the citizens who showed up and participated in the engagement process by attending a meeting, completing a survey, or by contacting the Office of Design to share your views. Your input is greatly appreciated!



# PROJECT TEAM

## CITY OF ATLANTA

**Tim Keane**, Commissioner of City Planning  
**Janide Sidifall**, Deputy Commissioner, Department of City Planning  
**Kevin Bacon**, Director, Office of Design  
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**Matthew Adams**, Urban Planner III, Historic Preservation Studio, Office of Design  
**Leslie Battle-Williams**, Project Manager, Office of Design  
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## GEORGIA DEPARTMENT OF NATURAL RESOURCES HISTORIC PRESERVATION DIVISION

**Dr. David Crass**, Division Director  
**Allison Asbrock**, Outreach Program Director  
**Hannah Murphey**, Survey Program Coordinator

## CONSULTANTS

### ***New South Associates:***

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**Pam DeVore**, Historian  
**Scott Morris**, Architectural Historian  
**Patrick Sullivan**, Architectural Historian  
**Ally Cochran**, Assistant Historian  
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**Sarah Melnyk**, Brand Strategy Director  
**Danielle Wilson**, Associate Creative Director  
**Gray Hauser**, Designer  
**Pam Henman**, Writer  
**Melissa Kruse**, Director of Project Management

### ***Story First Creative Agency***

#### ***Lord Aeck Sargent:***

**Charles Lawrence**, Preservation Planner

### ***APD Urban Planning and Management LLC Team:***

**Bridget Wiles**, Chief Operations Officer  
**Carter Coleman**, Real Estate Development Associate/Project Manager  
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**Grace Barrett**, Real Estate Development Specialist  
**Natacha Butler**, Real Estate Coordinator

# **PREFACE - FUTURE PLACES PROJECT IDENTITY**

The Office of Design's historic preservation initiative will set the stage for policymaking for decades to come. As such, it needed a compelling identity to engage citizens and skillfully narrate the story of Atlanta's thought-provoking past, evolving present, and promising future. The Atlanta-based firm Matchstic guided the Project Team through the process of branding the project. This process centered around several team meetings and discussions. The naming of the project was the first task accomplished, with the Project Team desiring to create a name that is meaningful, ownable, useful and likable. Matchstic presented several options for names to the Project Team, and the name Future Places Project was selected. With the Future Places Project, the Project Team wanted to emphasize the importance of placemaking and speak to its impact on the city. Additionally, it is a descriptive name that is easy to understand and clear in its purpose.

How the initiative looks and sounds extends from the master identity system Matchstic completed for the Department of City Planning. Pops of ambitious purple and strong typography paint an inspiring picture, while straightforward yet optimistic messaging adds some inclusive, can-do spirit (see opposite page). This bold visual and verbal identity helps the Future Places Project capture the spirit of the city's historic places and cast a vision for what is possible in the future.

**FUTURE  
PLACES  
PROJECT**

# REDEFINING HISTORIC PRESERVATION IN ATLANTA



**FUTURE PLACES PROJECT**



Department of **CITY PLANNING**

**WHAT WOULD ATLANTA BE WITHOUT ITS PAST?**

**FUTURE PLACES PROJECT**

**GIVE A PRESENT TO ATLANTA'S FUTURE**

**FUTURE PLACES PROJECT**



**I BRAKE FOR OLD BUILDINGS**

**FUTURE PLACES PROJECT**

Department of **CITY PLANNING**

**KEEP ATLANTA HISTORIC**

**FUTURE PLACES PROJECT**

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KEEPING ATLANTA ATLANTA

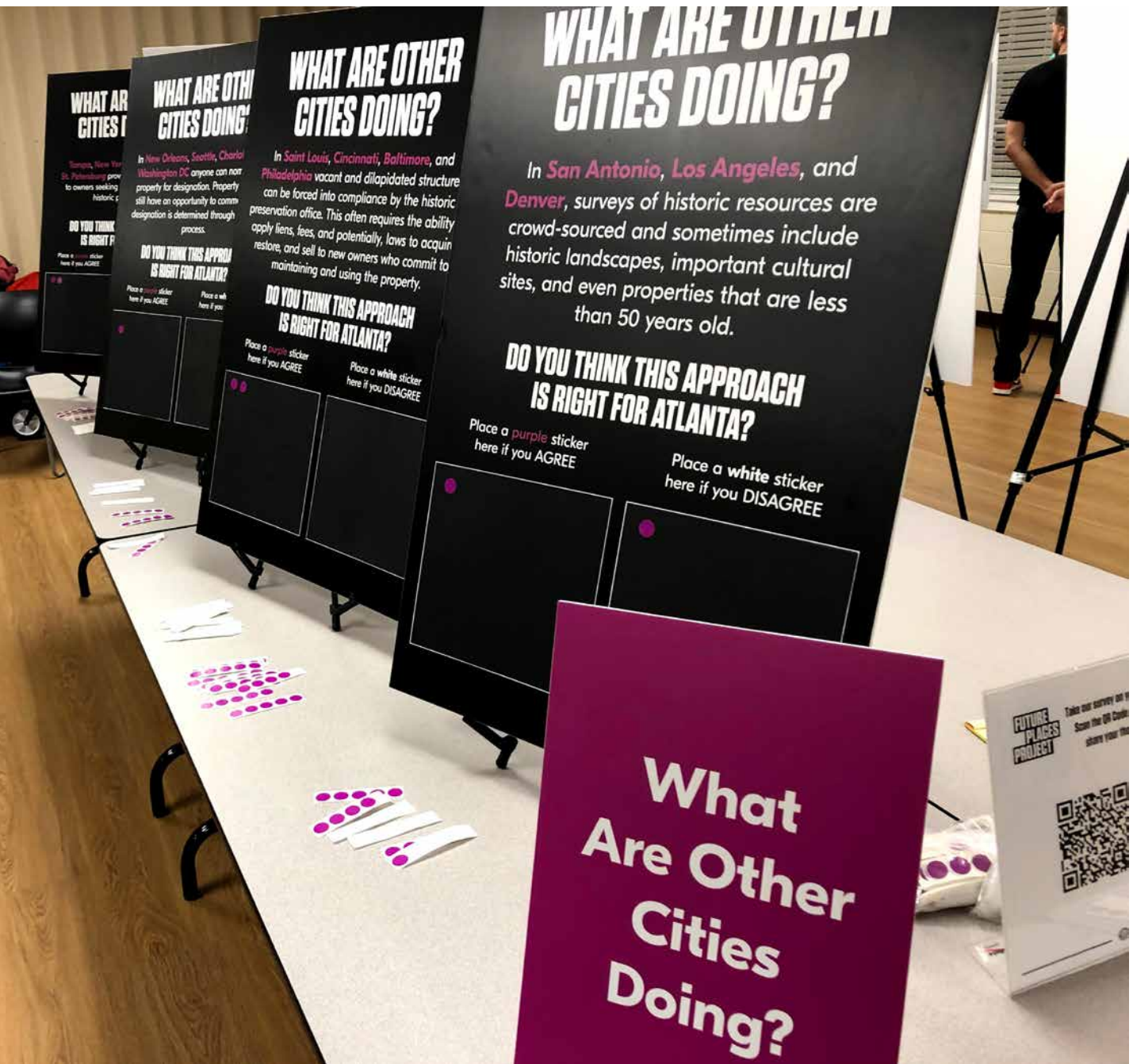
KEEP ATLANTA HISTORIC

FUTURE PLACES PROJECT



# Chapter 1

# INTRODUCTION



From the outset, the Future Places Project Team's (Project Team) focus was that the project was to be a people-centered endeavor. The Office of Design staff envisioned a multi-layered project to bring a variety of Atlantans to the table in a broader —but at times more specific— conversation about historic preservation. The Office of Design's Historic Preservation Staff emphasized the need to create as many opportunities as possible to connect with all members of the public, to get their input on a wide range of topics, and to hear back from them on how the City should move forward regarding the preservation of its significant places. In particular, the Office of Design wanted to include the voices of those who have not previously been engaged in the conversation about historic preservation in Atlanta.

The public engagement plan developed by the Project Team sought to connect with Atlanta residents through a variety of ways including: public meetings; online surveys; social media; and the dissemination of the technical reports and other documents resulting from the project, including this report. The public engagement plan was put into motion in October 2019, and ended in March 2020, but the Office of Design anticipates many more opportunities for public input in the future.

Prior to this, the Project Team agreed upon a strategy to place the meetings in quadrants around the city in order to make them accessible to all residents. Additionally, the strategy outlined a structure for the public meetings in which attendees would be able to participate and interact with activity stations following a brief informational presentation by Office of Design staff. Abbreviated versions of these activity stations would be used at pop-up events, considered a more innovative approach. Two online surveys were designed for each of the two rounds of engagement to inform recommendations the Office of Design Staff may implement in its future programming.

## Chapter 2

# PUBLIC ENGAGEMENT PLAN

The comprehensive public engagement plan developed at the beginning of the project placed a high importance on reaching City residents, property owners, advocacy groups, community leaders, and other key stakeholders. These individuals could provide the Office of Design with a better understanding of the importance of historic preservation and revitalization activities in the City. The public outreach plan for the Future Places Project followed the guidance provided by the project scope of work, which required both traditional and innovative approaches:

- ◆ Online surveys;
- ◆ A citizen taskforce to inform and oversee strategy initiatives;
- ◆ An expanded print and online media presence;
- ◆ Traditional public meetings; and
- ◆ Nontraditional outreach that may include connecting with residents at neighborhood festivals and events.

## Future Places Project Task Force

The City of Atlanta established the Future Places Project Task Force (Task Force) in the Fall of 2019. The Task Force is comprised of 20 Atlanta residents representing community interests and advocacy organizations. Members of the Task Force met several times over the course of the project to provide general commentary and overall guidance for the project. Organizations represented by the Task Force members included the National Park Service, National Trust for Historic Preservation, State

Historic Preservation Office, Atlanta History Center, Georgia Trust for Historic Preservation, Atlanta Preservation Center, and other groups individuals who had an interest in the City's history and historic places.

## Target Audience

The Project Team began the public engagement campaign with the idea that historic preservation— and what is considered historic— is an assessment that cannot be led or chosen by a select few individuals or groups. The target audience for the engagement efforts needed to be as diverse and wide-ranging as the City's population. It was thought that if the project only engaged the Neighborhood Planning Units (NPU)— the City's official community engagement network— the same voices would be heard as with previous City planning initiatives. It was important to the Project Team that new and unidentified voices were brought to the table. In addition to those engaged through the NPU system, the Project Team identified three (3) other groups of people to try to reach through engagement efforts:

- ◆ **Unengaged Citizen** – This individual may feel disconnected from the larger community due to newly arriving to the area, a lack of resources, or a general disinterest with local planning and preservation issues. Even so, the unengaged citizen is excited to hear about growth and opportunity but needs a clear and easy path for engagement.
- ◆ **Hopeful Resident** – This individual is well informed and more likely to be familiar with neighborhoods around the City. However, the hopeful resident may feel anxious about the overall process and may have preconceived notions about historic preservation that may be hard to change.
- ◆ **Next Generation Developer** – This individual is opportunity driven with limited time to engage in the City's planning and preservation meetings. The next generation developer would like to be updated periodically without having to attend every meeting. This person needs clear and easy paths for giving input and regards solutions and the end product as highly important.

## Chapter 3

# PUBLIC ENGAGEMENT ROUND 1

Round 1, the Fall 2019 meetings, was strategically located in quadrants around the city. Additionally, two kick-off meetings were held at the City Design Studio Downtown. The meetings were structured around a variety of activity stations where the public had the opportunity to complete various activities and discuss a variety of topics surrounding historic preservation in the City. An online survey was administered to ascertain overall impressions of how Atlantans perceive historic preservation in the City and what they think is historic and worth preserving.

The Project Team goals for these meetings were to:

- ◆ Introduce the project and its goals and outcomes;
- ◆ Build buy-in and consensus for the strategy;
- ◆ Understand and solicit a wide range of voices of the community;
- ◆ Collect input on how historic preservation impacted the community and the City of Atlanta; and
- ◆ Discuss the past, present and future of historic preservation in Atlanta.

All the meetings took the form of an open house where participants heard a presentation from the Office of Design Staff and visited seven stations to provide feedback on various topics related to historic preservation.

The innovative community engagement activities included nine pop-up events that gave a brief overview of the Future Places Project and allowed participants to complete one of the station activities. The traditional engagement locations were chosen within each quadrant of the City to provide a



central location for ease of access and proximity to mass transit. Innovative engagement pop-up locations were chosen based on existing festivals and the likeliness of drawing diverse crowds with different perceptions of historic preservation.

## Print and Digital Meeting Advertisement Effort

The public meetings were advertised using both digital and paper media disseminated through various channels. A postcard was designed and printed, detailing the meeting locations and times, as well as providing the project website URL link. This postcard was circulated at various community locations including City Hall, public libraries, and coffee shops. The meeting dates were presented in each of the 25 NPU monthly meeting agendas in September, a month prior to the first round of meetings. Additionally, the digital version of the postcard was shared via the Department of City Planning's social media feeds.

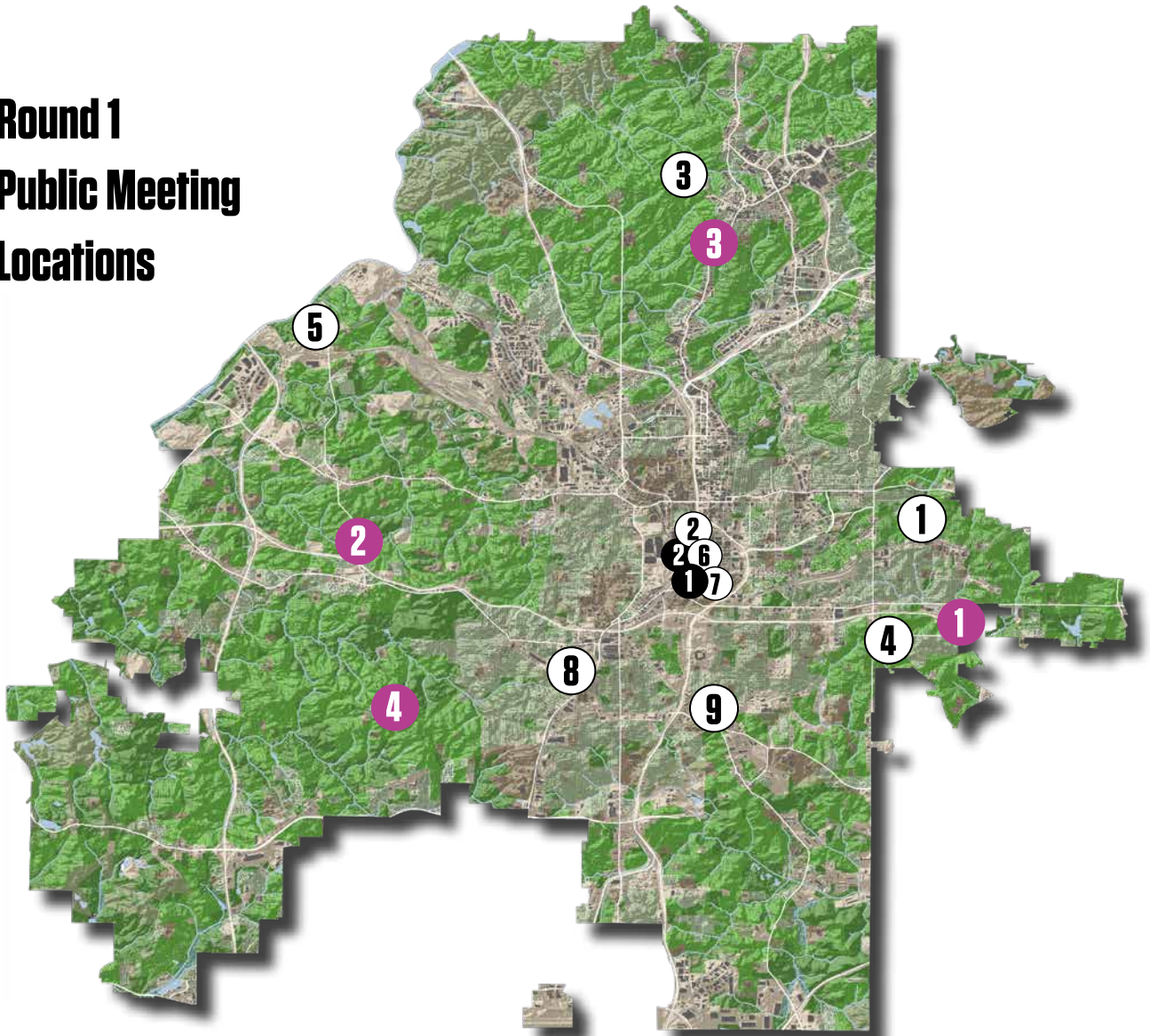
## Activity Stations

The meetings had a flexible open house format that allowed attendees to participate at their own pace and based on their interests. A total of seven stations were available that focused on different aspects of historic preservation and how it impacts people's perception of their communities and the City of Atlanta. The Project Team facilitated discussions at each station and documented the comments. The station topics were:

**What Makes Atlanta Atlanta?** (Informal Oral History Video Interview) – An interactive video "booth" where participants were interviewed by a member of the Project Team about a wide range of topics. Prompting questions included the following:

- ◆ What are some of your favorite neighborhoods?
- ◆ What are some of your favorite historic or iconic buildings?
- ◆ What was a memorable moment you've experienced in Atlanta?
- ◆ What makes Atlanta, Atlanta?

# Round 1 Public Meeting Locations



## KICK-OFF MEETINGS

- 1** Kick-Off Meeting #1  
October 3rd, 2019 @ 12:00pm  
Atlanta City Studio  
99 Broad St.
- 2** Kick-Off Meeting #2  
October 3rd, 2019 @ 6:30pm  
Atlanta City Studio  
99 Broad St.

## QUADRANT MEETINGS

- 1** Quadrant Meeting #1 (East)  
October 10th, 2019 @ 6:30pm  
Phoenix Academy (Alonzo Crim H.S.)  
256 Clifton St.
- 2** Quadrant Meeting #2 (West)  
October 17th, 2019 @ 6:30pm  
Frederick Douglass H.S.,  
225 Hamilton E. Holmes Dr.
- 3** Quadrant Meeting #3 (North)  
October 24th, 2019 @ 6:30pm  
Cathedral of St. Philip,  
2744 Peachtree St.

- 4** Quadrant Meeting #4 (South)  
October 29th, 2019 @ 6:30pm  
Providence Baptist Church,  
2295 Benjamin E. Mays Dr.

## POP-UP EVENTS

- 1** Pop-Up Event #1 (Candler Park Fall Fest)  
October 5th, 2019 @ 12:30pm  
Candler Park  
1500 McLendon Ave.
- 2** Pop-Up Event #2 (A3C Festival)  
October 12th, 2019 @ 12:30pm  
Ameris Mart, 240 Peachtree St.
- 3** Pop-Up Event #3 (ATL History Center)  
November 14, 2019 @ 10am  
Atlanta History Center,  
130 West Paces Ferry Rd. NW
- 4** Pop-Up Event #4 (NPU W)  
November 20, 2019 @ 7:30pm  
Village Church of East Atlanta,  
1231 Glenwood Ave. SE

- 5** Pop-Up Event #5 (NPU G)  
November 21, 2019 @ 7:00pm  
Fire Station #28,  
1925 Hollywood Rd. NW
- 6** Pop-Up Event #6 (City Design & Donuts)  
November 22, 2019 @ 8am  
99 Broad St. SW
- 7** Pop-Up Event #7 (Atlanta City Hall Atrium)  
December 2, 2019 @ 10am  
Atlanta City Hall  
55 Trinity Ave. SW
- 8** Pop-Up Event #8 (NPU-T)  
December 11, 2019 @ 7pm  
ASW Whiskey Exchange,  
1000 White St. SW
- 9** Pop-Up Event #9  
December 20, 2019 @ 10am  
Community Grounds Coffee,  
1297 McDonough Blvd. SE

**What Are Other Cities Doing?** (Peer City Analysis) – Attendees were able to learn about what other cities of similar size and demographics are doing about historic preservation. They were then asked if Atlanta should adopt some of the strategies gleaned from the peer city analysis research.

- ◆ Do you think this approach is right for Atlanta?
  - ❖ In Denver, San Antonio, Chicago, and Austin applications for demolition or major alteration to buildings 50 years old or older, even if they are not designated historic landmarks, must be approved by historic preservation staff before a permit is issued.
  - ❖ In New Orleans, Seattle, Charlotte, and Washington DC anyone can nominate a property for designation. Property owners still have an opportunity to comment, but designation is determined through a public process.
  - ❖ In San Antonio, Los Angeles, and Denver, surveys of historic resources are crowd-sourced and sometimes include historic landscapes, important cultural sites, and even properties that are less than 50 years old.
  - ❖ In Saint Louis, Cincinnati, Baltimore, and Philadelphia vacant and dilapidated structures can be forced into compliance by the historic preservation office. This often requires the ability to apply liens, fees, and potentially, laws to acquire, restore, and sell to new owners who commit to maintaining and using the property.
  - ❖ Tampa, New York, Knoxville, and St. Petersburg provide grants and loans to owners seeking to rehabilitate their historic properties.

**Your Neighborhoods: What Fits Best?** (Infill Design Game) – A web-based infill design “game” was created by the Project Team for this station. A touch screen computer was set up at the table with three different residential setting scenarios. Participants chose between among a variety of infill options within a mock historic streetscape. Infill choices included traditional bungalows, mid-century houses, Ranch houses, and contemporary houses of a varying scale and design. In addition to recording which house they would put in each infill situation, the Project Team noted their comments and reactions.

**Mapping Atlanta’s History** (Historic Maps of Atlanta) – Participants were able to learn about the history of Atlanta through a series of eight maps that depicted the city’s founding in the early 1800s to the present day, including annexation patterns, National Register of Historic Places listings (properties and districts), locally-designated properties and districts, as well as those areas of the City that had been previously surveyed or studied.

**Have You Heard These Before?** (Atlanta Myths) –This station identified five common myths about the City of Atlanta, ideas that have become tied to Atlanta’s reputation. The five myths were

presented on posters and participants were asked to provide a reaction by placing a sticker under Agree or Disagree.

◆ Atlanta Myths:

- ❖ Atlantans don't care about historic preservation.
- ❖ Our parks don't compare to other big city park systems.
- ❖ Successful cities don't have rules about design and development.
- ❖ No historic properties are left in Atlanta.
- ❖ I don't have a choice or voice in how my city looks.

**So...What Did We Miss?** — Participants were asked this open-ended question to allow feedback on their experience at the meeting.

**Tell Us What You Think About Historic Preservation and Atlanta History** (Online Survey) — As part of the innovative community engagement, the Project Team solicited feedback from over 500 participants via an online survey. Those selected were randomized and results from the survey can be found elsewhere in this document. Visitors to the two kick-off meetings, quadrant meetings, and pop-up events were also asked to complete the survey.

**Your Historic City Parks** — This station includes two posters: one poster with a map showing the locations of the City's parks, and a second poster with a timeline showcasing the history of the City's park system. A large viewing screen showing a rotating presentation of photos of historic resources in the parks accompanied the station. The photos contained recent survey photos as well as some historic photos designed to spark interest and conversation from attendees regarding the City's parks.

## Attendance

A total of 117 people attended the kick-off and quadrant meetings for the first round of meetings during the month of October. The sign-in asked attendees for their contact information and if they identified themselves as a homeowner, resident (renter), business owner, non-profit, stakeholder, or other. This question was included to understand who was able to attend the meeting and thus where the input was coming from. An additional 50 people participated in the nine pop-up events by completing the on-line survey made available at those events.

The majority of attendees identified as “homeowners” with many identifying with more than one characteristic (i.e. homeowner + business owner). In the future it would be ideal to limit responses to one choice.

Thirty-four (34) respondents claimed they were informed of the meetings through their respective Neighborhood Planning Unit (NPU). Others identified being informed by email (21), word of mouth (18), and by flyer (13). While some attendees did not choose to identify how they were informed of the meeting and some identified more than one communication channel in the future it would be ideal to limit responses to one choice.

Meeting	No.# in Attendance	Meeting	No.# in Attendance
Kick-Off Meeting #1	34	Quadrant Meeting #2	7
Kick-Off Meeting #2	12	Quadrant Meeting #3	36
Quadrant Meeting #1	7	Quadrant Meeting #4	21

Source: APD Urban Planning and Management

## Innovative Pop-Up Attendance

Pop-up events were used by the Project Team as a way to engage more people by having a presence at an already established popular event or location. These events were designed to be small, with only one to four staff from the Project Team, with only a few activities. iPads were brought to most of these events to make available the online survey- 50 people completed the survey at these events. The first pop-up event was held at the Candler Park Fall Fest, where the Project Team set up the "What Makes Atlanta Atlanta?" video booth. Some event goers were hesitant to have their responses recorded live on video but a total of 12 participants answered interview questions. Unfortunately, due to a change in the venue location for the A3C Hip Hop Festival, there was a diminished access to passing event goers as originally planned.

The community interaction at the array of Pop-Up events varied from one location and venue to another, depending on whether it was a festival, NPU meeting, or a local coffee shop venue. The Project Team members had the most community interaction at the Pop-Up event held at Atlanta City Hall, where City employees and members of the public doing business at City Hall interacted with the meeting posters and Team members and showed an interest in the station topics. The Project Team's presence at the NPU meetings was viewed as a positive, and meeting attendants interacted with the Team members, asking questions and providing invaluable feedback.

# Engagement Station Display Board Results

A series of display boards were used at each of the engagement stations. Three of the groups of display boards focused on a single theme and participants were asked to respond to that board's question by placing a sticker under Agree or Disagree.

## What Are Other Cities Doing? (Peer City Analysis)

Attendees were able to learn about what other cities of similar size and demographics are doing about historic preservation. They were then asked if Atlanta should adopt some of the strategies gleaned from the peer city analysis research.

### Do you think this approach is right for Atlanta?

- ◆ In Denver, San Antonio, Chicago, and Austin applications for demolition or major alteration to buildings 50 years old or older, even if they are not designated historic landmarks, must be approved by historic preservation staff before a permit is issued.

PEER CITIES: Demolition Approval for Buildings over 50 Years of Age - Is this right for Atlanta?		
Agree	Undecided	Disagree
121	1	23

- ◆ In New Orleans, Seattle, Charlotte, and Washington DC anyone can nominate a property for designation. Property owners still have an opportunity to comment, but designation is determined through a public process.

PEER CITIES: Anyone Can Nominate for Local Designation- Is this right for Atlanta?		
Agree	Undecided	Disagree
94	5	38

- ◆ In San Antonio, Los Angeles, and Denver, surveys of historic resources are crowd-sourced and sometimes include historic landscapes, important cultural sites, and even properties that are less than 50 years old.

PEER CITIES: Crowd-Sourced Building Surveys - Is this right for Atlanta?		
Agree	Undecided	Disagree
105	1	25

- ◆ In Saint Louis, Cincinnati, Baltimore, and Philadelphia vacant and dilapidated structures can be forced into compliance by the historic preservation office. This often requires the ability to apply liens, fees, and potentially, laws to acquire, restore, and sell to new owners who commit to maintaining and using the property.

PEER CITIES: Compliance for Vacant/Dilapidated Buildings - Is this right for Atlanta?		
Agree	Undecided	Disagree
95	2	40

- ◆ Tampa, New York, Knoxville, and St. Petersburg provide grants and loans to owners seeking to rehabilitate their historic properties.

PEER CITIES: Providing Grants and Loans - Is this right for Atlanta?		
Agree	Undecided	Disagree
134		12

# Have You Heard These Before? (Atlanta Myths)

This station identified five common myths about the City of Atlanta, ideas that have become tied to Atlanta’s reputation. The five myths were presented on posters and participants were asked to provide a reaction by placing a sticker under Agree or Disagree.

## Atlanta Myths:

- ◆ Atlantans don’t care about historic preservation.

MYTH: Atlantans Don’t Care About Historic Preservation		
Agree	Undecided	Disagree
35	3	101

- ◆ Our parks don’t compare to other big city park systems.

MYTH: Our Parks Don’t Compare to Other Big City Parks		
Agree	Undecided	Disagree
64	9	57

- ◆ Successful cities don’t have rules about design and development.

MYTH: Successful Cities Don’t Have Rules About Design and Development		
Agree	Undecided	Disagree
4	1	128

- ◆ No historic properties are left in Atlanta.

MYTH: No Historic Properties Are Left In Atlanta		
Agree	Undecided	Disagree
18		121

- ◆ I don’t have a choice or voice in how my city looks.

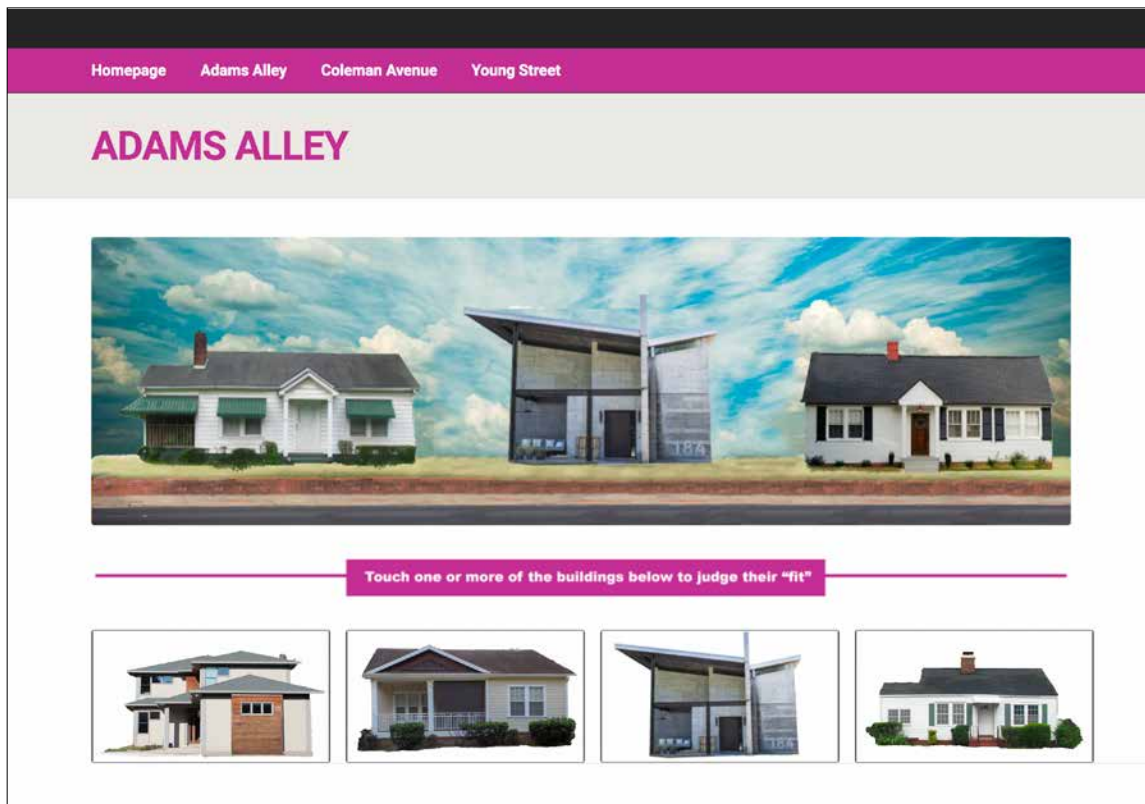
MYTH: I Don’t Have a Choice or Voice in How My City Looks		
Agree	Undecided	Disagree
58	5	77



# Your Neighborhoods: What Fits Best? (Infill Design Game)

A web-based infill design game was created by the Project Team for this station. A touch screen computer was set up at the table with three different residential setting scenarios. Participants chose between among a variety of infill options within a mock historic streetscape. Infill choices included traditional bungalows, mid-century houses, Ranch houses, and contemporary houses of varying scale and design. In addition to recording which house they would put in each infill situation, the Project Team noted their comments and reactions.

Three fictional streets were created: Adams Alley (a circa 1940s street), Coleman Avenue (a circa 1920s street), and Young Street (a circa 1950s street). Each street had two houses with a choice of one of four houses for attendees to select as the best fit on the street. The infill choices included contemporary house designs as well as historic house styles at varying size and scales.



*Adams Alley from the interactive "What Fits Best?" game. Source: New South Associates*

## Infill Design Game Participant Comments

Project Team members recorded reactions of the participants, which included the following thoughts about the decision making process of infill design in a historic neighborhood.

- ◆ Choose a house based on perceived occupancy needs and wanting to fit more people into less space.
- ◆ Contemporary homes take away from the existing neighborhood.
- ◆ Utility is important.
- ◆ Should scale homes to fit more within smaller spaces while still adhering to the context of the community.
- ◆ Weigh presentation/appearance with the "ideal" use of space.
- ◆ Historically Atlanta was home to working people.
- ◆ Contemporary is too contemporary for residential infill but can be suitable for a commercial or community use.
- ◆ Contemporary can work if the scale and materials are in context with the neighborhood.
- ◆ Choose modern infill to highlight that the home is not historic.
- ◆ Have to think about how a home changes the market and the culture of the community.
- ◆ Scale is more important than style.

## So...What Did We Miss?

Participants were asked this open-ended question to allow feedback on their experience at the meeting. Responses included the following:

1. Structuring a dinner conversation.
2. Reach out to NPU leaders.
3. Preserving the Cascade Neighborhood. Customize each session for the holding place.
4. Invitations to neighborhood clubs.
5. Where do we go from here? Any sign-ups for info? What can the public do after today?
6. Anti-bellum, slave cemeteries survey within the city.

# Summary of Activity Stations

The stations and interactive posters results showed a general agreement from participants that more preservation policies or tactics could be useful to strengthen the City's existing programs. Most people agreed that Atlanta retains historic buildings, contrary to one of the myths. Likewise, most people agreed that some sort of design review and zoning regulations is needed in order to have a successful city. Most were in favor of having the City implement crowd-sourced historic building surveys, indicating that many are willing and ready to get involved. These informal activities were one of the components helping inform the Office of Design on the path forward for the preservation of Atlanta's historic places. The Project Team created an online survey as part of this engagement effort to further provide the Office of Design guidance from the public as it moves forward. The online survey results are described in the following section.

## Public Opinion Survey

Matchstic, a Project Team member, prepared an online general survey with Qualtrics, a third-party survey software company, in the Fall of 2019. This survey was designed to give the City a better sense of how Atlantans feel about historic preservation and what they think is most important about Atlanta's history, historic resources, and preservation. The questions were reviewed by the Project Team and deemed ready for publishing in time for the first round of public meetings in October 2019. The survey was closed in December 2019 and Matchstic delivered a summary of the survey findings in February 2020 that was used in the second round of public engagement.

Once the survey questions were finalized, Qualtrics sourced respondents from online panels, leveraging multiple panels to eliminate single-source bias and provide a "blended" sample for a more well-rounded audience so not everyone is coming from the same type of recruitment. Based on the participant's profiles, they are sent a survey invitation. These invitations are often filtered based on the needs of the survey. Respondents are collected on a first come, first served basis. This is called the "General Public Survey," which resulted in a total of 519 respondents that largely reflected the demographics of the City.

The same survey was also run concurrently at the public meetings, as a separate effort to gain input from community members attending the meetings. This "Engaged Public Survey" had 255 respondents reached mainly through the public meetings, the NPU's, and online outreach efforts. The demographics do not represent the City's general demographics.

# General and Engaged Public Survey Results Comparison

According to the General Public Survey, Atlantans want the city's historic places to be protected to maintain a connection to the past, and had particular concern with archaeological sites and cemeteries. The responses of the General Public Survey tend to show they are not as likely to be active participants in the City's preservation programs. Additionally, respondents may not have an active interest or understanding of the field of preservation. Respondents of the General Survey cited social activism and discrimination as the most important of historic themes, and the Civil War era was ranked 3rd of 7 for important eras.

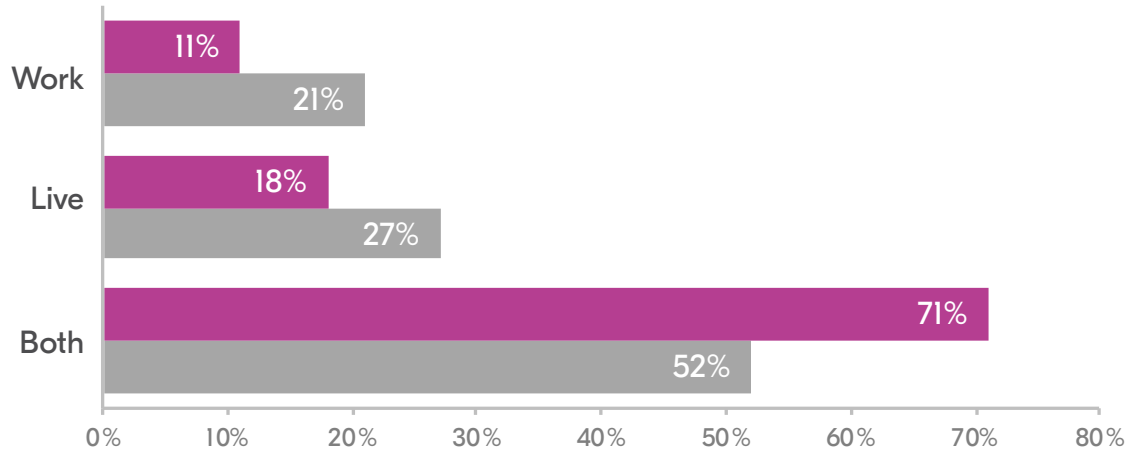
The Engaged Public Survey responses showed a general desire for the city's historic places to be protected to maintain their community's identity and a connection to the past. Six percent of respondents identified the Civil War era as most important, differing from the General Public Survey, but the same top themes of social activism and discrimination were chosen as most important for Atlanta's historic themes.

The Engaged Public Survey respondents may be more active in preservation and planning and they prioritize places (neighborhoods, business districts, houses, & high rises) in which they are likely personally invested. Conversely, these places were ranked as unimportant to the General Public Survey respondents (who well-represent Atlanta's general population). Therefore, the concerns of the Engaged Public Survey respondents should be filtered accordingly and while maintaining a focus on public places (cemeteries, parks, natural areas, & infrastructure) and those related to Civil Rights.

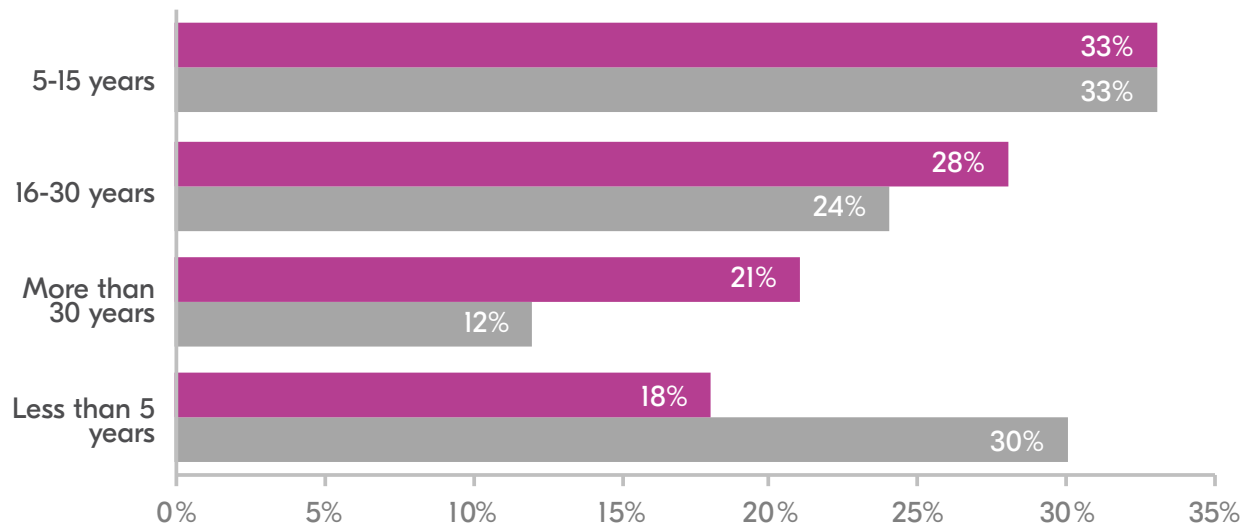
The following graphs display both results of the General and Engaged Public surveys in more detail, showing each question and its response.

# SURVEY RESULTS

## Do you live or work in Atlanta?



## How long have you lived/worked in Atlanta?



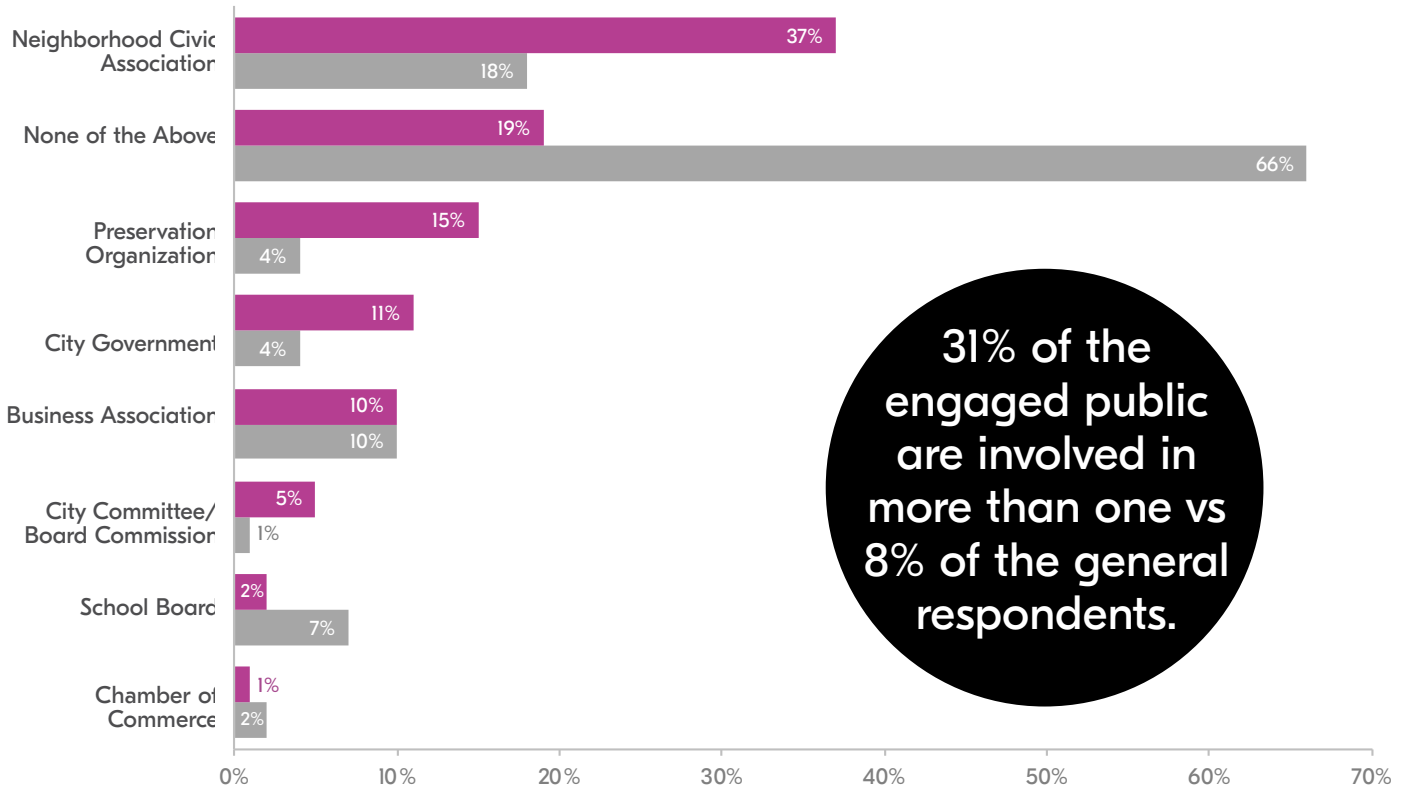
\* Not all respondents answered this question.

 *Engaged Public Survey Results*       *General Public Survey Results*

# SURVEY RESULTS

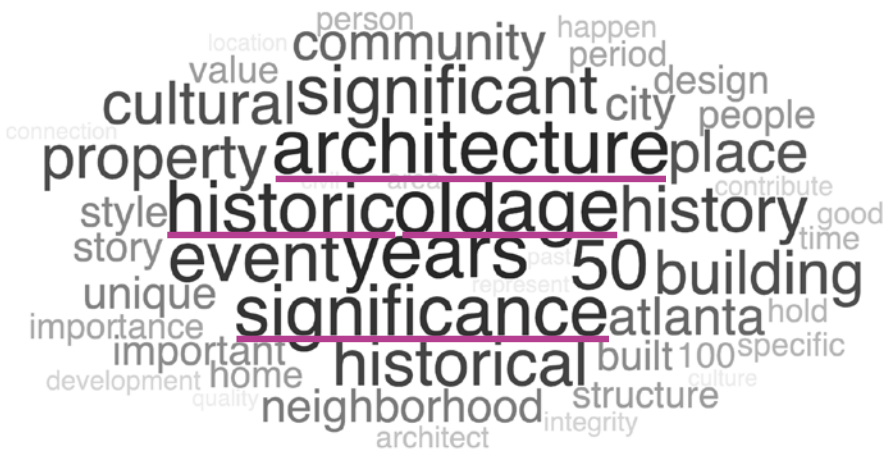
## Which of the following are you involved in?

Some respondents selected more than one answer.



31% of the engaged public are involved in more than one vs 8% of the general respondents.

## What do you think qualifies a property in Atlanta as historic?

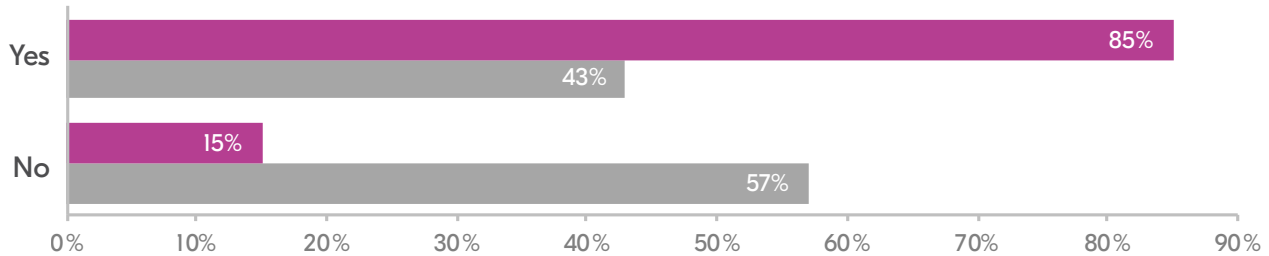


Engaged Public Survey Results

General Public Survey Results

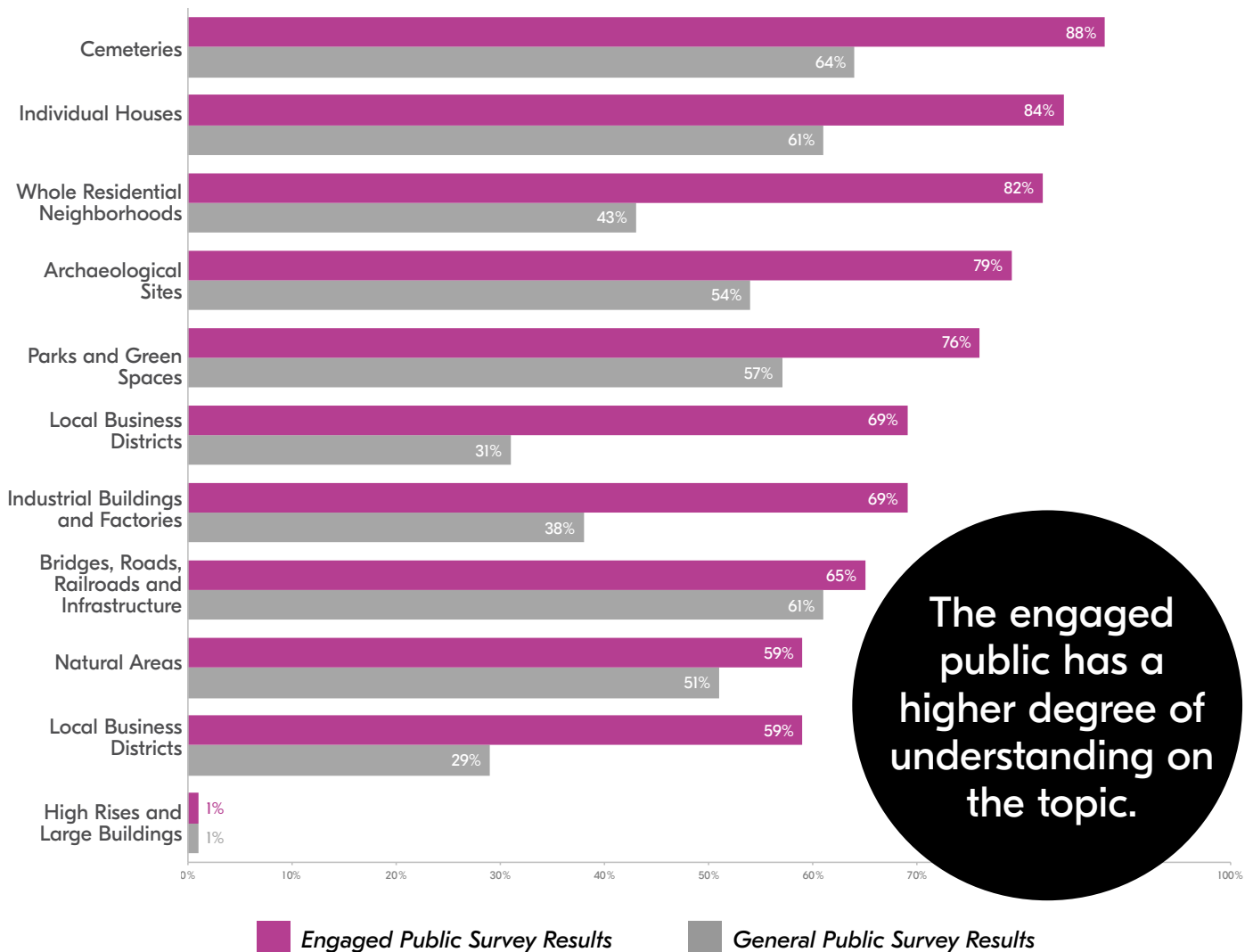
# SURVEY RESULTS

Do you live or work near a historic place or building?



To the best of your knowledge, what kinds of properties are eligible for historic recognition or protection?

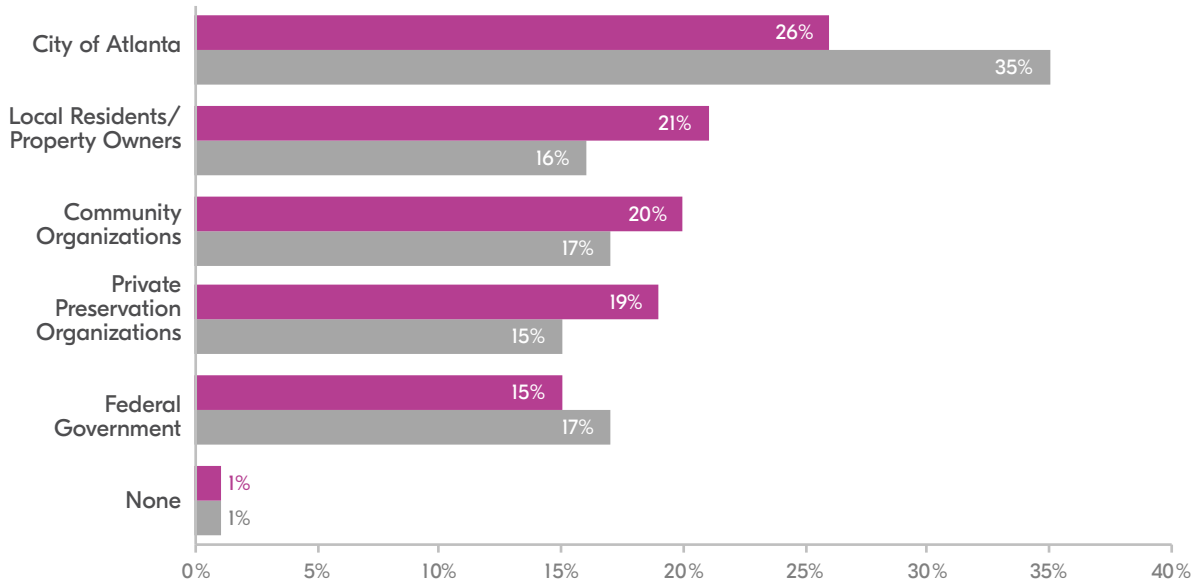
Respondents selected all that apply.



# SURVEY RESULTS

## Who do you believe is responsible for preservation in Atlanta?

Respondents selected all that apply.



## What historic Atlanta places have you visited or are most meaningful to you?



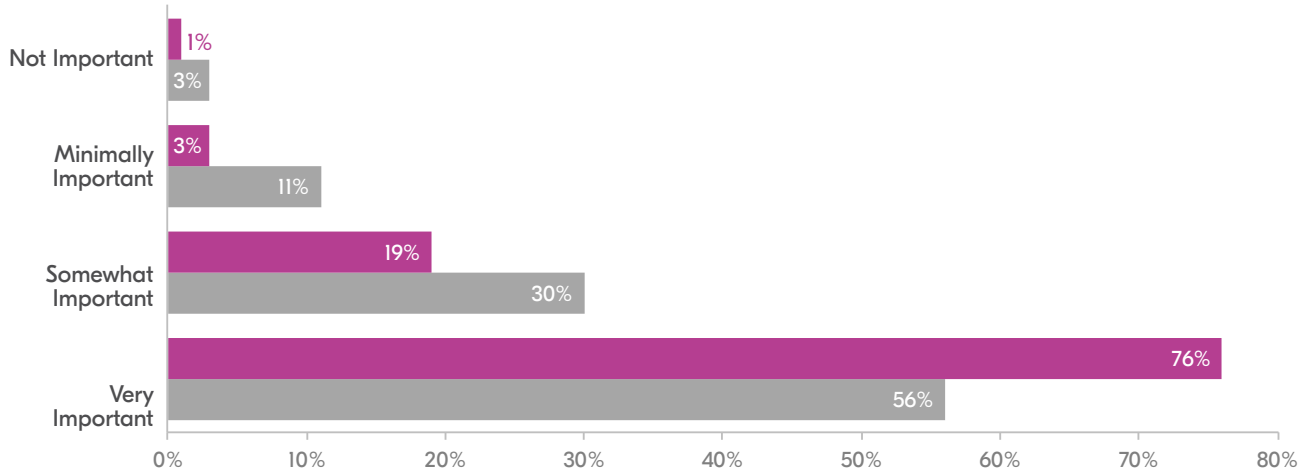
~31% of the engaged public mentioned Martin Luther King Jr. vs ~44% of general respondents

Engaged Public Survey Results
  General Public Survey Results

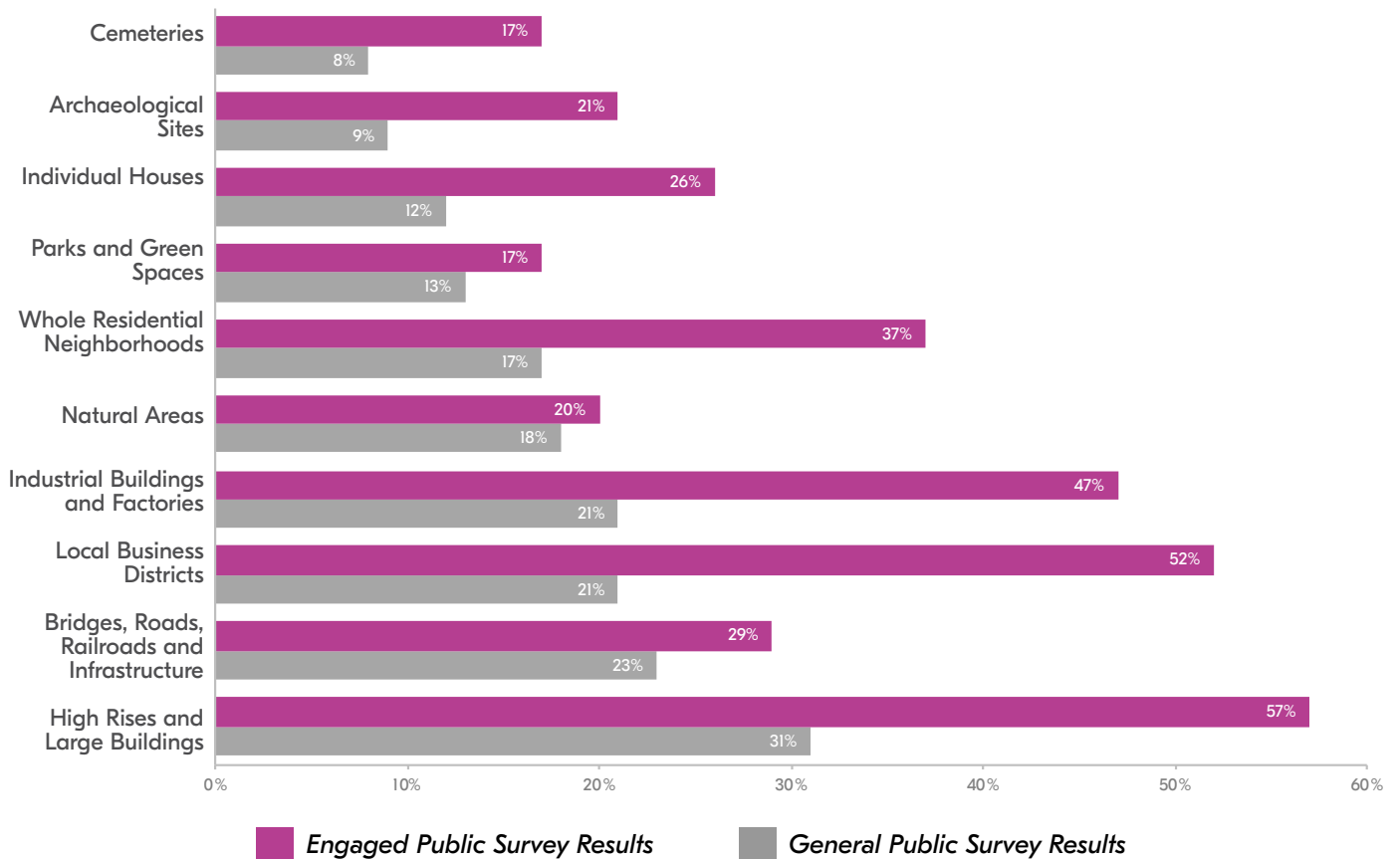


# SURVEY RESULTS

For you personally, how important are historic places or buildings in Atlanta? \* Not all respondents answered this question.



For you personally, how important are historic places or buildings in Atlanta? Respondents selected all that apply.

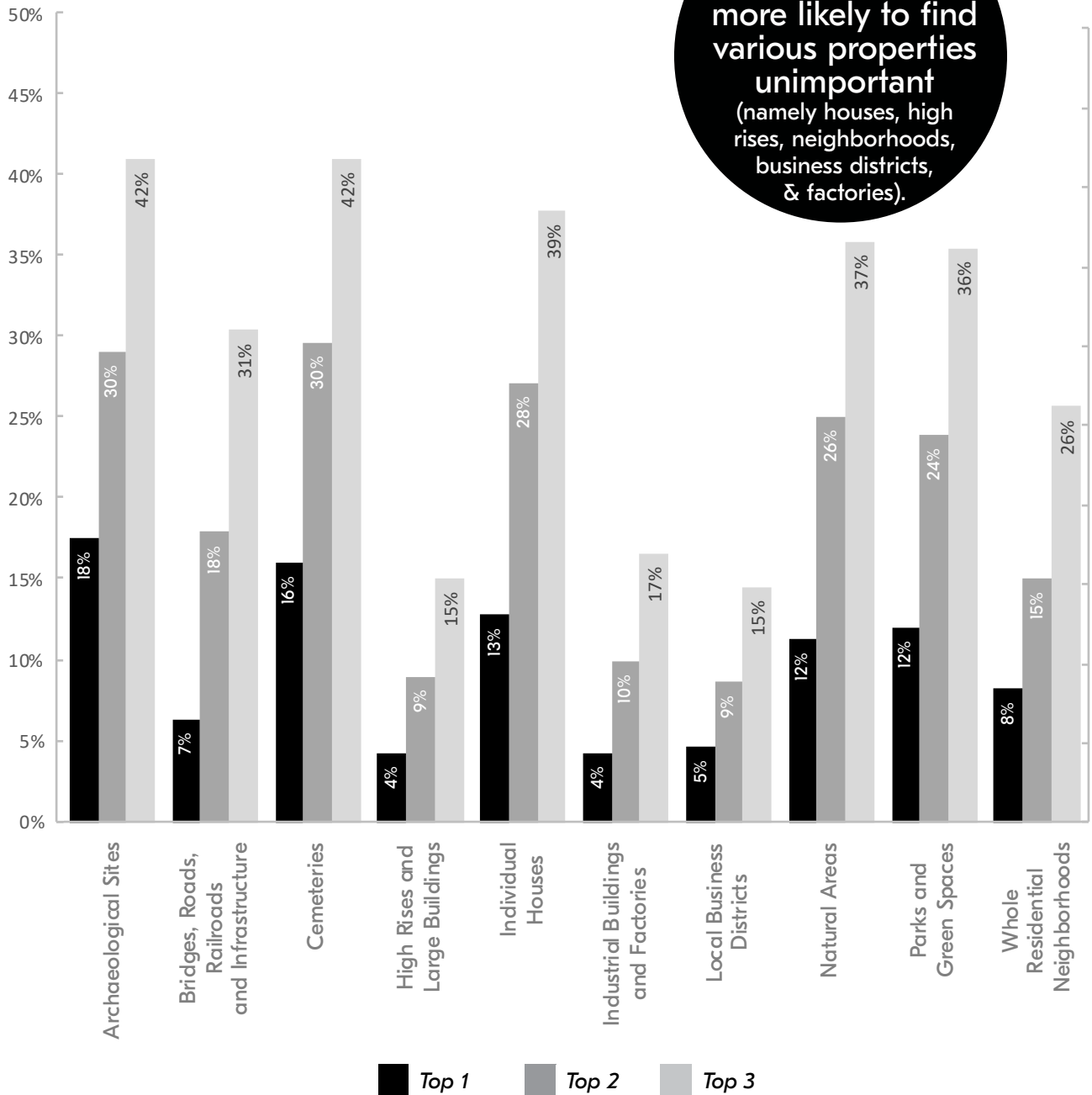


# SURVEY RESULTS

For you personally, rank the importance of recognition or protection by property type.

## General Public Results

General public respondents were more likely to find various properties unimportant (namely houses, high rises, neighborhoods, business districts, & factories).

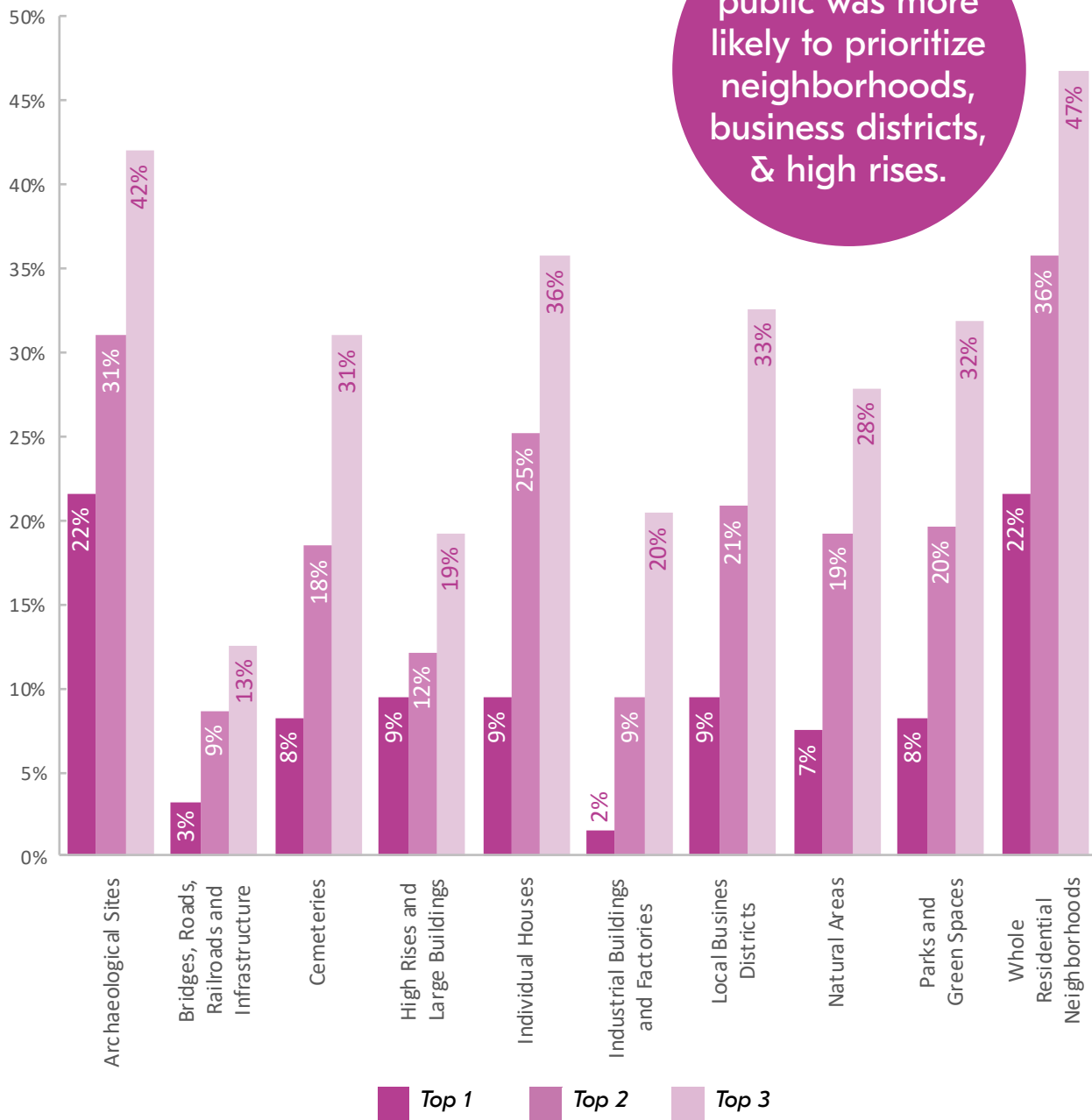


# SURVEY RESULTS

For you personally, rank the importance of recognition or protection by property type.

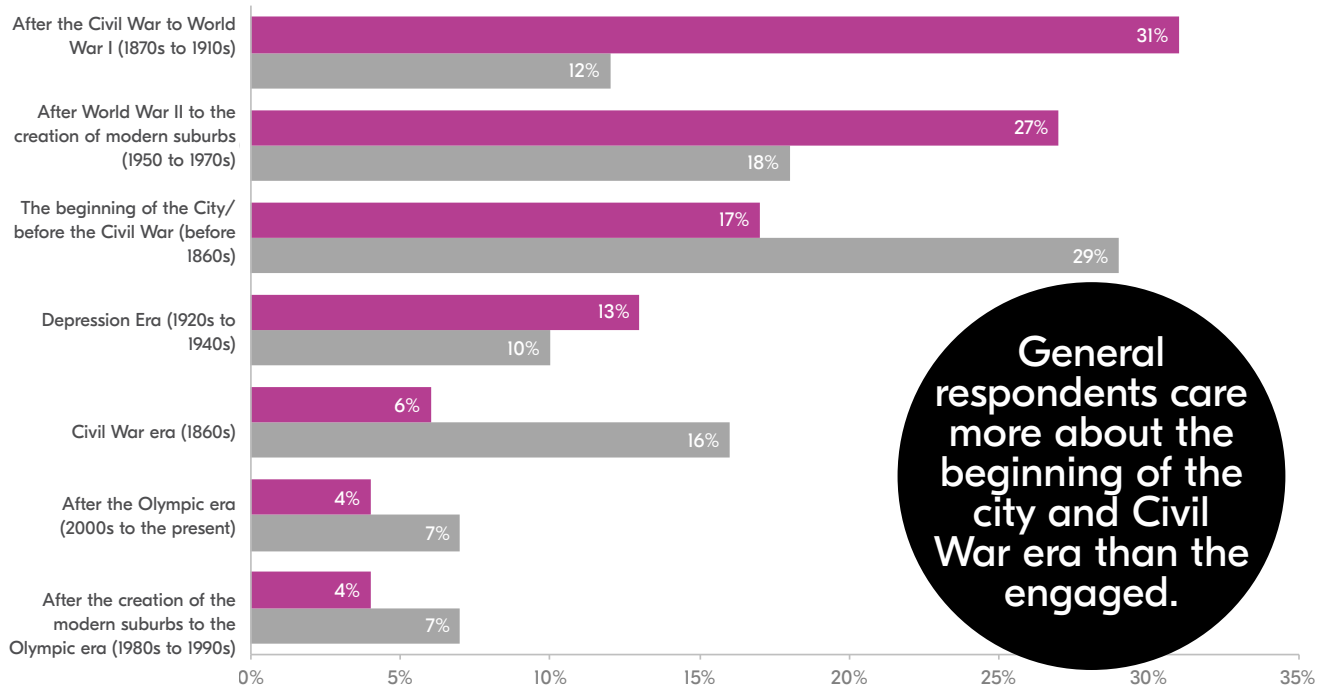
## Engaged Public Results

The engaged public was more likely to prioritize neighborhoods, business districts, & high rises.



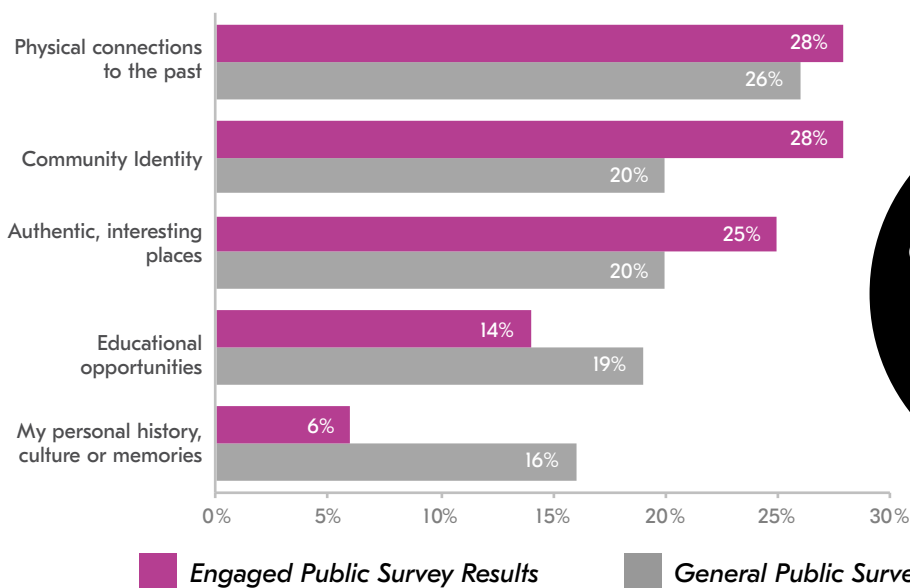
# SURVEY RESULTS

What general time period do you think is the most important to Atlanta's history? Rank in order.



General respondents care more about the beginning of the city and Civil War era than the engaged.

What would be lost if historic places in Atlanta were not recognized or protected? Respondents selected all that apply.

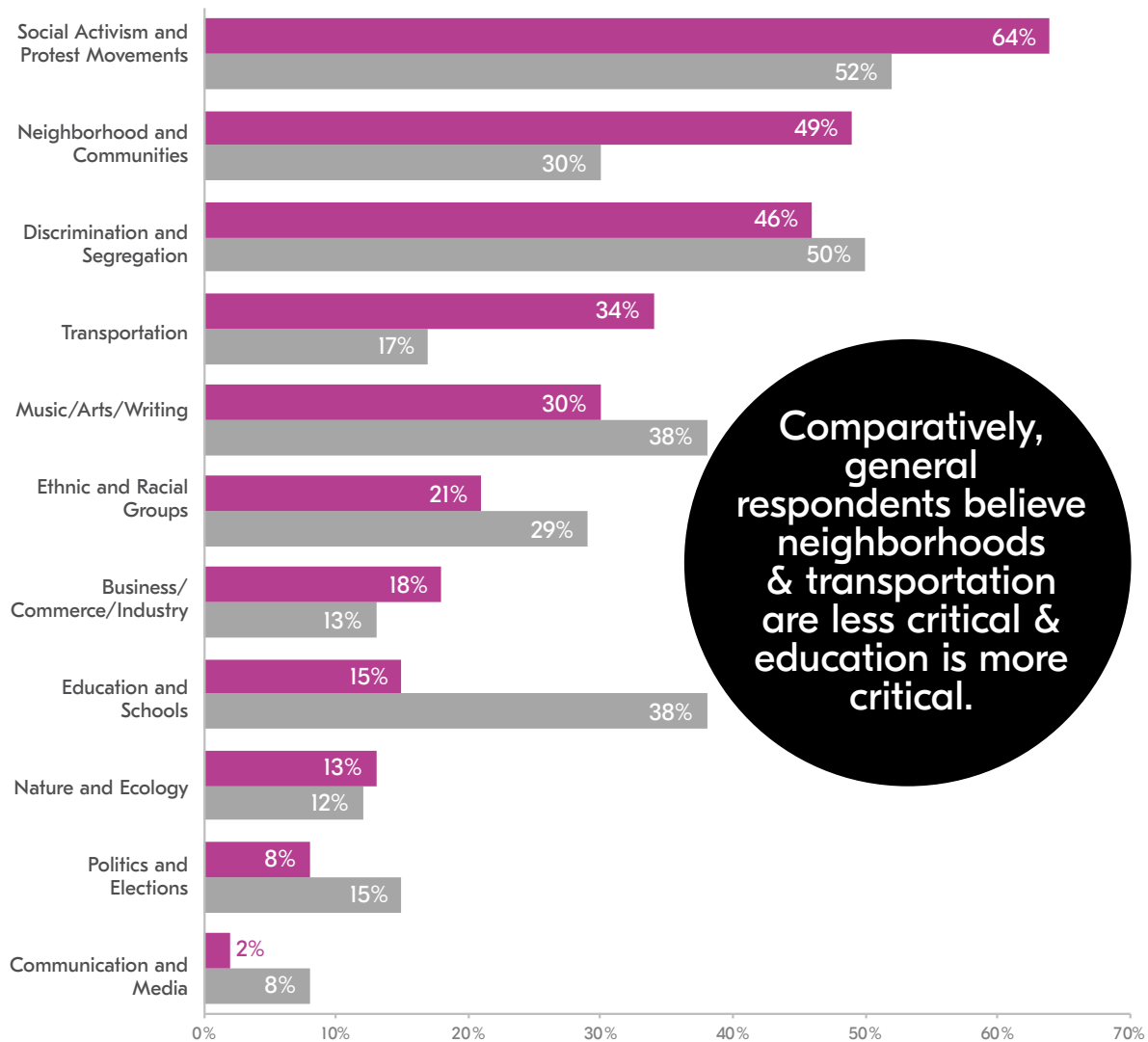


The engaged public are more concerned about community identity than general respondents.

Engaged Public Survey Results      General Public Survey Results

# SURVEY RESULTS

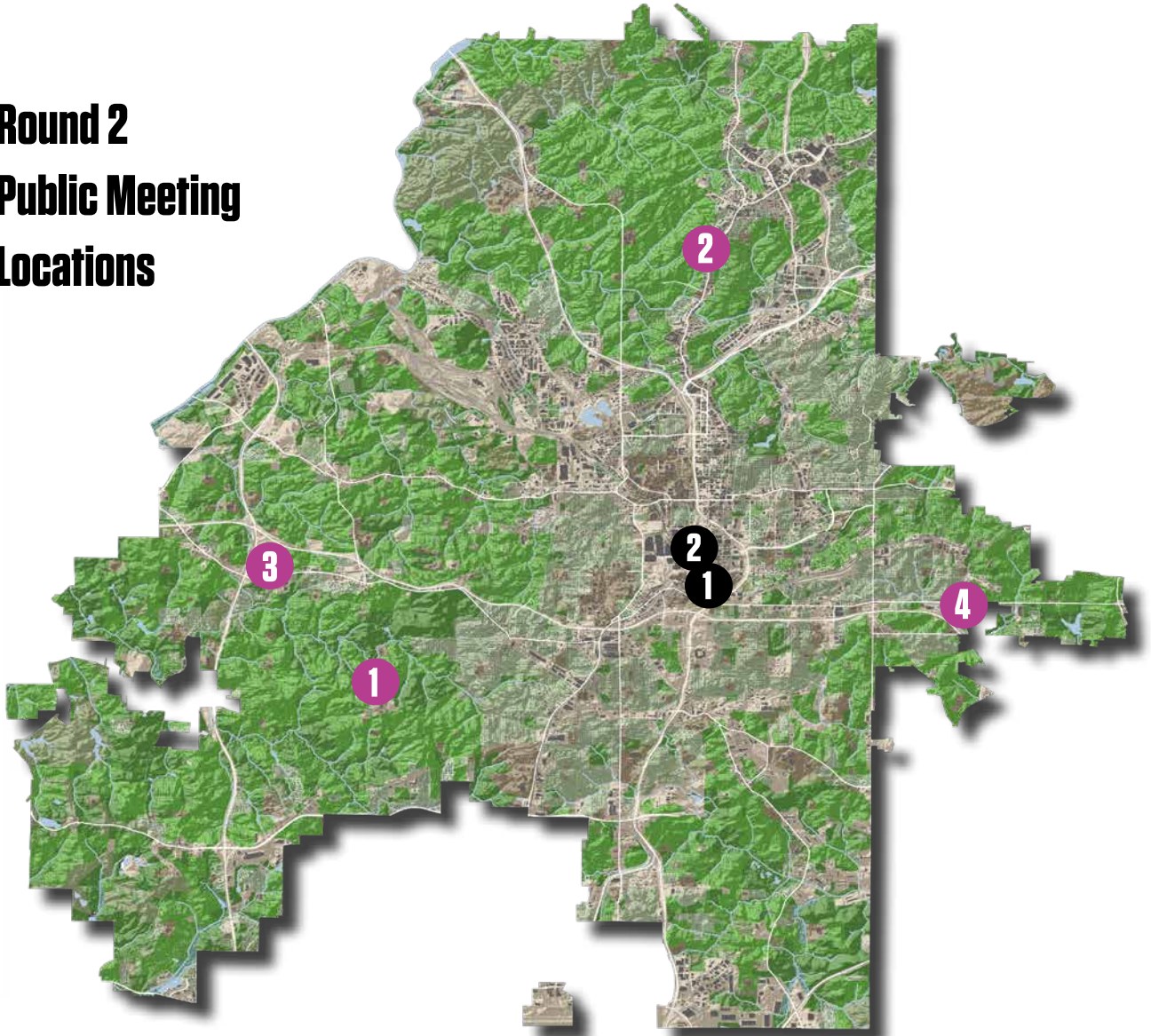
What themes or topics do you think are the most important to Atlanta's history? Respondents selected all that apply.



■ Engaged Public Survey Results

■ General Public Survey Results

# Round 2 Public Meeting Locations



## KICK-OFF MEETINGS

- 1** Kick-Off Meeting #1  
February 20, 2020 @ 12:00pm  
Atlanta City Studio  
99 Broad St.
- 2** Kick-Off Meeting #2  
February 20, 2020 @ 6:30pm  
Atlanta City Studio  
99 Broad St.

## QUADRANT MEETINGS

- 1** Quadrant Meeting #4 (West)  
February 25, 2020 @ 6:30pm  
Providence Baptist Church,  
2295 Benjamin E. Mays Dr.
- 2** Quadrant Meeting #3 (North)  
February 27, 2020 @ 6:30pm  
Cathedral of St. Philip,  
2744 Peachtree St.
- 3** Quadrant Meeting #2 (West)  
March 4, 2020 @ 6:30pm  
C.T. Martin Recreation Center  
3201 M.L.K. Jr. Dr.
- 4** Quadrant Meeting #1 (East)  
October 10th, 2019 @ 6:30pm  
Phoenix Academy (Alonzo Crim H.S.)  
256 Clifton St.

## Chapter 4

# PUBLIC ENGAGEMENT ROUND 2

In the winter of 2020, a second round of meetings were held as a follow-up to the fall 2019 sessions. These meetings were also set in strategic quadrant locations in order to be as accessible as possible. Activity stations were again created as an engagement tool; some of these were designed to gather impressions about potential recommendations for the Office of Design moving forward. A second online survey was developed for this second round of public engagement using Survey Monkey and was made available for the public during the meetings as well as online via social media. This survey was designed to get feedback on the potential recommendations from the Future Places Project.

The Project Team used the same advertisement strategy for the second round of public meetings as used for the first round of public meetings in the fall of 2019. The second round of FPP public meetings and outreach took place during the months of February and March, 2020.

## Activity Stations

The meetings had a flexible open house format that allowed attendees to participate at their own pace and based on their interests. A total of five stations were available that focused on different aspects of historic preservation and how it impacts people's perception of their communities and the City of Atlanta. The Project Team facilitated discussions at each station and documented the comments. The station topics were:

**Tell Us How We Should Prioritize Our Path Forward (Online Survey)** — A station was set up with four iPads loaded with the online survey asking respondents to help the City prioritize its recommendations for historic preservation moving forward.

**Review the Fall 2019 Survey Results On Historic Preservation and Atlanta History.** The results of the Fall 2019 online survey were available at this station. Hard copies of the survey reports as well as PDF versions of the reports were available on iPads for attendees to review.

**Help Us Tell the Story of Atlanta Through Its Places (Story of Atlanta Themes)** – Attendees were able to read one of five Story of Atlanta themes (described below) identified by the Project Team, and then add to a display board which places in the City best represented/captured that theme.

Which Places Best Represent This Theme in Atlanta?

- ❖ Legacy of Inclusion & Creating Opportunity- Protect places that represent the spirit of inclusion and safety for the marginalized.
- ❖ Advancing Mobility- Protect places that are the epitome of physical advances and mobility.
- ❖ Upward Movement- Protect places that represent social movements and upward progression.
- ❖ Struggle and Imperfection- Protect places that acknowledge the City's struggles and need for change.
- ❖ Hustle and Hard Work- Protect places that embody or represent significant stories about economic, civil, and social accomplishments.

**Identifying Important Places in Atlanta** (additional survey areas) – This fill-in-the-blank display board asked attendees to identify places that the City needs to research and survey, in addition to the areas already selected by the Project Team to complete windshield surveys.

**City of Atlanta's Future Places: Which Places Should the City of Atlanta be Trying to Save/Protect?** – This fill-in-the-blank display board asked attendees to identify a place or places that the City needs to protect in the near future.

## Attendance

Attendance numbers for the 2020 round of meetings were generally low, and much lower than the numbers from the Fall 2019 meetings. The Project Team followed the same advertising of the events, but did not have as much time to make the NPU's aware of the meetings. Although numbers were low, the participants that did join the meetings were very engaged in the activity stations and the overall conversation.



Meeting	No.# in Attendance	Meeting	No.# in Attendance
Kick-Off Meeting #1	2	Quadrant Meeting #2	26
Kick-Off Meeting #2	2	Quadrant Meeting #3	6
Quadrant Meeting #1	0	Quadrant Meeting #4	3

## Engagement Station Display Board Results

A series of display boards were used at three of the engagement stations. Display boards at these activity stations focused on a single theme and participants were asked to respond to that board's question by writing on post-its and sticking the notes to the boards.

**Help Us Tell the Story of Atlanta Through Its Places** (Story of Atlanta Themes) – Attendees were able to read one of five Story of Atlanta themes (described below) identified by the Project Team, and then add to a display board which places in the City best represented/captured that theme.

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<b>Theme: Hustle and Hard Work. Which places best represent this theme?</b>	<b>Theme: Struggle and Imperfection. Which places best represent this theme?</b>	<b>Theme: Advancing Mobility</b>	<b>Theme: Legacy of Inclusion &amp; Creating Opportunity</b>	<b>Theme: Upward Movement</b>
Railroad Infrastructure	Imperial Hotel	Bankhead Ave. "Bridge to Nowhere"	Royal Peacock	Civic Center
"Institutions" like the Varsity, Walter's, Busy Bee, Sig Samuel's	Rich's Department Store	Zero Milepost	Central Congregational Church	Krog St Tunnel
The Dungeon (recording studio)	Auburn Avenue	The Gulch (Remaining rail beds)	Herren's Theatrical Outfit	Inman Park
CDC	Civil & Human Rights Center	Neil Reed designed rail station	Atlanta University Center	Druid Hills
Carter Center	The Temple	Peachtree Center MARTA Station	Atlanta University Schools, Spelman, Morehouse	Tuxedo Park
Vine City	King Center	Bellline	Civil & Human Rights Center	Airport
Midtown	The CAUTION-Neighborhoods, Morningside, Virginia-Highlands (I-495)	MARTA Stations	GSU	MLK District & other landmark districts
Buckhead	Bankhead Court	Airport	AU Schools	College Park
C&S Bank	1906 Race Riots	Buford Hwy Corridor	Historic Churches	Russell Center of Innovation and Entrepreneurship
Restaurants	MLK Center	Cabbagetown	Historic Churches	GSU
History Gatherings	Sweet Auburn Avenue	Centennial Park	MLK	Auburn Avenue
Rail Corridors & Warehouses	Atlanta's Missing Murdered Children	Airport	Grove Park	Midtown

Theme: Hustle and Hard Work. Which places best represent this theme?	Theme: Struggle and Imperfection. Which places best represent this theme?	Theme: Advancing Mobility	Theme: Legacy of Inclusion & Creating Opportunity	Theme: Upward Movement
AVC	Peyton Road Bridge	Centennial Park	The Gathering Spot	Castleberry
Paschal's (original building)	Second Sunday	Airport	Masonic Lodges	
Success Tyler Perry Studio "Black Mecca"	Jomandi Productions	MARTA Story	Airport	
Atlanta Life Insurance Building	Underground	A Study of Roads to Nowhere like Lakewood Pkwy that shows where ATL was growing & how to reconstitute some benefit & connectivity back to them	Architects	
Ashby Theatre	Wheat Street Baptist Church	Any discontinued train system	Sweetwater	
	GA Dome	Old Butler St YMCA	vendor (?)	
		Five Points MARTA	Royal Peacock Club	
			Paschal's	
			Sci-Trek	



Identifying Important Places in Atlanta (additional survey areas) – This fill-in-the-blank display board asked attendees to identify places where the City should conduct future research and survey, in addition to the areas already selected by the Project Team to complete windshield surveys.

Attendee input resulted in the following list of comments:

- ❖ LGBTQ Resources
- ❖ Cemeteries/burial places
- ❖ "Community" spaces- theaters, commercial corridors
- ❖ Judge William Wilson House
- ❖ Let's protect the historic places we know about now and explore the understudied areas ASAP.
- ❖ The legacy of Norris Herndon
- ❖ The Marquette
- ❖ Coordinate w/ the Hwy History of Atl. "The Dixie Hwy" study by New South
- ❖ Atlanta's first open air shopping center (Moreland Plaza)
- ❖ Roller rinks & Drive-ins (NG BHD Entertainment Hangouts)
- ❖ 50-Year-Old Single Family Homes
- ❖ Unmarked or unfavorably marked cemeteries
- ❖ Buildings that represent a style- ranch, bungalow or architect reflecting the city's history
- ❖ Demolition to be reviewed prior to being granted

City of Atlanta's Future Places: Which Places Should the City of Atlanta Be Trying to Save/Protect? – This fill-in-the-blank display board asked attendees to identify a place or places that the City needs to protect in the near future.

Attendee input resulted in the following list of comments:

- ❖ All Warehouses
- ❖ Towns & Hamilton Houses
- ❖ Gaines Hall

- ❖ Cox Brothers & Haugabrooks Funeral Homes
- ❖ All the already identified places they are being demolished by neglect
- ❖ Automobile Row
- ❖ Ashby Theater
- ❖ Paschal's
- ❖ Tuxedo Park
- ❖ Buckhead Neighborhoods
- ❖ Peachtree Park
- ❖ Garden Hills
- ❖ Peachtree Heights
- ❖ Haynes Manor
- ❖ Peachtree Battle
- ❖ Westview
- ❖ Capitol View
- ❖ Buckhead
- ❖ Historic Churches
- ❖ Brookwood Station
- ❖ Neighborhoods Small Commercial Strips
- ❖ Paschal's (original bldg.)
- ❖ Chosewood Park
- ❖ Get Starlife Drive In out of Current Slum Landlord
- ❖ Ashby Street Theatre
- ❖ The Guard Cottages outside the Pen
- ❖ Paschal's
- ❖ Pocket Parks w/ historical context
- ❖ Protect the single-family homes over 50 years old that are not designated "historic districts" being replaced with McMansions
- ❖ Adams Park
- ❖ Historic railroad structures identified at the beginning of the Beltline studies

# Public Opinion Survey

The Winter 2020 Future Places Project online survey sought to gain input from the public on what specific measures the City should implement in the future regarding historic preservation. The demographic of the respondents generally reflected an engaged audience that is somewhat informed on historic preservation issues. The survey was launched for the February 2020 public meetings. This survey was developed by the Project Team, with questions specifically directed at gaining public input on potential historic preservation recommendations for the City to implement in the future. As of April 2020, 76 respondents completed the survey.

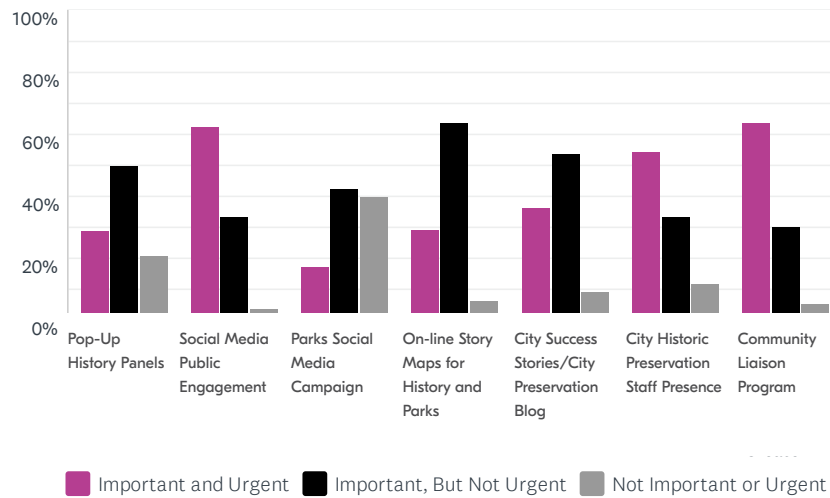
The Winter 2020 Future Places Project online survey sought to gain input from the public on what specific measures the City should implement in the future regarding historic preservation. The demographic of the respondents generally reflected an engaged audience that is informed on historic preservation issues. The results of this survey generally show a pattern of residents wanting the City to strengthen its preservation policies and make its preservation program better known to Atlantans through social media campaigns, crowd sourcing historic resources surveys and knowledge, and integrating Atlanta history and preservation into the public school curriculum. Respondents overwhelmingly placed an urgency on the City to revise and update its current ordinance. They also placed urgency on increasing enforcement of existing policies through an expanded staff and a newly organized Design team and a dedicated building inspector. Increasing preservation partnerships as well as strengthening existing ones was also deemed important.



# SURVEY RESULTS

## What should the City be doing to help people know about historic preservation?

Answered: 76 Skipped: 0

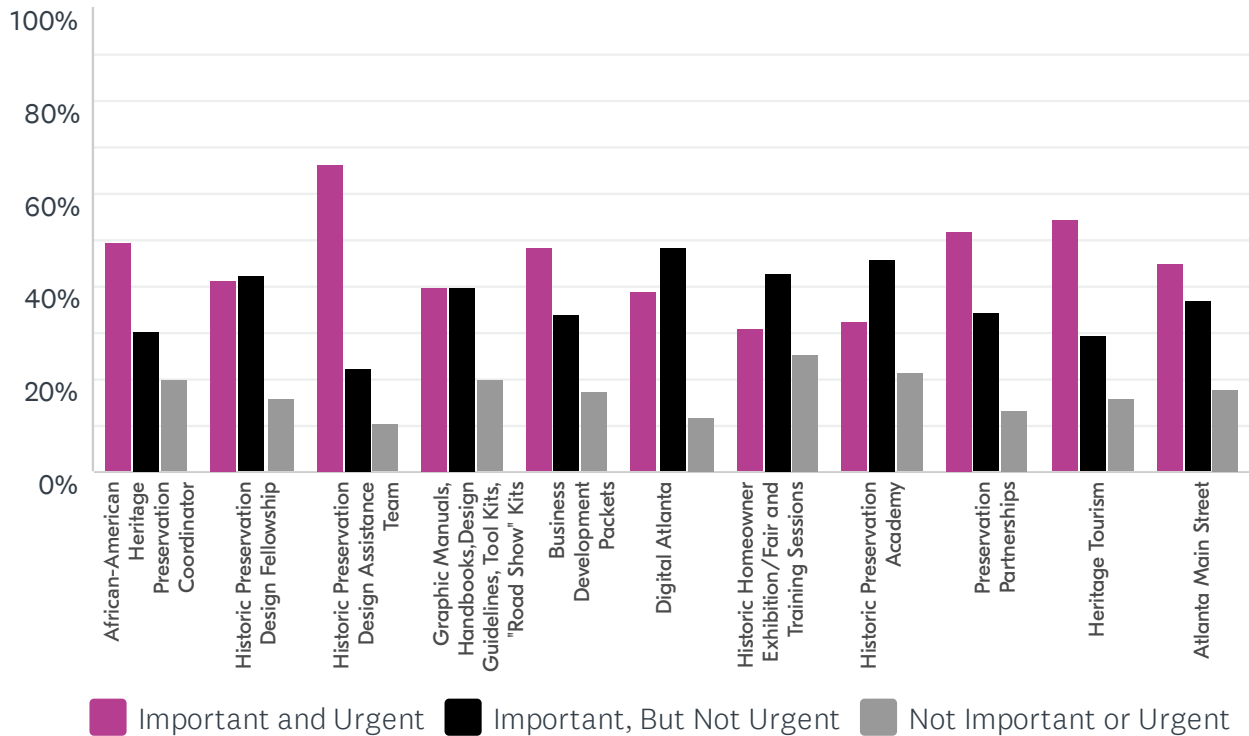


	IMPORTANT AND URGENT	IMPORTANT, BUT NOT URGENT	NOT IMPORTANT OR URGENT	TOTAL	WEIGHTED AVERAGE
Pop-Up History Panels- Install temporary kiosks/information panels in selected locations around the City.	28.95% 22	50.00% 38	21.05% 16	76	1.92
Social Media Public Engagement on Applications/Projects- Post images and information on social media about applications for work on historic buildings, including proposed demolitions.	62.67% 47	33.33% 25	4.00% 3	75	1.41
Parks Social Media Campaign - Encourage the public to "tag" their park photos with various hashtags related to the City's historic parks.	17.33% 13	42.67% 32	40.00% 30	75	2.23
On-line Story Maps for General History and City Parks – Create digital "story maps" highlighting various aspects of the City's history, historic places, parks, and great stories for the online public.	29.33% 22	64.00% 48	6.67% 5	75	1.77
City Success Stories / City Preservation Blog - Create a page, website, brochure, etc. to talk about the City's historic preservation-related success stories, both large and small.	36.49% 27	54.05% 40	9.46% 7	74	1.73
City Historic Preservation Staff Presence – Increase City historic preservation staff activity in the communities they work.	54.67% 41	33.33% 25	12.00% 9	75	1.57
Community Liaison Program – Create points of contact for City historic preservation staff and have someone who could become a conduit for information about historic preservation and a potential advocate.	64.00% 48	30.67% 23	5.33% 4	75	1.41

# SURVEY RESULTS

What should the City be doing to help people understand historic preservation?

Answered: 75 Skipped: 1

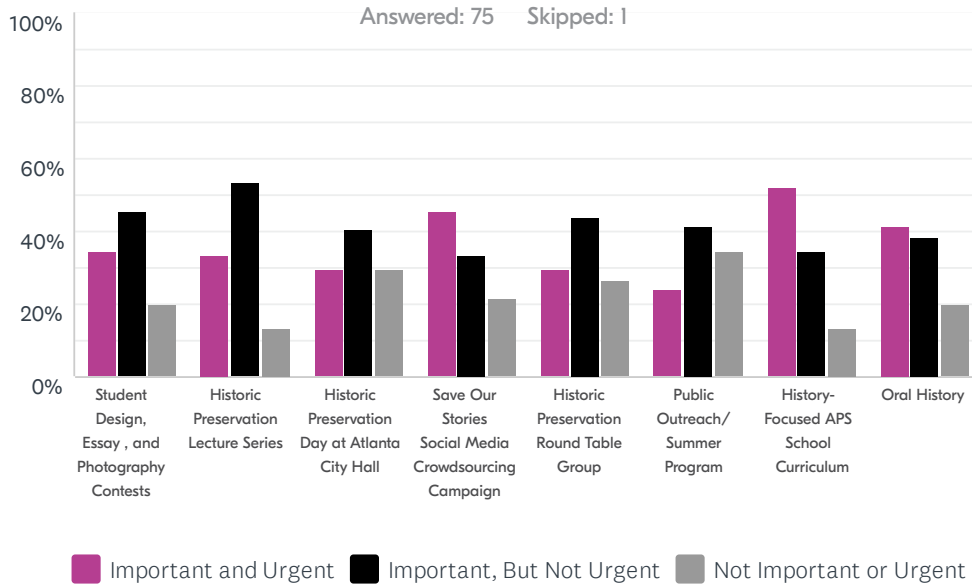




	IMPORTANT AND URGENT	IMPORTANT, BUT NOT URGENT	NOT IMPORTANT OR URGENT	TOTAL	WEIGHTED AVERAGE
African-American Heritage Preservation Coordinator – Create a City position to pursue grants, studies, community outreach, community documentation, training opportunities, and coordination with non-profit advocacy organizations	49.33% 37	30.67% 23	20.00% 15	75	1.71
Historic Preservation/Design Fellowship – Highlight a particular City-related historic preservation/design challenge each year and sponsor an individual to help formulate solutions to that challenge/issue.	41.33% 31	42.67% 32	16.00% 12	75	1.75
Historic Preservation Design Assistance Team – Create a City team to help potential customers, applicants, community groups, etc. successfully implement historic preservation related projects and apply for City historic preservation approvals.	66.67% 50	22.67% 17	10.67% 8	75	1.44
Graphic Manuals, Handbooks, Design Guidelines, Tool Kits, “Road Show” Kits – Create various documents to share / address common historic preservation issues, questions, challenges, opportunities, and options.	40.00% 30	40.00% 30	20.00% 15	75	1.80
Business Development Packets – Compile information clearly showing that knowing and honoring the past can make a difference to a proposed project, including the naming of their project, its future appearance and use, and its financial success.	48.65% 36	33.78% 25	17.57% 13	74	1.69
Digital Atlanta – Assemble a data-based web site where individuals can learn about the history of their property.	39.19% 29	48.65% 36	12.16% 9	74	1.73
Historic Homeowner Exhibition/Fair and Training Sessions – Execute an educational activity with speakers, vendors, and service providers to share information with people who own historic properties.	31.08% 23	43.24% 32	25.68% 19	74	1.95
Historic Preservation Academy - A training program for community liaisons and the general public about historic preservation, modeled after the City’s public safety “Citizens Academy” or “NPU University” programs.	32.43% 24	45.95% 34	21.62% 16	74	1.89
Preservation Partnerships- Establish new or strengthened partnerships with groups that develop tours, interpret the City’s history, conduct public outreach, and advocate for historic preservation on the many themes of the City’s history and parks	52.00% 39	34.67% 26	13.33% 10	75	1.61
Heritage Tourism– Emphasize the unique history and places in the City, including its parks; and market the City as a “pro-history” City.	54.67% 41	29.33% 22	16.00% 12	75	1.61
Atlanta Main Street – Support and advocate for this program.	45.21% 33	36.99% 27	17.81% 13	73	1.73

# SURVEY RESULTS

## What should the City be doing to help people participate in its preservation efforts?

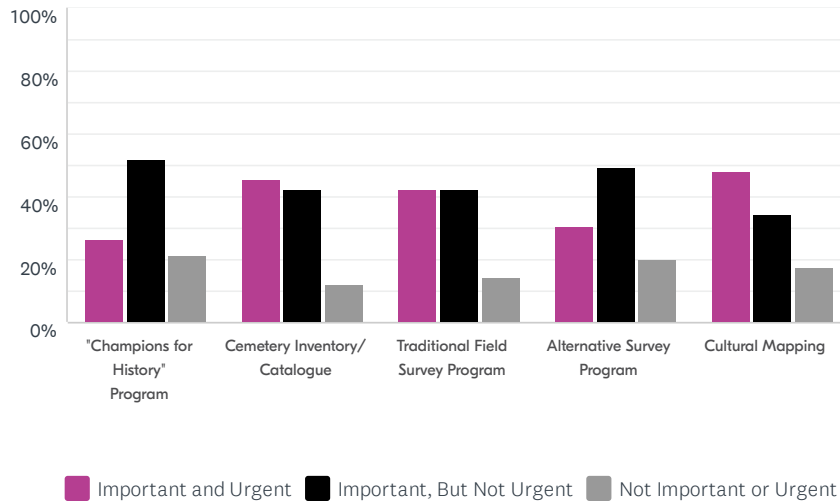


	IMPORTANT AND URGENT	IMPORTANT, BUT NOT URGENT	NOT IMPORTANT OR URGENT	TOTAL	WEIGHTED AVERAGE
Student Design, Essay, and Photography Contests – Support competitions on topics/issues related to historic preservation with winner(s) announced at the City’s annual Design Awards.	34.67% 26	45.33% 34	20.00% 15	75	1.85
Historic Preservation Lecture Series - Bring new voices to the historic preservation conversation in the City by inviting regional or national speakers.	33.33% 25	53.33% 40	13.33% 10	75	1.80
Historic Preservation Day at Atlanta City Hall – Create an open house/community fair event that allows non-profit and similar groups to share their history, work, and successes.	29.73% 22	40.54% 30	29.73% 22	74	2.00
Save Our Stories Social Media Crowdsourcing Campaign - This would allow people to identify the places that are special to them in a real time/grass roots way.	45.33% 34	33.33% 25	21.33% 16	75	1.76
Historic Preservation Round Table Group – Facilitate a group to discuss/share information among the general public and preservation organizations through periodic meetings/seminars/etc.	29.33% 22	44.00% 33	26.67% 20	75	1.97
Public Outreach/Summer Program - Create a brochure or “passport” inviting the public to a quest to visit all of Atlanta’s historic resource parks and work with commercial partners for a “reward” for visiting all of them.	24.00% 18	41.33% 31	34.67% 26	75	2.11
History-Focused APS School Curriculum – Formulate a educational unit to share general historic preservation ideas and Atlanta-specific issues/stories/programs.	52.00% 39	34.67% 26	13.33% 10	75	1.61
Oral History– Partner with universities and non-profits to expand the City’s pilot oral history program at the grass roots level.	41.33% 31	38.67% 29	20.00% 15	75	1.79

# SURVEY RESULTS

## What should the City be doing to help people learn more about Atlanta's history?

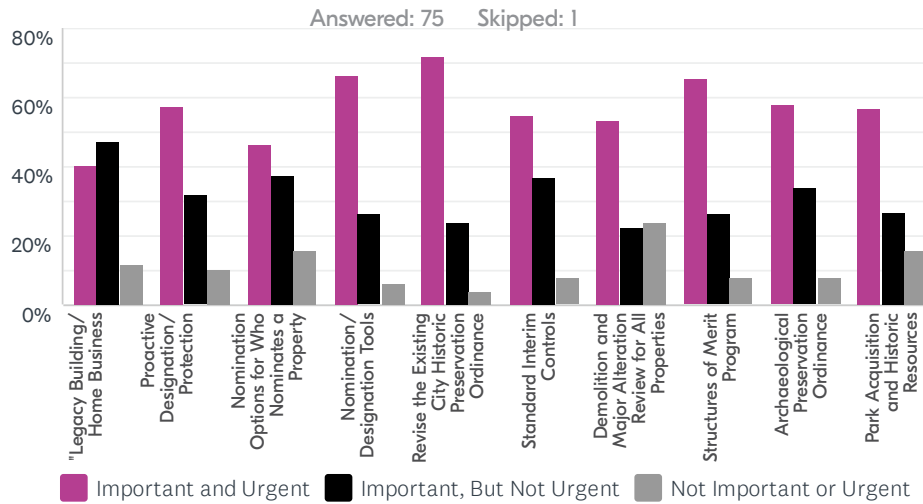
Answered: 75 Skipped: 1



	IMPORTANT AND URGENT	IMPORTANT, BUT NOT URGENT	NOT IMPORTANT OR URGENT	TOTAL	WEIGHTED AVERAGE
"Champions for History" Program – Establish a program so that a person/group can take on a particular research topic or theme on the City's history and report back to the City's historic preservation staff, with the City pledging to support them in some way and/or create a program for area college students to be paired with a neighborhood to help them with their research.	26.67% 20	52.00% 39	21.33% 16	75	1.95
Cemetery Inventory/Catalogue – Inventory abandoned and/or small cemeteries in the City.	45.33% 34	42.67% 32	12.00% 9	75	1.67
Traditional Field Survey Program – Establish a regular survey program every summer for community members, college / graduate students, etc. with training and support provided by the City.	42.67% 32	42.67% 32	14.67% 11	75	1.72
Alternative Survey Program – Create coarse-grain, very low-cost surveys that use digital aerial photographs and historic maps to identify groupings of properties constructed at a similar time with similar forms.	30.67% 23	49.33% 37	20.00% 15	75	1.89
Cultural Mapping – Create a process for community members to indicate areas of importance to them outside of traditional history qualifications – also called Public Participation GIS (PPGIS) or Participatory GIS (PGIS).	48.00% 36	34.67% 26	17.33% 13	75	1.69

# SURVEY RESULTS

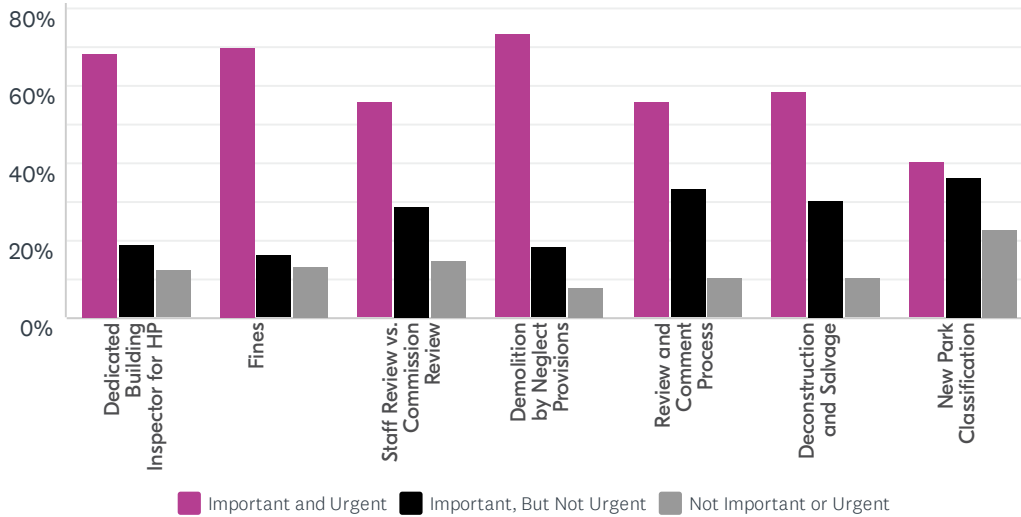
## What should the City be doing to help keep/preserve what Atlanta values?



	IMPORTANT AND URGENT	IMPORTANT, BUT NOT URGENT	NOT IMPORTANT OR URGENT	TOTAL	WEIGHTED AVERAGE
"Legacy Building/Home/Business" Recognition Program – Establish a program for the City to acknowledge the value of these components of a community without official protection/designation.	40.54% 30	47.30% 35	12.16% 9	74	1.72
Proactive Designation/Protection – Increase designation activity based on the themes and priorities identified in the Future Places Project.	57.33% 43	32.00% 24	10.67% 8	75	1.53
Nomination Options for Who Nominates a Property – Expand options so that any individual or group within Atlanta could nominate a property for designation.	46.67% 35	37.33% 28	16.00% 12	75	1.69
Nomination/Designation Tools – Create new protection options within the City's Historic Preservation Ordinance.	66.67% 50	26.67% 20	6.67% 5	75	1.40
Revise the Existing City Historic Preservation Ordinance – Enact revisions to address potential outdated or confusing terms, phrasing, procedures, categories, as well as latest historic preservation thinking, new tools, etc.	72.00% 54	24.00% 18	4.00% 3	75	1.32
Standard Interim Controls – Create standard interim controls to be used during the designation/protection process to allow the focus of the process to be on the actual designation options/choices.	54.79% 40	36.99% 27	8.22% 6	73	1.53
Demolition and Major Alteration Review for All Properties 40 years of Age or Older – Establish this review requirement, which would apply to properties even if they are not officially protected by the City.	53.33% 40	22.67% 17	24.00% 18	75	1.71
Structures of Merit Program – Formulate a formal category within the City's Historic Preservation Ordinance for resources identified in past surveys or other efforts to have not been designated. Requests for demolition or major alteration of a Structure of Merit should trigger a review process to determine if the property meets the criteria for historic designation.	65.33% 49	26.67% 20	8.00% 6	75	1.43
Archeological Preservation Ordinance – Enact a new ordinance as there are currently no protections for potential archeological resources in the City.	58.11% 43	33.78% 25	8.11% 6	74	1.50
Park Acquisition and Historic Resources – Acquire properties area for new parks that contain historic resources that speak to the City's history.	56.76% 42	27.03% 20	16.22% 12	74	1.59

# SURVEY RESULTS

## What should the City be doing to help protect what Atlanta values?

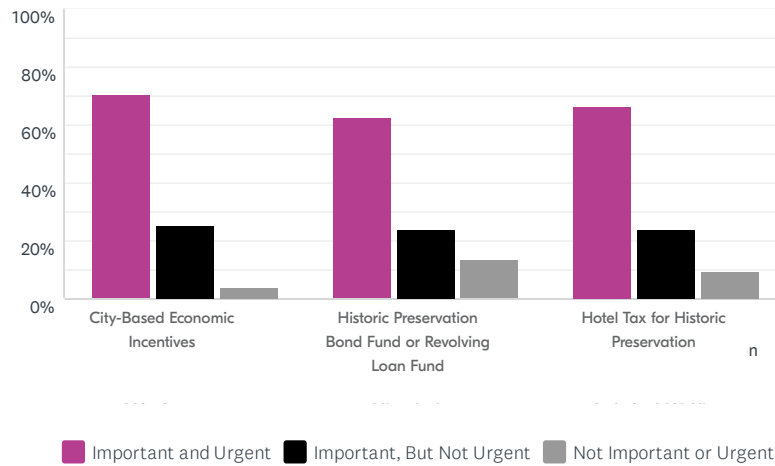


	IMPORTANT AND URGENT	IMPORTANT, BUT NOT URGENT	NOT IMPORTANT OR URGENT	TOTAL	WEIGHTED AVERAGE
Dedicated Building Inspector for Historic Preservation.	68.49% 50	19.18% 14	12.33% 9	73	1.44
Fines – Increase the fines associated with violations of the City's Historic Preservation Ordinance.	69.86% 51	16.44% 12	13.70% 10	73	1.44
Staff Review vs. Commission Review – Increase the use of Staff Review in the City's Landmark and Historic Districts to reduce time and paperwork.	56.16% 41	28.77% 21	15.07% 11	73	1.59
Demolition by Neglect Provisions – Increase enforcement of "demolition by neglect" provisions in the City's Historic Preservation Ordinance.	73.33% 55	18.67% 14	8.00% 6	75	1.35
Review and Comment Process – Require City and other public agency projects receive approval from the Atlanta Urban Design Commission.	56.00% 42	33.33% 25	10.67% 8	75	1.55
Deconstruction and Salvage – Regulate how properties that are being demolished actually get demolished to avoid unnecessary loss of historic features to the landfill.	58.67% 44	30.67% 23	10.67% 8	75	1.52
New Park Classification – Create a new parkland classification, "historic resource park," to raise awareness about the care and treatment of these parks and to better enhance their profile within the City.	40.54% 30	36.49% 27	22.97% 17	74	1.82

# SURVEY RESULTS

## What should the City be doing to help bring more resources to the table?

Answered: 75 Skipped: 1



	IMPORTANT AND URGENT	IMPORTANT, BUT NOT URGENT	NOT IMPORTANT OR URGENT	TOTAL	WEIGHTED AVERAGE
City-Based Economic Incentives – Increase those related to historic preservation.	70.67% 53	25.33% 19	4.00% 3	75	1.33
Historic Preservation Bond Fund or Revolving Loan Fund.	62.67% 47	24.00% 18	13.33% 10	75	1.51
Hotel Tax for Historic Preservation - Allocate a portion of the hotel tax for historic preservation-related funding.	66.67% 50	24.00% 18	9.33% 7	75	1.43

# SURVEY RESULTS

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Is there an action, program, or project related to historic preservation that the City should do that was not included in the lists above? If so, please let us know by describing it below.

26 of the respondents chose to provide an answer to this question. A sampling of these responses is included below.

*Anything to increase awareness, expand public education, online presence, and improve the perception of AUDC is always beneficial. Some of the things that I felt were important but not urgent are politically challenging efforts that some of the more grass-roots efforts to be in place, and that time may be better spent on some more urgent matters.*

*Programming at important places. Music, dance, social events. Help folks have a memorable event, maybe fall in love with a place. Items 1-7 above are so bureaucratic, earnest, and however necessary (or not) won't win new fans.*

*Provide primary school teaching materials to all schools. it seems like kids only learn about the history of their city through their parents. When not presented as historic as other cities, they think Atlanta has less value.*

*Dedicated Inspector and HEAVY fines for violating preservation ordinances are most important for properties already identified.*

*Most of our live theaters are under threat and operating on a shoestring. Therefore, the City of Atlanta should create a virtual "Downtown Atlanta Theater District" comprised of the operating live performance theaters that are in downtown and help preserve them by offering Transfer of Development Rights to them. This has been done in other cities, such as New York. Even though our theaters are not adjacent and do not form much of a "district" geographically, we could make each individual venue that is owned by an operating theater eligible for TDR.*

*Increase staffing and broaden the focus. The current focus is too heavy on architectural design reviews.*

*Increase fees for demolition permits to actually reflect the true cost including landfill and degraded environment impacts.*

*Have community/organization help regulate the process violations for historic places.*

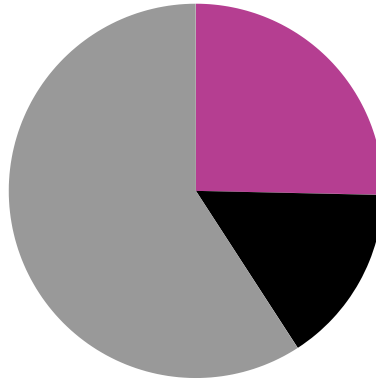
*The Atlanta Public Schools' properties should be brought under the purview of the Urban Design Commission and other historic preservation entities. It should not have carte blanche.*

*Reviewing properties only 40 years old is onerous. There might be an age at which this option could be valid, but buildings from the 1980s wouldn't really cut it.*

# SURVEY RESULTS

## Do you live or work in the City of Atlanta?

Answered: 71 Skipped: 5



■ Live ■ Work ■ Both

ANSWER CHOICES	RESPONSES	
Live	25.35%	18
Work	15.49%	11
Both	59.15%	42
TOTAL		71

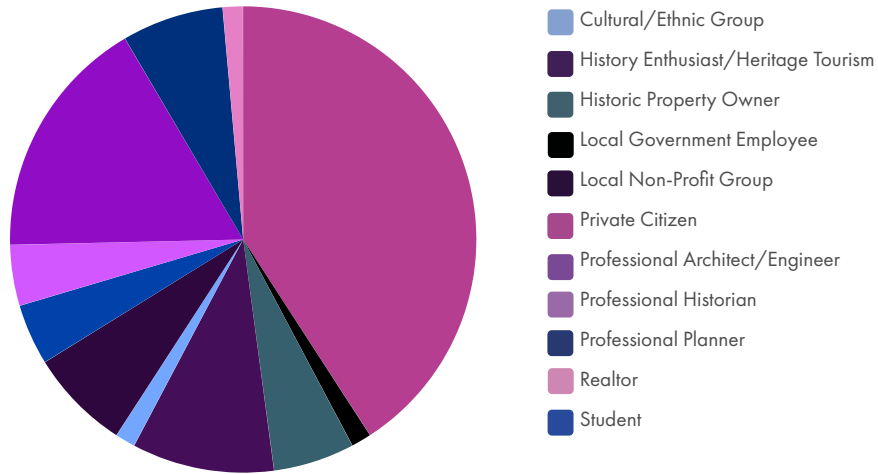




# SURVEY RESULTS

## Which category best describes your interest in historic preservation?

Answered: 71 Skipped: 5

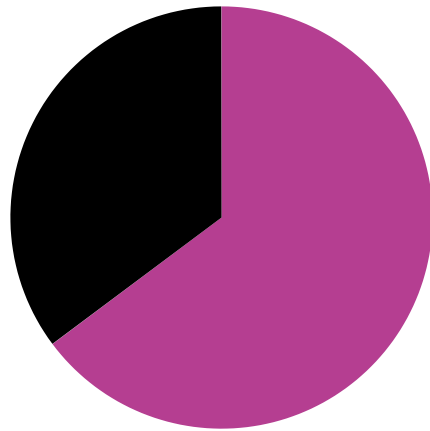


ANSWER CHOICES	RESPONSES	
Private Citizen	40.85%	29
Local Government Employee	1.41%	1
Historic Property Owner	5.63%	4
History Enthusiast/Heritage Tourism	9.86%	7
Cultural/Ethnic Group	1.41%	1
Local Non-Profit Group	7.04%	5
Student	4.23%	3
Professional Historian	4.23%	3
Professional Architect/Engineer	16.90%	12
Professional Planner	7.04%	5
Realtor	1.41%	1
<b>TOTAL</b>		<b>71</b>

# SURVEY RESULTS

Do you participate in local preservation advocacy such as serving as a volunteer, on a nonprofit board or committee, or as a member of a non profit?

Answered: 71 Skipped: 5



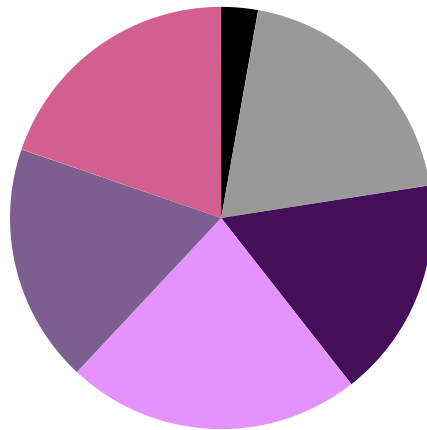
■ Yes ■ No

ANSWER CHOICES	RESPONSES	
Yes	64.79%	46
No	35.21%	25
TOTAL		71

# SURVEY RESULTS

## What is your age?

Answered: 71 Skipped: 5



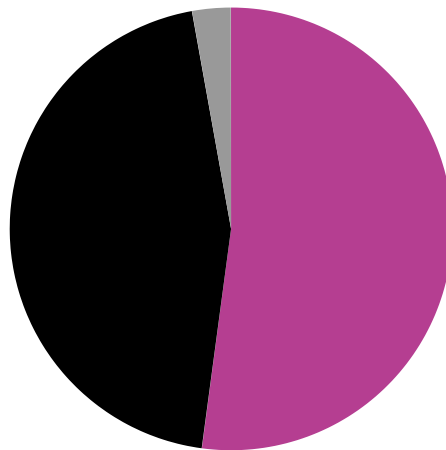
Under 18 18-24 25-34 35-44 45-54 55-64 65+

ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	2.82%	2
25-34	19.72%	14
35-44	16.90%	12
45-54	22.54%	16
55-64	18.31%	13
65+	19.72%	14
TOTAL		71

# SURVEY RESULTS

## What is your gender?

Answered: 71 Skipped: 5



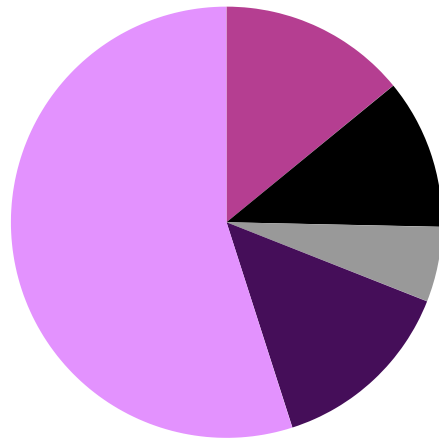
Female Male Prefer not to answer

ANSWER CHOICES	RESPONSES	
Female	52.11%	37
Male	45.07%	32
Prefer not to answer	2.82%	2
TOTAL		71

# SURVEY RESULTS

## How long have you lived and/or worked in Atlanta?

Answered: 71 Skipped: 5



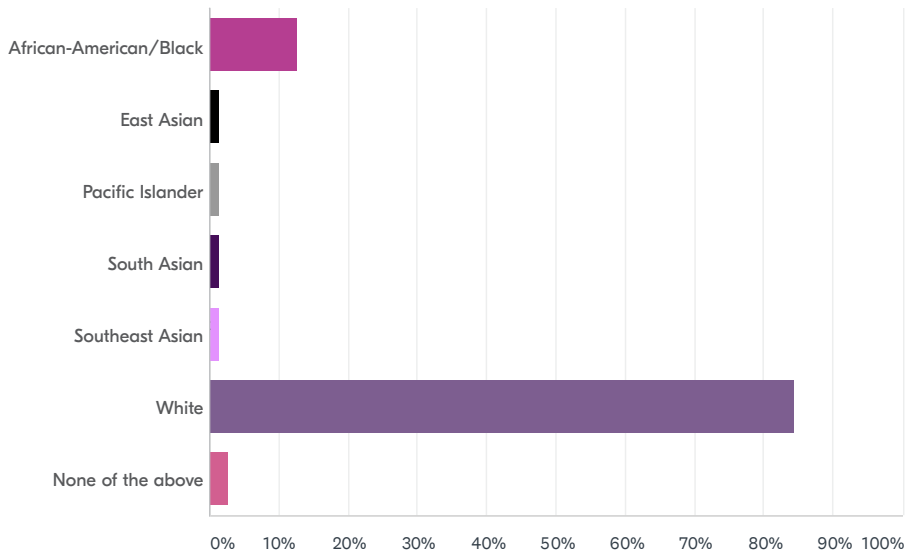
Native 1-5 years 6-10 years 11-19 years 20+ years

ANSWER CHOICES	RESPONSES	
Native	14.08%	10
1-5 years	11.27%	8
6-10 years	5.63%	4
11-19 years	14.08%	10
20+ years	54.93%	39
TOTAL		71

# SURVEY RESULTS

What is your racial or ethnic identity? (Select all that apply.)

Answered: 71 Skipped: 5

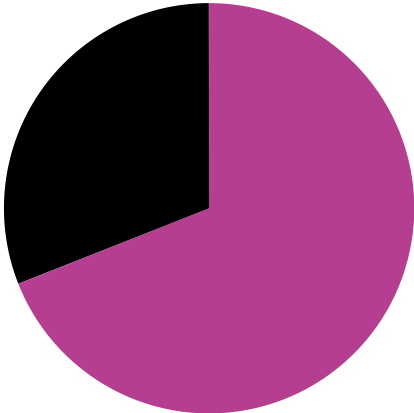


ANSWER CHOICES	RESPONSES
African-American/Black	12.68% 9
East Asian	1.41% 1
Pacific Islander	1.41% 1
South Asian	1.41% 1
Southeast Asian	1.41% 1
White	84.51% 60
None of the above, please specify...	2.82% 2
Total Respondents: 71	

# SURVEY RESULTS

Do you live or work in a historic house/building and/or historic neighborhood?

Answered: 71 Skipped: 5



■ Yes ■ No

ANSWER CHOICES	RESPONSES	
Yes	69.01%	49
No	30.99%	22
TOTAL		71

## Chapter 5

# CONCLUSION

The Future Places Project public engagement effort sought to reinvigorate the conversation of historic preservation in the City of Atlanta by connecting with residents at public meetings and through online means. As a result, the City has gained a better sense of how Atlantans view their history and the role places serve in expressing that history. Through this engagement process, the public had the opportunity to present their views on a variety of topics centered around preservation and Atlanta history. This vital input can provide direction to the City's efforts moving forward. In general, the public that interacted with the Future Places Project public engagement value Atlanta's history and the preservation of its historic places.





While there was a robust effort to involve a variety of people who have not been engaged in a conversation about historic preservation in the past, there is still work to be done to expand how and who has a voice about this topic. The meeting attendance and survey responses were not reflective of the City's population and socio-economic diversity. Further, the Office of Design's feedback on the project recommendations was cut short due to the COVID-19 pandemic.

The Office of Design anticipates soliciting additional feedback, particularly on the project recommendations. This effort will continue through the project website, [FuturePlacesATL.com](http://FuturePlacesATL.com), which contains information about the Future Places Project, including all the reports generated from the Project Team. The website will feature an introductory project video with an uplifting and motivating message for Atlantans as they look to honor the City's past and create new Future Places by incorporating the values of historic preservation in future planning efforts.