Georgia Planning Legacy

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Making Great Communities Happen
What lessons can we learn from the past?

• Great plans are not always implemented by trained planners
• Vision and ideas play an important role
• Influence and politics are always at play
• Leadership is key to implementation
What is our role in influencing change?
What are we doing today to leave a legacy?

- Planning education
- Policy and Advocacy
- Recognition of leadership
- Planning Assistance
- Collaboration
- Communication
2008 APA/GPA Videos

- Leon Eplan
- Tom Roberts
- Paul Kelman
- Jerry Griffin
- Inga Kennedy
- William Allison
- Harry West
- David Kirk
- Tom Weyandt
- Chick Krautler

Full length videos of all persons interviewed are available online at Vimeo: https://vimeo.com/132341712
One hour summary of the 2008 video is provided on the GPA website: http://georgiaplanning.org/about-gpa/history-outlook/history-of-gpa-video/

Project was assisted by Tim Crimmins of Georgia State University and Lance Lipman served as the videographer.
Georgia History and Successional Planning

• Georgia’s long term and recent past (Ancient, Pre-1996 Olympics, Contemporary GA planning)

• Planning history (Georgia’s environmental laws, Georgia Planning Act, SPLOST, CIDs, 2\textsuperscript{nd} and 3\textsuperscript{rd} generations of local government plans)

• Infrastructure (State Transportation Plans, Interstate System, Rail, GRIP, MARTA, GA Ports Authority, HJIA, Silver Comet Trail, PATH)

• Economic (Georgia World Congress Center, Coke-a-Cola, UPS, Home Depot, UGA, GT, Atlanta Chamber of Commerce, Partnership Gwinnett, etc.)

• Preservation and development (Savannah, Fall-line cities, pre-auto urbanism, shopping malls, New Urbanism, LCI)

• Demographic and social history (U.S. migration, demographic changes, Civil Rights, famous Georgians)
Celebrate Planning and History in your Community

- Retain planning documents
- Video interviews
- Stories – King Center, Appalshop
- New ways to communicate planning and celebrate the culture of a community (Instagram, etc.)
Recollections about Big Plans that Failed

...Or at least fell short

• The Outer Loop / Northern Arc
• 1990 MARTA Referendum in Gwinnett County
• GRTA Implementation - Statewide Development Plan
• ARC Cobb County Transit initiative Study (FERBOCC)
• I-485/ I-420
The Outer Loop(s)
Outer Loop in Gwinnett County
2000 Land Use Plan
Second Choice: The Northern Arc
1990 MARTA Referendum in Gwinnett Co.

- 11-mile extension from Doraville to Gwinnett Civic Ctr
- Three Stations: Norcross, Indian Trail, Gwinnett Place
- 11 Bus routes
- Complete by 1998
- Ridership: 60,000/ day by 2010
- Cost: $682 million
- Funded by 1% Sales Tax (no federal contribution)
- (MARTA was built with 56% federal funds)
- Unsuccessful Referendum in Nov. 1990
- Vote was 30% (yes) to 70% (no)
1990 MARTA Referendum in Gwinnett Co.

Reasons for Failure

• Considered to be too little service by most voters
• Voter turn out low in the area that would be served (e.g. Peachtree Corners/Norcross)
• Phone poll says 58% of general population supported transit
• Anti-MARTA people were more vociferous, higher voter turnout
• Fear of crime (46% of opponents) - racism?
• Cost of system - $682.6 million (67% of opponents)
• No federal subsidy – MARTA had committed all available federal $$ to North Line to Dunwoody
• Highway improvements had not been made – would cost $90 million (later over $1 billion)
GRTA Act Implementation

The GRTA Act – 1990

Early Players
- Roy Barnes
- Joel Cowan
- Jeff Rader
- Eric Meyer
- Catherine Ross

Intent
- Remedy Non-attainment
- Power to coordinate regional Land Use and Transportation decisions
- Plan and implement multi-modal transportation solutions in NA counties
- Have pre-emptory powers
  - GA DOT, ARC, MARTA
  - Governor’s Development Council
  - GEFA grants
  - Local government permits in Non-Attainment areas via DRI
GRTA Today

“...the agency has yet to become much more than a glorified regional bus service.” Maria Saporta

- GRTA was merged into SRTA in 2017
- Xpress Bus Operations and planning under SRTA
- Operated 166 buses on 25 routes & 27 park ride lots
- 7,000 daily passenger trips from 12 counties
- State vanpool program has 1,700 daily riders using 301 vans
Possible reasons for policy shortfall

• Air Quality crisis was averted
• Roy Barnes not re-elected in 1993 – last Democratic Governor of GA - opposition to state flag, opposition of teachers - no pay raises
• Followed by Sonny Perdue and Republican administration
• Budget cuts
• Failure to get enough money and personnel
• Confusion over the role of ARC and GRTA in planning
• Politics in Legislature against funding Atlanta transportation problems
• Legislature resists using state land use controls
ARC / MARTA
Cobb County Rapid Transit Plan
(c.1982)

101-Mile RDP Transit System

Death of "FERBOCC"