

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY (MARTA) AND THE CITY OF DECATUR Decatur, Georgia

RCLCO was engaged, along with a team of architects, land planners, design and public policy analysts, to consider alternatives for the redevelopment of the MARTA station plaza area and adjoining block. Downtown Decatur has been preserved successfully as an “authentic” small town center, with town square, great lawn and band stand. Through a series of promotions, special events, and retail/entertainment programming, downtown regularly attracts an array of patrons, including local residents, workforce, and visitors from the east metro areas.

The client, the City of Decatur and the Decatur Development Authority, sought the advice of this team in order to re-develop the block surrounding the transit station. Their goals were to enhance the public space, address issues of public safety in and around a transit station, and to create opportunities for increased private investment in the area. The station area itself remains in good physical condition, not subject to the effects or efforts oriented to reducing urban blight and deterioration.

RCLCO was engaged specifically to determine the overall depth of market, to recommend appropriate and supportable uses for space created through the design team’s work, and to help identify sources of funding to accomplish the development program. RCLCO staff analyzed local area demographics, work force expenditure patterns, and current trends in intown lifestyles, and utilized its database of intown revitalization to determine an appropriate and supportable mix of uses – including retail, residential, office and entertainment. RCLCO also participated in a number of meetings, workshops and charettes, in order to incorporate public opinion and community goals into the final recommendations.

