



Department of  
**CITY PLANNING**

**PLAN A**



# Community Involvement Plan

SEPTEMBER 2024 EDITION





**One City** with One Bright Future.  
A city of safe, healthy, connected  
neighborhoods with an expansive  
culture of equity, empowering  
upward mobility and full  
participation for all residents.



**Andre Dickens**  
Mayor, City of Atlanta

# PLAN A IS FOR ALL ATLANTANS

It's our path to grow stronger together.

The City's role is to engage the community in the process, gather input and feedback from participants, and build that into an actionable plan for Atlanta's future. Working together as residents and neighbors in the spirit of progress, our aim is to create a citywide community vision to make an Atlanta that functions better for all people.

Plan A is Atlanta's Comprehensive Development Plan (CDP). Every five years, the CDP is updated so that the vision for the future of the City includes current changes in growth patterns and the aspirations of all residents. From early 2024 until mid-2025, public involvement will include meetings, workshops, small group discussions, and other outreach activities. In this process, Atlantans can voice their concerns about challenges in our communities, and share ideas on changes and improvements to help our neighborhoods thrive.

**'The Atlanta City Design'**, adopted in to the City Charter in 2017, is a vision for shaping the City of Atlanta into the best version of itself by manifesting Dr. King's concept of the Beloved Community. Plan A is our opportunity to put pieces in place to fulfill that vision.

The Community Involvement Plan details the strategy, phases, and activities of public engagement for Plan A.

# Public participation is essential to build an inclusive and effective plan.

It's critical to ensure that Atlantans of all backgrounds have opportunities to get involved and give input.

The Department of City Planning is dedicated to a planning process that reflects Atlanta's diverse community and includes everyone in our city's future prosperity. Community involvement will touch all areas of the City and create opportunities for Atlantans to share their ideas for the CDP.



## GOALS

- Prepare a Comprehensive Development Plan that brings community ideas to life.
- Encourage and increase overall public participation across all neighborhoods.
- Raise awareness among those excluded in past planning processes and empower them to participate.
- Be transparent and responsive.

## APPROACH

- Create opportunities to build trust, capacity, and relationships with neighborhood groups, NPUs, and others.
- Combine in-person and virtual opportunities so all Atlantans can get involved.
- Assess and adjust engagement activities as needed throughout the process.
- Routinely provide updates to the community.
- Align with ATL Zoning 2.0 (Zoning Ordinance Rewrite) and other key planning initiatives.



# Plan A works together with ATL Zoning 2.0 to build a city for the future.

Plan A and the Zoning 2.0 Ordinance Rewrite projects are multi-year initiatives being conducted over the same period of time. The Zoning 2.0 Ordinance Rewrite will create the tools to implement Plan A.



## Plan A and Zoning 2.0 Timeline



Additional citywide initiatives Plan A works with include:



Atlanta's **diverse** perspectives  
share a focus on our future,  
compelling us to do the work and  
make the decisions necessary to  
move the city forward.



- 'The Atlanta City Design – Aspiring to the Beloved Community'





## ENGAGEMENT ACTIVITIES

The Department of City Planning informs and engages the public through a wide range of activities including in-person meetings, virtual platforms, educational forums, cultural events, and grass-roots efforts.

# INTERNAL PREPARATION



## Internal (Staff) Engagement

The Plan A Project team recruited colleagues to be Plan A Ambassadors, and a series of educational sessions were held to prepare this team to facilitate public meetings and external outreach. Groups of Ambassadors setup and operate community meetings, and are the first line of DCP representation that attendees engage with to share input and address their questions about Plan A.

## Plan A Kickoff

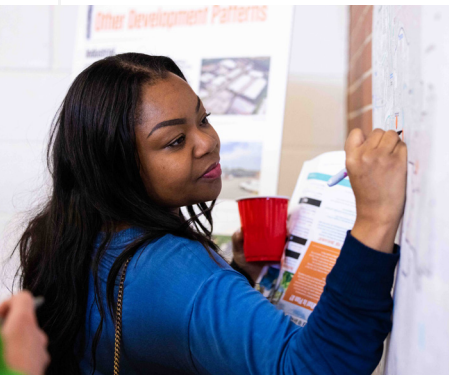
In February 2024, over 300 people attended a lively Kickoff event at Greenbriar Mall. Mayor Dickens, DCP leadership and community stewards spoke about the purpose and importance of Plan A. Key background information, project dates, and an overview of the planning process was shared. Food and music added to the festivities, and prizes were given away to a select number of event participants who completed a topical quiz. A host of station areas were set up, and attendees had the opportunity to speak directly with project managers about a variety of planning areas (e.g. zoning, transportation, housing, etc.) and share their concerns and hopes for the City's future.

# ENGAGING OUR COMMUNITIES



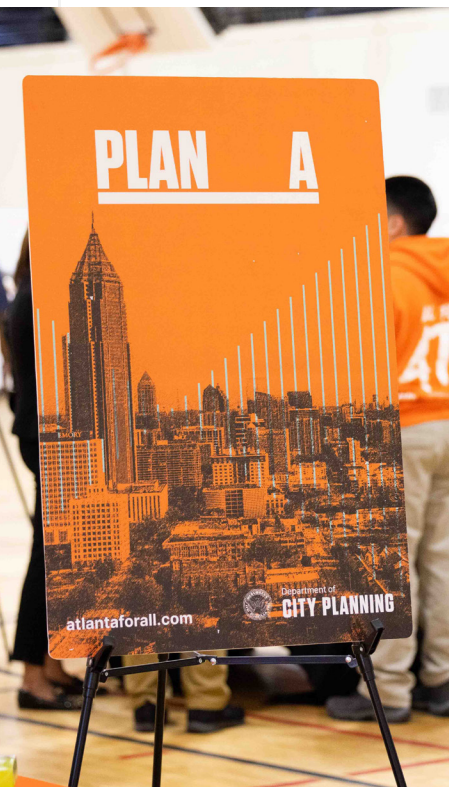
## Community Engagement

Community involvement is centered on forums to educate the public, encourage open discussion and the sharing of ideas, and to capture feedback. A description of activities is below. Scheduling details, including dates and locations for specific activities is also posted online.



## Community Meetings

In-person meetings to inform and educate residents on the Plan A process and receive their input on planning topics, are the core for community engagement. From March to June 2024, meetings were conducted in each NPU area. A series of meetings will begin again in October 2024 through February 2025 for Round 3 of the planning process.



## Public Review and Comment

Throughout the Plan A process, Atlantans have multiple forums to review the planning details and offer their critique and comments on how their neighborhoods should grow and evolve. In addition to sharing input at in-person meetings, a web-based map and accompanying survey are available for Atlantans to explore different layouts, changes, and potential development scenarios in their neighborhoods.

## Popups

DCP arranges to have a presence at a wide variety of city events to share information about Plan A and speak with Atlantans in local settings where community engagement is already happening. This includes neighborhood festivals, arts and cultural activities, leisure events, and other civic initiatives. In addition to sharing information on involvement activities, representatives offer visitors the opportunity to participate in the planning process via surveys and the online mapping tool. Promotional content and giveaways are also on hand for passers-by.





### **Conversations with Planners**

Neighborhood groups and other entities who are interested in having a focused conversation with the project team on a particular planning topic can reach out to the project team via the Plan A inbox to arrange a dedicated meeting.

### **Plan A Website**

*Atlantaforall.com* is the online portal for all things Plan A. It provides an in-depth source of information for the public, opportunities to engage and offer input, and a comprehensive listing of all Community Involvement activities. As details for planned activities change, the site is updated with the latest information.



### **NPU University Course**

In January 2024, *Introduction to Comprehensive Development Planning* was facilitated for Atlantans to learn about the backdrop, purpose, and importance of Comprehensive Planning and how they can get involved in the process.



### **Public Leadership Group**

The Public Leadership Group (PLG) consists of about 20 people representing elected official(s), economic and community development partners and City department and office leaders accountable for implementing the comprehensive development plan. The State requires this group to provide high-level direction and decision-making at key points during the planning process.

### **Leadership Briefings**

Every month, DCP leadership is updated on the overall progress of Plan A, the status of Ambassadors, event participation, and any issues or concerns that need to be addressed. Project coordinators also recommend opportunities for DCP leaders to appear and/or speak at certain community activities.



# SPREADING THE WORD

## OUTREACH & AWARENESS

From targeted communications, to collateral and promotions, to tactical executions, a host of creative and messaging elements help to drive interest and engagement in Plan A.

### Marketing Campaign

A layered awareness campaign communicates the purpose and vision of Plan A and encourages public participation in the process. This includes a distinct brand identity that appears on all executions, and a fact sheet summarizing the big-picture and key elements of the CDP process.

### Communications

Public messaging about Plan A and its Community Involvement activities are delivered through a number of platforms and executions.

- Website updates
- Social media posts
- Email blasts
- Fact sheets
- Utility mailer
- Marketing collateral: flyers, mailings, postcards, etc.
- Educational videos
- Partner toolkit to include fact sheet, digital brochure, social posts, e-blasts, etc.
- Outreach recaps - periodic summaries of engagement highlights (per phase)
- Canvassing strategy

### Promotions & Experiential

Branded items, giveaways, and other elements expand the reach of the campaign and help drive impact with engaging participants, both for DCP staff and the public.

- Plan A brochures and posterboards
- Giveaways: t-shirts, hats, etc.
- Visits and conversations at Atlanta City Design Studio





That's what **community**  
engagement is all about. People  
tell us what they want for the  
[future] of their city. And we write  
a plan to get it for them.

**Jahnee Prince**  
Commissioner, Department of City Planning

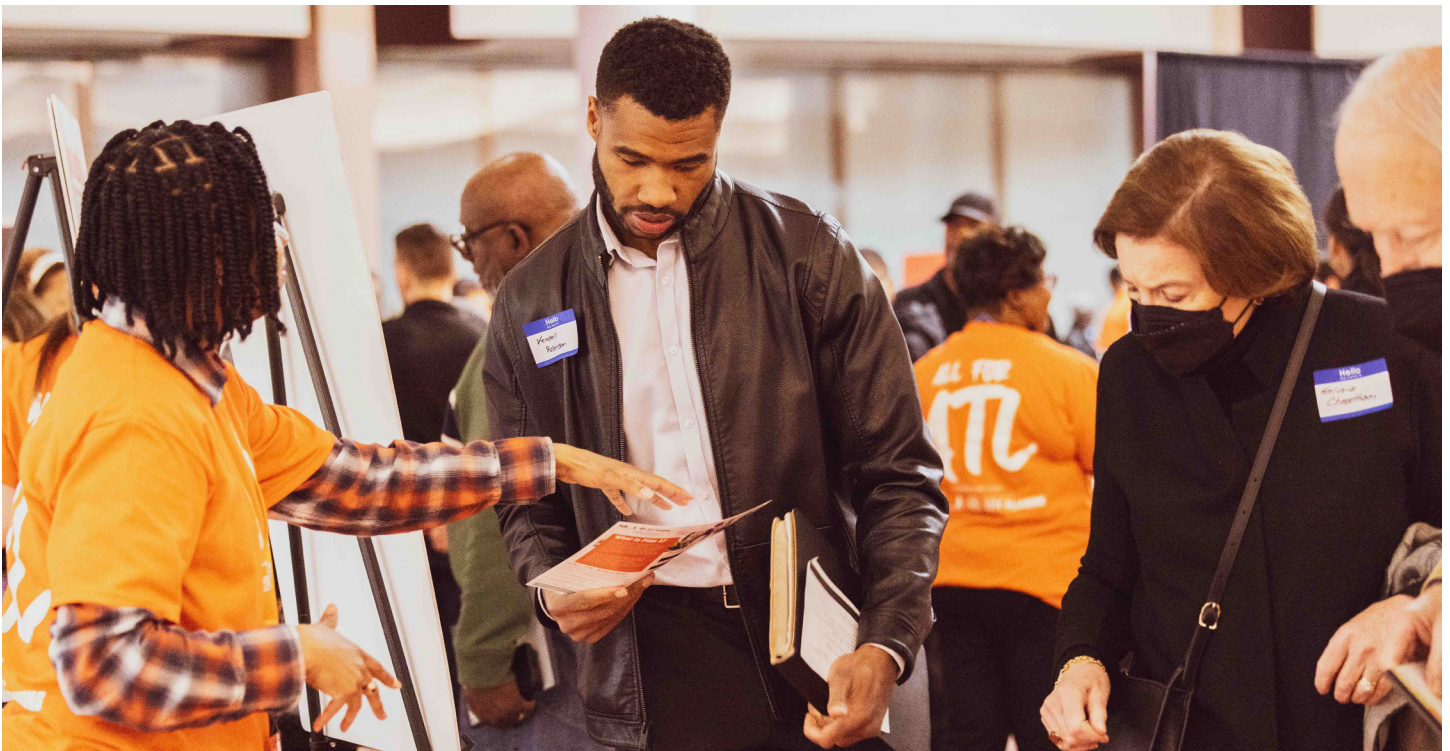
## COMMUNITY INVOLVEMENT SCHEDULE

Phased engagement with multiple opportunities for public input, feedback, and review of content.

# ROUND 1

## Community Open Houses for Land Use and Neighborhoods Planning Chapters

FEBRUARY – APRIL 2024



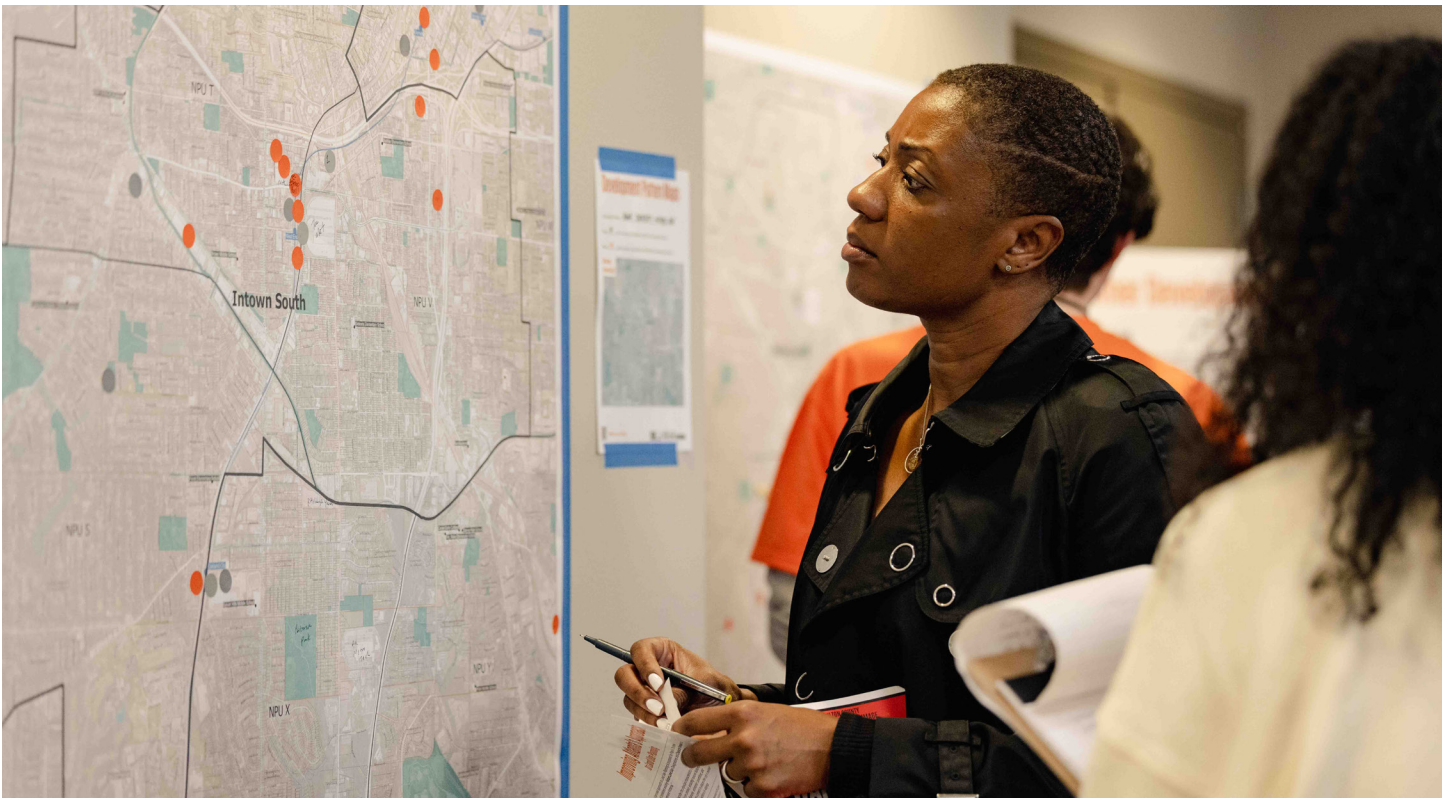
- Launch Plan A website and initial community outreach
- Publish Community Involvement Plan
- Update Neighborhood Planning Units (NPU), Neighborhood Associations, Atlanta Planning Advisory Board, and other community stakeholders
- Meet with Public Leadership Group
- Present to Atlanta City Council Community Development and Human Services (CD/HS) Committee
- Facilitate NPU-University course on Comprehensive Development Planning
- Host Plan A Kick Off in late February 2024



# ROUND 2

## Community Workshops for Land Use and Neighborhoods Planning Chapters

MAY – JUNE 2024



- Update Plan A website with online survey, mapping tool, and education materials
- Host Community Workshops across all NPUs
- Conduct Pop-ups at key places and events across the city
- Offer “Conversations with Planners” so planning participants can meet with Department of City Planning staff individually or in small groups, virtually or in-person
- Continue community outreach through online posts, mailers, and other tailored executions to Neighborhood Planning Units, Neighborhood Associations, Atlanta Planning Advisory Board, and other community stakeholders
- Present to Public Leadership Group and CD/HS Committee
- Execute promotional campaign to promote community involvement schedule and inform public via social media

# ROUND 2

## Summarize Feedback, Access Land Use & Neighborhood Planning Elements

JULY – SEPTEMBER 2024



- Update Plan A website
- Continue promoting awareness of Community Involvement activities
- Adjust schedule, involvement activities to reflect current state of the Plan A process
- Present to Public Leadership Group and CD/HS Committee



# ROUND 3

## Community Meetings for All Chapters

OCTOBER 2024 – FEBRUARY 2025



- Publish initial draft of Plan A for review
- Host community meetings and pop-ups across the city
- Continue community outreach and Conversations with Planners
- Present to Public Leadership Group and CD/HS Committee
- Present at monthly NPU meetings
- Incorporate public comments and explain revisions
- Publish revised draft of Plan A (February 2025)

# ROUND 3

## Community Involvement Schedule

### Meeting #1 – OVERVIEW

Thursday, October 10, 2024  
55th Floor, Bank of America Building  
600 Peachtree St. NE  
5:30PM – 8:00PM

### Meeting #2 – FUTURE VISION AND GOALS

Monday, October 21, 2024  
E. Rivers Elementary School,  
8 Peachtree Battle Ave NW  
5:30PM – 8:00PM

### Meeting #3 – URBAN DESIGN

Wednesday, October 23, 2024  
FanPlex  
768 Hank Aaron Dr. SE  
5:30PM – 8:00PM

### Meeting #4 – ECONOMIC DEVELOPMENT

Tuesday, October 29, 2024  
Carver High School  
55 McDonough Blvd. SE  
5:30PM – 8:00PM

### Meeting #5 – HISTORIC PRESERVATION

Monday, November 18, 2024  
Atlanta Preservation Center  
327 St Paul Ave. SE  
5:30PM – 8:00PM

### Meeting #6 – TRANSPORTATION

Monday, December 16, 2024  
Plywood Place  
933 Lee St. SW  
5:30PM – 8:00PM

### Meeting #7 – HOUSING

Wednesday, January 29, 2025  
John Lewis Invictus Academy  
1890 Donald Lee Hollowell Pkwy NW  
5:30PM – 8:00PM

### Meeting #8 – CLIMATE RESILIENCE

Thursday, January 30, 2025  
Helen S. Mills Senior Center  
515 John Wesley Dobbs Ave NE  
5:30PM – 8:00PM

### Meeting #9 – RECAP

Thursday, February 6, 2025  
Atlanta City Hall Atrium  
55 Trinity Ave SW  
5:30PM – 8:00PM



# ROUND 3

**Adopt Plan A**  
MAY – JULY 2025



- Present to NPUs
- Present to Public Leadership Group
- Present Plan A at CD/HS quarterly meeting in June
- Adopt Plan A (Atlanta City Council and Mayor to approve)

# Get involved with the plan.

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For more information on Plan A,  
visit: [atlantaforall.com](http://atlantaforall.com)

Have comments or questions about  
the Plan A process? Email us at  
[planA@atlantaga.gov](mailto:planA@atlantaga.gov)

Connect with us @ATLPlanning



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