

Ashford Dunwoody Road Corridor Study

Public Open House - November 29, 2016



Project Overview

ABOUT THE STUDY

In 2014, the City of Brookhaven adopted a Comprehensive Transportation Plan (CTP), which recommended, among other things, a corridor visioning study for Ashford Dunwoody Road.

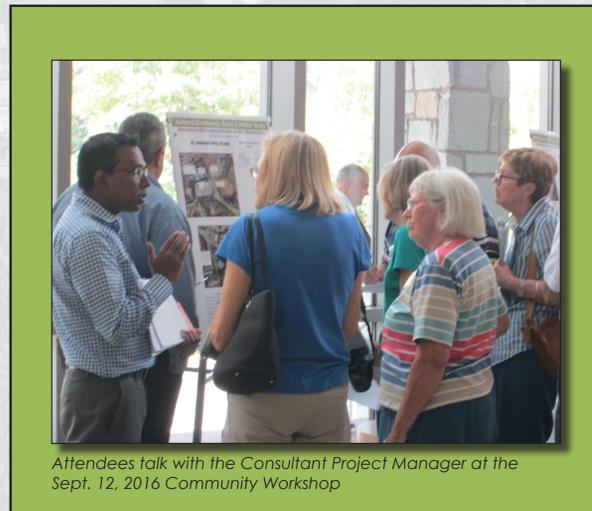
Building upon this recommendation, in 2015 the City initiated a corridor study for Ashford Dunwoody Road to develop a **vision for a multi-modal corridor** that:

- Serves the needs of **all users**;
- Is **harmonious** with **existing development** and future growth along the corridor;
- **Minimizes negative impacts** to property owners and neighborhoods along the corridor;
- Has **broad community support** from citizens, stakeholders, and other partners; and
- Is **cost-effective** and **implementable**.

The boundaries of the study are from Peachtree Road (SR 141) on the south to the City Limits near I-285 on the north.

The goal of this phase of the study is to identify typical cross sections for different segments of the corridor as well as intersection improvements that will address operations and safety for all users in a context-sensitive manner.

Upon approval of the recommendations by City Council, the City will develop a plan to fund and implement the recommended projects. The design details of the recommendations will be worked out during the future planning and design of individual projects. This process will include opportunities for the community to review and provide input on the proposed design details.



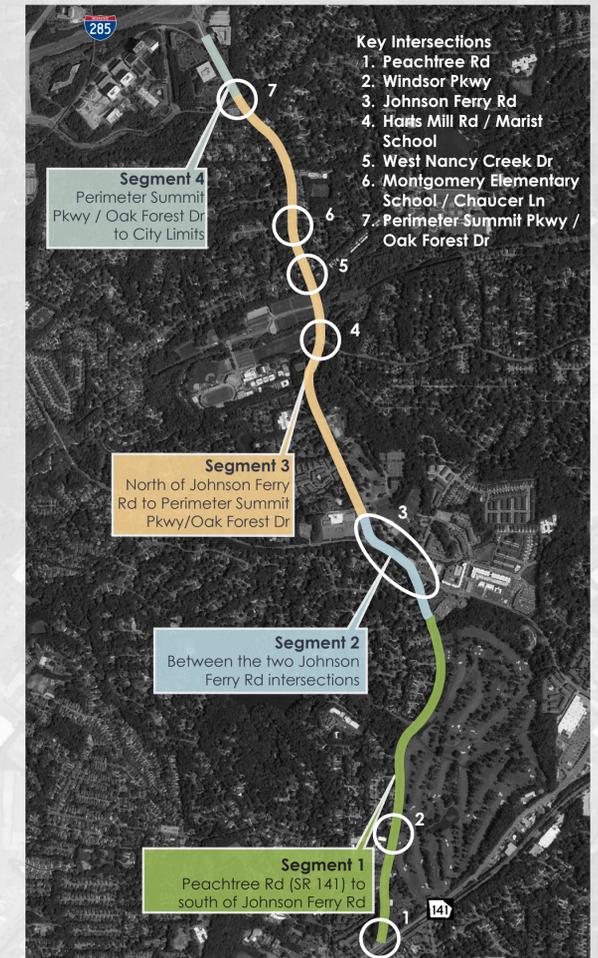
Attendees talk with the Consultant Project Manager at the Sept. 12, 2016 Community Workshop

OVERALL VISION and ISSUES ADDRESSED

The recommendations seek to address common concerns, listed below, and to strike a balance between operational improvements and creating a safe and comfortable environment for all users. Recommendations include operational improvements at key intersections, such as longer or additional turn lanes; a design that accommodates a 35-mph speed limit; a reconfiguration of the Johnson Ferry Road intersections; and continuous, safe facilities for people biking or walking.

- Traffic **signal timing**
- **Pedestrian safety** and **inadequate pedestrian facilities** in some areas
- Street **crossings**
- **Lack of turn lanes**
- Desire to **preserve residential neighborhoods** and natural areas or green spaces
- **Cut-through traffic** in neighborhoods
- **Speeding** vehicles
- **Ability to safely turn** onto and off of Ashford Dunwoody Road from side streets
- Traffic **congestion** on Ashford Dunwoody Road
- **School traffic** on Ashford Dunwoody Road
- Volume, congestion, and confusion at the intersection of **Ashford Dunwoody Road and Johnson Ferry Road**

STUDY AREA MAP



- Key Intersections**
1. Peachtree Rd
 2. Windsor Pkwy
 3. Johnson Ferry Rd
 4. Harts Mill Rd / Marist School
 5. West Nancy Creek Dr
 6. Montgomery Elementary School / Chaucer Ln
 7. Perimeter Summit Pkwy / Oak Forest Dr



Preserve Neighborhoods



Optimize Traffic Signals



Reduce Congestion



Provide Bicycle Access



Ensure Pedestrian Safety



Enhance Green Space

Corridor Vision

Ashford Dunwoody Road ... "should be a safe, efficient, inviting, and convenient multi-modal corridor that provides all users with access to a variety of destinations in a harmonious, cost-effective manner that enables neighborhoods and businesses to thrive. People are able to move safely and efficiently along, through, and within the corridor to connect with neighborhoods, workplaces, institutions, and activity centers on foot, bike, car, bus or other mode in a way that preserves and enhances surrounding neighborhoods, green space, and the community in general."



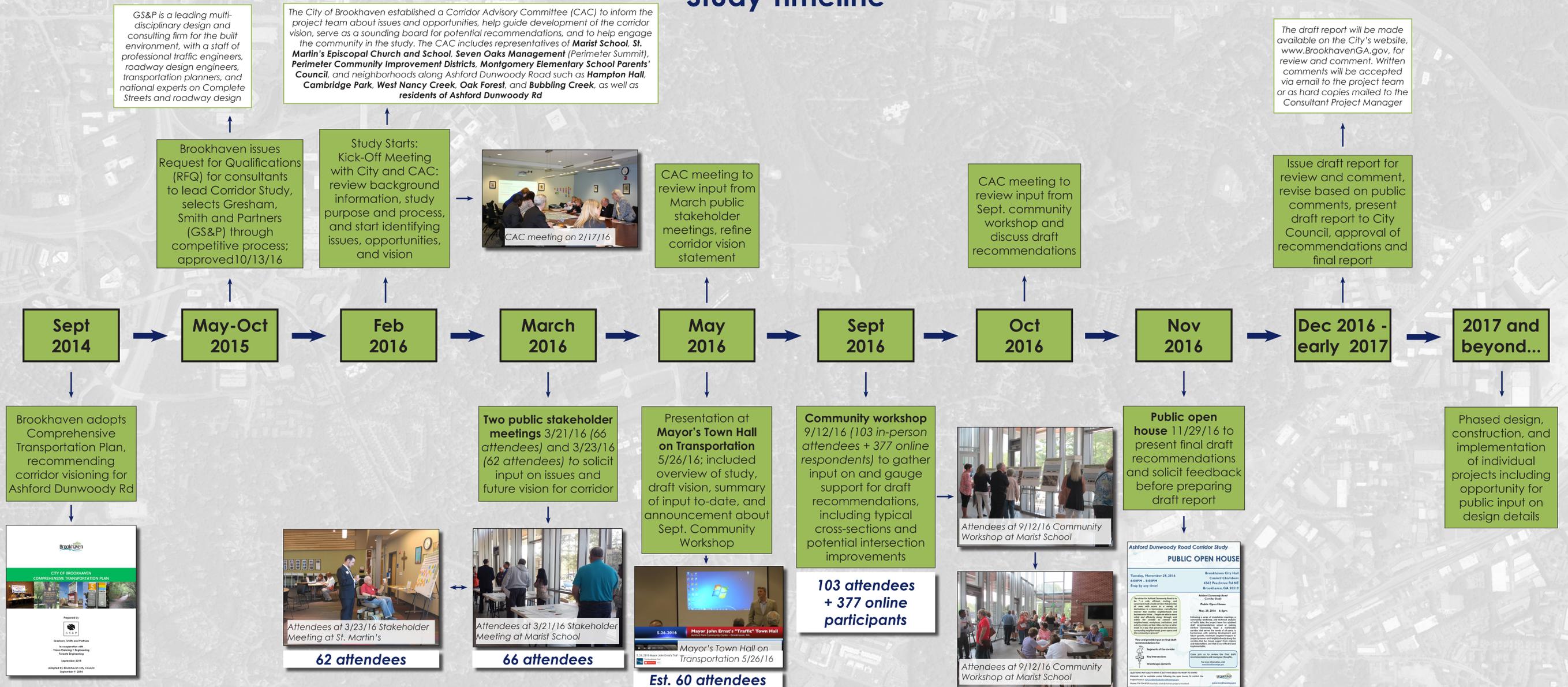
The City's Project Manager speaks with attendees during the Sept. 12, 2016 Community Workshop

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Study Timeline



Outreach Activities

The City of Brookhaven maintains a strong communications and outreach program. Through these platforms, announcements about the Ashford Dunwoody Road Corridor Study were able to reach **10,000 followers on Nextdoor**; **3,884 people on Facebook**; **3,145 email newsletter subscribers**; and **2,699 followers on Twitter**. In addition, over the course of the study, the project team has compiled a **contact list of 256 individuals** who have participated, contacted the project team, and/or provided feedback.

The City conducted extensive outreach for project workshops and public meetings to aid the Public Works Department in engaging the community in the Ashford Dunwoody Road Corridor Study.

Announcements were made using a variety of formats and platforms, including: **18 City email newsletters**, posts on the **City's website**, distribution of **paper flyers**, **three (3) ads in the Brookhaven Reporter**, announcements at **City meetings**, and television spots, as well as posts and ads on **Facebook** and announcements on **Nextdoor** and **Twitter**.

Examples of outreach materials are shown at right.

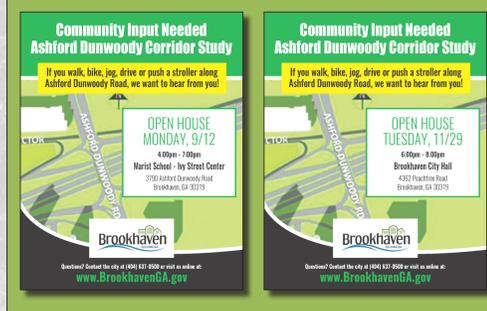
City Email Newsletter Blasts

Notices of public meetings and opportunities to provide input into the study ran at least **18 times** in city email blasts, including in the issues of:

- March 15 and 18;
- May 19 and 20;
- August 9, 12, 19, and 26;
- September 2, 9, 21, 23, and 30; and
- November 3, 4, 10, and 18.

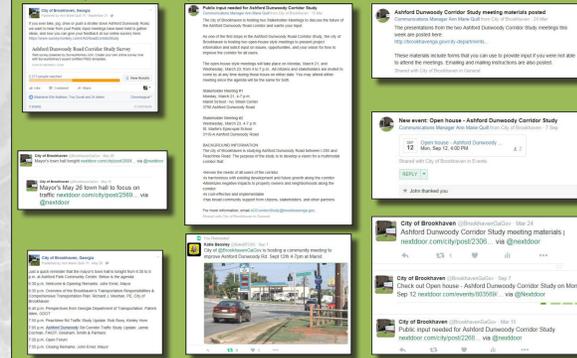
Newspaper Advertisements

Announcements and notices were published in three separate editions of the **Brookhaven Reporter** (9/2/16, 11/11/16, and 11/25/16), which has a household circulation of 10,000.



Social Media Outreach

Meeting notices and announcements were posted on a variety of social media outlets, including **Facebook**, **Twitter**, and **Nextdoor**. Examples are provided below.



News Coverage

Multiple news outlets, including the **Atlanta Journal Constitution**, **Dunwoody Crier**, **Brookhaven Post**, **Reporter Newspapers**, and **Fox5 Atlanta** covered activities related to the study. Some examples are provided below.

