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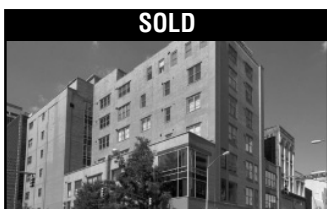
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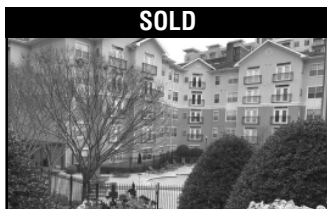
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# Kirkwood

## NEIGHBOR

VOLUME XXXII • ISSUE 01 | JANUARY 2018

## GDOT Plans to Resurface, Restripe Memorial Drive

by Greg Giuffrida

The Georgia Department of Transportation (GDOT) plans to resurface four miles of Memorial Drive this summer, from Pearl Street in Reynoldstown to Candler Road in East Lake. This project also offers an opportunity to restripe the street to a less confusing and safer lane configuration for both pedestrians and motorists.

Memorial Drive is classified as an urban arterial route, serving between 10,000 and 18,000 vehicle trips a day. It has more than 300 crashes a year. Several intersections are well above the statewide average for fatalities and injuries.

Representatives of the neighborhoods along Memorial Drive in the City of Atlanta have worked closely with GDOT through the Imagine Memorial transportation committee formed by Councilmember Natalyn Mosby Archibong in 2015. GDOT is proposing a two-phased approach for improving safety. We are talking about



the first phase now; scheduling for the second phase has yet to be determined. A presentation from GDOT on the data and methodology behind this project is available on the Memorial Drive Atlanta website (address at end).

All reversible lanes will be converted entirely to turn lanes. Depending on the location, it will either be a dedicated left-turn lane in one direction, or a two-way left-turn lane. Existing four-lane

segments will be converted to three-lane sections with left-turn lanes. These changes have been shown throughout the country to reduce crashes and improve conditions for both pedestrians and motorists.

It's possible that, as a result, some intersections will have slightly longer vehicle delays. Some intersections will

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Kirkwood Neighbors' Organization (KNO) is a racially and economically diverse civic organization devoted to the revitalization of Atlanta's historic Kirkwood community.

KNO meets on the 10th of each month at 7 PM at the Turner Monumental A.M.E. Church, 66 Howard St. NE.

Everyone is welcome!

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Comments? Story Ideas? Advertising Questions? Your comments about this newsletter or story ideas are encouraged. Please contact the Editor.

Kirkwood Neighbor is published monthly by the Kirkwood Neighbors' Organization (KNO) and is distributed at all KNO and Neighborhood Planning Unit (NPU-O) meetings, to Kirkwood's elected representatives, our fire and police stations, and to city and county officials. This newsletter is distributed free of charge at the locations listed on the right.

All material in the Kirkwood Neighbor is copyrighted by the Kirkwood Neighbors' Organization (KNO).

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The new kiosk at Hawk Hollow was an Eagle Scout project for Angus Pritchard, a Decatur High School senior. He raised money for, designed, and built it with the help of his fellow scouts. Hawk Hollow is one of five gardens in Decatur and Atlanta managed by Wylde Center, which will use the kiosk to provide information about Hawk Hollow events and work days as well as nature notes. Stop by 2304 1st Avenue any time to admire it!

Memorial Drive

continued from page 1

see shorter delays because of improved turning movements. All intersections will be carefully monitored for changes, and signal timing will be optimized through the Regional Traffic Operations Program.

Public meetings held in Reynoldstown on Oct. 18 and East Lake on Nov. 8 shared details of the project and collected input from local residents on the changes. More than 100 comments submitted at these meetings are being evaluated for incorporation into the project's design, along with dozens more comments

from specific stakeholders like Drew Charter School, the City of Atlanta, Atlanta BeltLine, and large property owners. (If you would like to comment, please visit the website for your options.) All comments will be considered, but it's not possible to incorporate every suggestion into the design of this resurfacing project.

We encourage all Kirkwood residents to attend KNO meetings and get involved with the neighborhood's transportation committee to stay informed on this and other projects that will affect the community.

Greg is the Memorial Drive Corridor Executive, 404-895-3082.  
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## KBOA Spread Lots of Holiday Cheer

At a holiday mixer on Dec. 5, more than 70 neighbors, business owners, and community supporters enjoyed delicious food from local providers and live music from the Elegant Bachelors.

The Kirkwood Business Owners Association presented checks for \$1,000 to each of the five non-profit organizations selected to benefit from the annual Wine Stroll:

- Wholesome Wage Georgia, to provide East Atlanta Village Farmers Market incentives
- Kirkwood Neighbors Organization, for the Neighbor in Need program



- Fred Armon Toomer Elementary Educational Foundation, to fund one teacher training for International Baccalaureate accreditation
  - Atlanta Harm Reduction Coalition, to purchase 100 Nalox-one overdose reversal kits
  - Lanta Gras, for their children's music program
- A silent auction at the event, held in the new sanctuary at Kirkwood United Church of Christ, raised over \$1,800. Thirty Kirkwood businesses donated items to benefit KUCC's Christmas in Kirkwood program, which focuses on families from Toomer Elementary and Kirkwood senior citizens.

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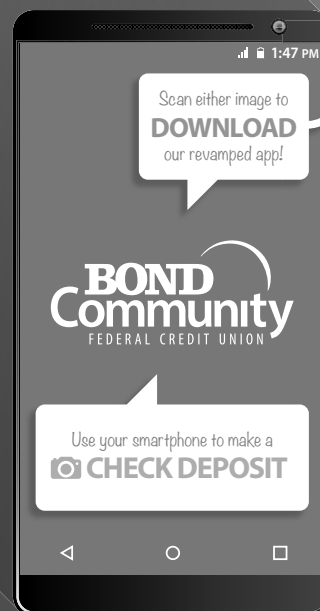
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### Upcoming Events

**Monday, January 29**

**8:15-9:15 AM**

Whitefoord Early Learning Academy Tour

**Friday, February 2**

**8:15-9:15 AM**

Toomer Prospective Parent Tour



## Snow Day!

*photos from Facebook by:  
Jay Clue Town (above),  
Anke Larkworthy (right),  
and  
Kristen Casteel Davis (below)*



## When Lawyers Become Comedians (on Paper)

by Keely Herrick

When a lawyer writes a cease and desist letter (C&D), they realize that the recipient may post it on the Internet. So it's more important than ever to consider the tone of these letters. Aggressive bullying isn't usually the best look for a company and might turn off its customer base.

Some attorneys are using humor to make their requests, and these efforts can often get results.

For instance, Budweiser recently sent an actor dressed as an old-fashioned town crier to deliver an archaically written C&D (on parchment paper even) to a Minneapolis brewery that was using Dilly Dally Mosaic Double IPA as the name of a beer. Budweiser claimed ownership of Dilly Dally and requested that the brewery limit its use to a short run of one product.

The smaller brewery took it in stride, agreed to the request, and even posted the C&D on its wall, joking that it would rename the product Coat Tails in reference to its use of Budweiser's intellectual property.

Similarly, Netflix was less than pleased when a bar in Chicago sported a *Stranger Things* theme, copying the look of the popular television show as an homage.

Netflix sent a very casual,

joking letter, using language like, "Look, I don't want you to think I'm a total wastoid, and I love how much you guys love the show ... But unless I'm living in the Upside Down, I don't think we did a deal with you for the pop-up."

The bar agreed not to extend its run beyond the initial limited plan, and fans of the show weren't alienated. Win-win!

Another example: A restaurant called Moneygun announced its intent to "dress up as TGI Fridays for Halloween" as part of a "TGI Moneygun" promotion. The trademark counsel for TGI Fridays sent a bucket of flair along with a funny but pointed letter. She said she understood that "It's certainly a rite of passage to dress up as your personal hero for Halloween" and requested that Moneygun refrain from using any of her client's branding and trademarks in promotion of the event.

Moneygun went with it and changed the name of its party to "Wear the Flair." Both restaurants likely benefited from publicly working together to protect their assets in a creative manner.

While these were successful, not all lawyers are gifted with an accessible sense of humor. If you want to try a playful cease & desist letter, make sure it's actually funny!

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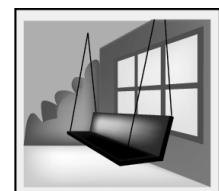
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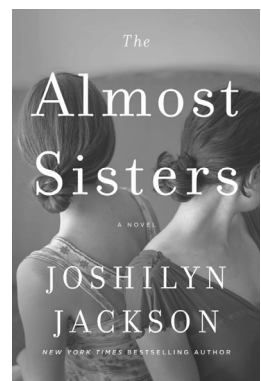
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## January Book Club

This month's fun read is *The Almost Sisters* by Joshilyn Jackson, the author of *Gods in Alabama*. It's a highly addictive concoction of quirky Southern drama that confronts the truth around the stories we tell ourselves about our origins and who we really are.



Join the discussion on Tuesday, Jan. 30, at 8:00 PM.

Request to join the closed Facebook group at [www.facebook.com/groups/KirkwoodBooksandWine](https://www.facebook.com/groups/KirkwoodBooksandWine) or e-mail [kirkwoodbookclub@gmail.com](mailto:kirkwoodbookclub@gmail.com)

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Middle and high school students can show proof of school enrollment and an active AFPLS library card to receive up to 10 pages of free homework prints. Ages 13-18.

### Teeny Tiny Tots Story Time

*Wednesdays, starting Jan. 10, 10:30 AM*

Join us as we build successful readers through language development, listening, and social skills. Move, sing, hear stories, and meet other preschoolers from the neighborhood. Ages 6-36 months.

### Family Code Night

*Monday, Jan. 8, 6:00 PM*

Parents and caregivers can pair up with their kids and learn to code, together! Space is limited, call or visit the library to register. Ages 5+.

Call or visit the library for more information and to register for events.

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## Do You Adore Your Door? Boost Curb Appeal and Safety

*by Duncan Cottrell*

Curb appeal – how your property looks from the street – is affected by how your yard looks, how the home's façade and roof look, and how the home's entrance looks. A door that's weather-beaten, faded, or stained with water damage will ding your curb appeal score. Worse, the door could be weakened, providing an easier way for bad guys to break in.

Here's a quick do-it-yourself door audit to help you uncover problem areas:

1. Open and close the door. Does it stick or does the latch not catch?
2. Lock the door. Does the

bolt slide easily or do you have to apply "body English" or is there a trick to get it to slide?

3. Look at the bottom of the door from the outside. Do you see any signs of the wood splitting or mildewing? Press on the wood. Does it feel spongy or porous anywhere?
4. Go out to the front yard and look back at the closed door. Is the coloration (paint or stain) even or splotchy?
5. Is the door faded from sun exposure?
6. On a cold day, stand inside near the closed door and see if you feel air passing between the door and the

jamb or between the door and the floor.

7. Go outside after dark and look back at the closed door. Do you see light under the door or from any of the sides?

If you discover damage to the door itself, like wood rot or splitting, you should probably replace the door. In a historic home, that can mean you'll need to pay special attention to the door dimensions, because things weren't standardized in 1905, or it might not be rectangular. A replacement may have to be milled, rather than simply buying a new one at a home improvement store.

When there are gaps


around the door, or the lock doesn't catch properly, that means the door needs to be adjusted in the frame.

Let's say the door is physically sound and properly set in the frame, but it just doesn't look good. Then paint or refinishing is likely all that's needed. You'll have to strip and sand the door before appropriate, long-lasting paint or stain can be applied.


A dedicated do-it-yourselfer or a reputable handyman should be able to take care of these things.

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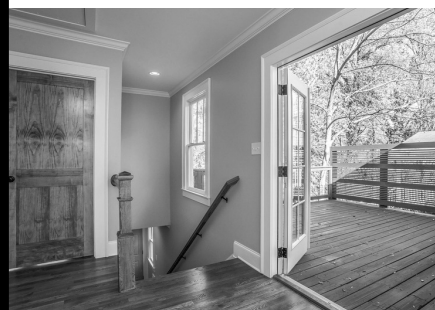
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## Pullman Yard: A Case Study of Missed Opportunities

by Greg Ramsey

Atlanta is undertaking a visioning effort to preserve the cornerstone of our city: its rare native forest tree canopy, original soils, and watershed system. A very different process is taking place in the planning and land entitlement procedures as development thrusts forward in “business as usual” mode, despite talk of green development initiatives. Pullman Yard, a 26.8-acre gem nestled in Kirkwood, is a good case in point.

The state, city, neighborhoods, and concerned citizens should have been able to work together to create a balanced development solution. Yet significant portions of the Comprehensive Development Plan’s specific amendment for the Pullman Yard, which the neighborhood worked on for years and represented our long-term interests, went unmentioned and undefended. And opportunities to create watershed resilience, wellness education, a spectacular passive recreation destination, and outstanding educational and business incubators may be lost.

These chances for sustainable community initiatives do not come often. But we are left relying on the developer, who has expressed community and environmental aspirations for the project, to accomplish what most developers will not.

### What Went Wrong

While the City of Atlanta was successful in preserving the historic buildings, it fell considerably short in protecting Pullman Yard’s environmental resources. The City treated it solely as a historic site instead of also the last significant upper watershed and stream corridor in east Atlanta. Overall development coverage requirements were negotiated without designating site-specific green spaces and the conser-

vation means to protect them.

The 10 acres of sloping terrain above the headwaters of Hardee Creek with a spring-fed marsh at the top of the watershed and remnant native forest tree canopy could have been protected (instead of only 2-3 acres protected by a 75-foot stream buffer), offering a model urban agriculture educational and workforce incubator farm. Development rights beyond present land entitlement (adding residential uses and increasing development bulk, for example) were given away without asking for an offset for the unique stream corridor.

The full Rogers Street corridor should have been planned out before proceeding with Pullman Yard. The site’s green spaces could have been offset with denser housing and additional land entitlements provided by the City along Rogers Street and with conservation-incentivized tax credits. This would have raised property values for owners along with tax revenues for the City. But that would have required constructive, proactive leadership.

And no meaningful traffic impact analysis was done before the City increased land entitlements for a site which has very poor vehicular access. The new development could generate several thousand car trips, despite being located just 1/2 mile from a MARTA train station.

### What’s Needed

Nothing short of re-assessing the City’s approach to future land use planning, clarifying the land entitlement process, and mitigating vehicle trip generation will give us the ability to create healthy urban growth in Atlanta.

Tim Keane, our current planning commissioner, understands how to do this. We need a process to carefully measure both the existing land entitlements and additional development rights gifted

to the developer to ensure that the City doesn’t give away rights without receiving an offset of natural infrastructure. This is not a “taking”; it is simply exacting an exchange where additional development rights are exchanged for a similar value of significant green spaces.

Decision- and policy-makers will need to step up to make this happen.

- Identify and prioritize the key remaining green spaces and natural infrastructure in the city.
- Amend the City’s land use plan to reflect compatibility with delineating and preserving these identified areas.
- Integrate into the zoning review process a clear and quantifiable method for evaluating land entitlement and the value of trading added development rights for green space.
- Incorporate zoning for innovative development that is density-neutral, offsets density, or is planned to protect green space.
- Establish *maximum* parking requirements instead of minimum ones for any projects in pedestrian, bicycle, or easy shuttle proximity of mass transit.
- Clarify the City’s land development economic objectives – short-term gains vs. long-term costs and burdens – to promote resilience and sustainability and not allow “giveaway” development rights without equivalent protection of green spaces.
- Assess how the historic and conservation tax credit system can be improved to facilitate the use of these credits by developers who want to preserve green space.

If this process overhaul would move forward, then Pullman Yard can serve as an example. We have to link the City’s green initiatives to the planning and land entitlement process in order to ensure improved health and prosperity for the city, its citizens, and developers well into the future.