

# REIMAGINE HONEST ALLEY

FINAL DRAFT  
12.11.24







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## HONEST ALLEY

In the late 19th and early 20th centuries, Gwinnett County's economy depended on cotton. Local farmers required quality mules and horses. And so Honest Alley, a row of stables and blacksmith barns



behind Crogan Street, became an important trading spot. Livestock traders would travel to the West, purchase mules and horses, and ship them back to Honest Alley on the train. Mr. Jim Bob Oakes was one of the most prominent traders. To tout his success, Jim Bob constructed a large white plantation-style mansion at the opening to the alley, where it still

stands today. Honest Alley was also notorious for medicine shows. Slick salesmen would tout the benefits of miracle elixirs from their covered wagons. Parents forbade their children to visit Honest Alley, warning of the shady characters that inhabited the place. This only added to the intrigue. Many long-time residents tell of sneaking down to the Alley to discover its mysteries. The original barns and stables of Honest Alley were destroyed in a fire in 1939.

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# ACKNOWLEDGEMENTS

The City of Lawrenceville is proud to present **Reimagine Honest Alley**. This alley activation study has been made possible by the community's collaborative efforts to reimagine Honest Alley as an exceptionally designed public space for people including engagement with community members, elected officials, City staff, and the design team. The study is funded by the Atlanta Regional Commission (ARC) through the Livable Centers Initiative (LCI).

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**Cover:** Scenes from Honest Alley during CULTURA: Fiesta Latina

**Inside Cover:** Image of the historic marker at the Honest Alley entrance on S Chestnut Street. Note that the "white mansion" referred to in the marker's text no longer exists. A boutique hotel is planned at its former location.

**Left:** Scenes from Honest Alley during CULTURA: Fiesta Latina. Photo Credit: Boon Vong

**Next Page:** Shoe Horn Alley at night. Photo Credit: City of Lawrenceville





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# ABOUT THIS STUDY





## Welcome to Downtown Lawrenceville

Lawrenceville is constantly investing in its downtown. The clean, consistent streetscapes and careful attention to the design of new buildings, as well as the renovation of older ones, has helped maintain its historic charm. Combined, E Crogan Street and E Pike Street provide the “Main Street” experience around the historic courthouse square that attracts residents and visitors alike. The Lawrenceville Lawn is a beacon for special events, while smaller public spaces, like Shoe Horn and Calaboose Alleys, make it easy to slip in between the cracks and discover gems of activity hidden around town. It is a place for people. Honest Alley will be the next vibrant patch on Downtown Lawrenceville’s fabric.

SHOE HORN ALLEY

CALABOOSE ALLEY

Gwinnett  
Historic  
Courthouse

S Perry St





Old Buford Dr

1/8 Mile (2.5 Minute Walk)

E Pike St (GA 8)

Lawrenceville Arts Center

Aurora Theatre

City Parking Deck

USPS

E Crogan St (GA 8)

HONEST ALLEY

S Clayton St

Lawrenceville First Baptist Church

S Chestnut St

City Parking Deck

Jackson St

Old Shadowlawn Cemetery

Luckie St

Gwinnett County Bicentennial Plaza

Lawrenceville Lawn

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About This Study





## WHERE THIS ALL STARTED

In 2021, the City of Lawrenceville adopted a five-year update to its Downtown Master Plan. Among many important goals the plan sets for Downtown Lawrenceville, it rightly prioritizes public space improvements that are supportive of other plan goals related to transportation and mobility, quality-of-life, and economic development. Honest Alley, and similar projects identified in the plan, are the result of this effort.

Honest Alley is an exciting opportunity to build upon the Downtown Lawrenceville experience. Thoughtfully designed, Honest Alley and other alleyways can provide intimate spaces for dining, small gatherings, or other special events without requiring the closing of other city streets, like Crogan and Pike, to traffic. These are “stumbled upon” spaces that add to downtown’s charm by providing something new to discover around every corner. Other cities in the region like Roswell with East Alley and Douglasville with O’Neal Plaza are powerful examples of the positive experience and benefits these spaces can provide.

**Reimagine Honest Alley** is an activation study: an important first step towards designing Honest Alley as an exceptional public space for people. Through rich community and stakeholder engagement, it establishes the vision and goals for transforming the alley, balances the alley’s service functions with its role as a vibrant gathering space, and proposes an exciting design concept as a springboard for the upcoming design and construction process.

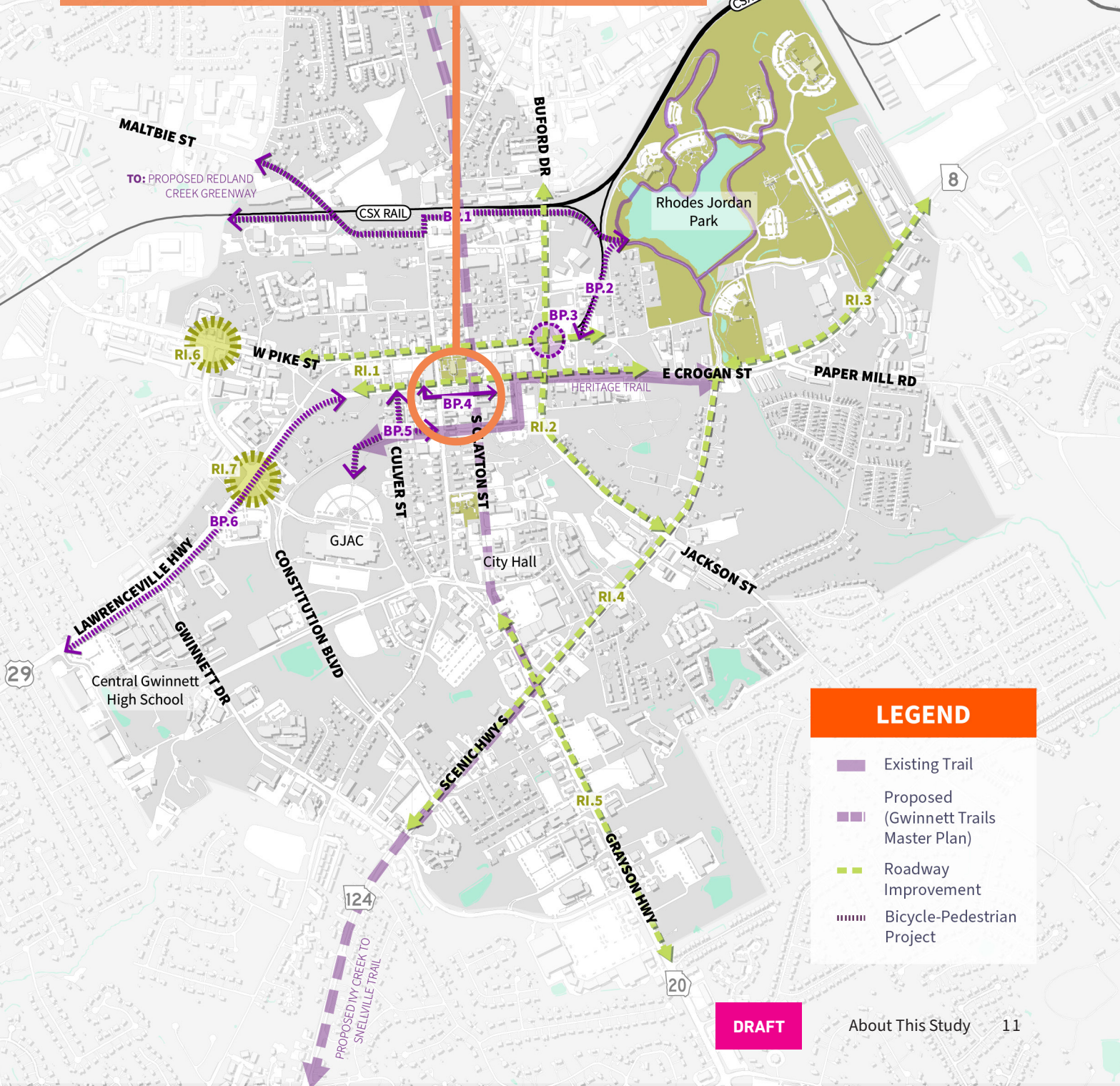


**Above:** Early conceptual rendering of Honest Alley and similar investments from Lawrenceville’s Downtown Master Plan (2021). **Photo Credit (Previous Page, Inset):** City of Lawrenceville



## PROJECT RECOMMENDATION FROM THE DOWNTOWN MASTER PLAN: BP.4 ALLEY NETWORK EXTENSION AS A PEDESTRIAN ROUTE AS WELL AS A PLACEMAKING FEATURE

The activation of Honest Alley and a continuation of alleys to the west will provide an exclusive back of house pedestrian experience as well as a placemaking opportunity for outdoor cafes and public art. The alley network could become an integral part of the downtown fabric, adopting the existing historic character of downtown and creating additional social spaces for City-sponsored events. These alleys may include elements such as brick pavers, café lights, permanent planters, and murals created by local artists.





## Transforming a Place for Service

Today, Honest Alley is a “back of house” space for many businesses that front E Crogan Street. Their backdoors open into a space inhabited by electrical lines, air conditioners, parking spaces, and a dumpster enclosure. Still, it is a popular pedestrian passage from the City’s parking deck with incredible potential to become an additional stage in the theatre of public life that plays out in Downtown Lawrenceville.

A public parking lot is hiding just behind the dumpster enclosure

Big blank walls are on the southern side of the alley

Dumpsters have recently been screened with a concrete block wall

This older building is owned by the Downtown Development Authority and a great candidate for activation

The alley has great visual access to adjacent streets

The edge of City property for the alley is not where you think it is





Utilities have become cluttered over time, are a visual detractor, and will need to be addressed

Most buildings have some type of rear access, some have even tried placing an active front on the alley

Edge conditions on private property vary greatly





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## A PLACE FOR PEOPLE



# RECONSIDERING HONEST ALLEY

Today, Honest Alley is a place for the service functions of many adjacent downtown buildings and businesses. Transforming the alleyway into an exceptional space for people and activities involves tackling three main challenges.

## TRADITIONAL ROLE OF ALLEYS

Historically, the function of alleys has been to focus service access—deliveries, utilities, and trash—to the rear of buildings where these activities do not interfere with the daily life that plays out on downtown’s public-facing streets. Downtown Lawrenceville’s alleys, including Honest Alley, still serve many of these functions. Where these activities take place will need careful planning and management to avoid unintentionally relocating them to other streets, which could detract from the physical improvements and overall experience that Lawrenceville has worked hard to cultivate.

## DESIGNING PLACES FOR PEOPLE

The design and programming of Honest Alley, and future similar projects, will need to be developed in a way that complements and does not compete with the public life on other downtown streets. It is tempting to look to alleyways to overcome design and use limitations that may exist on downtown’s main streets that are classified as state routes. It is clear that Lawrenceville has been able to offer a true downtown experience in spite of these constraints. However, we have to be careful that the conversion of alleys into attractive public spaces for people does not transplant the heart of Downtown Lawrenceville’s activity away from where it is most desirable.

## THE LIFE OF SMALL PUBLIC SPACES

Because the lines of public and private property are often tighter and become blurred in alleyways, it will be critical to discuss ownership of the new space and have a clear understanding of roles, rights, and responsibilities in terms of how the new public space can be used and how it should be managed and maintained. This study has initiated crucial conversations with adjacent property and business owners, and other major stakeholders, as well as the community at-large, to establish early support and partnerships towards making Honest Alley a reality. Together, we established six main goals to guide the creation of a vision and concept for transforming the alleyway.

Photo Credit (Previous Page): Boon Vong





# *GOALS FOR HONEST ALLEY*

1. Balance service functions with public access and activation
2. Build in flexibility: adjacent businesses will interface with the alley in different ways and at different times
3. Go beyond safety: make it an inviting place to be discovered and celebrated
4. Connect with surrounding streets and make it a part of downtown
5. Make the alley an excellent canvas for public art
6. Make it look good!









## *The Transformation of Honest Alley for People*

The vision for a transformed Honest Alley combines shared and dedicated spaces for pedestrians, balancing the need to maintain the alley's service functions for adjacent buildings. While the alley may operate primarily as a service space during daily hours, it can easily be closed to host special events or on nights and weekends to maximize its activation.



# HONEST ALLEY REIMAGINED



## ALLEYWAY SPACES

- |  |   |
|--|---|
| 1 Shared Space (One-way Vehicular Circulation)     | 5 Sidewalk & Street Crossing Improvements |
| 2 Parallel Parking Zone (Normal Daytime Operation) | 6 Pedestrian Passage to Parking Lot       |
| 3 Pedestrian-only Plaza                            | 7 Relocated Dumpster & Enclosure          |
| 4 Main Alleyway Entries                            | 8 Retail Balconies & Vertical Access      |



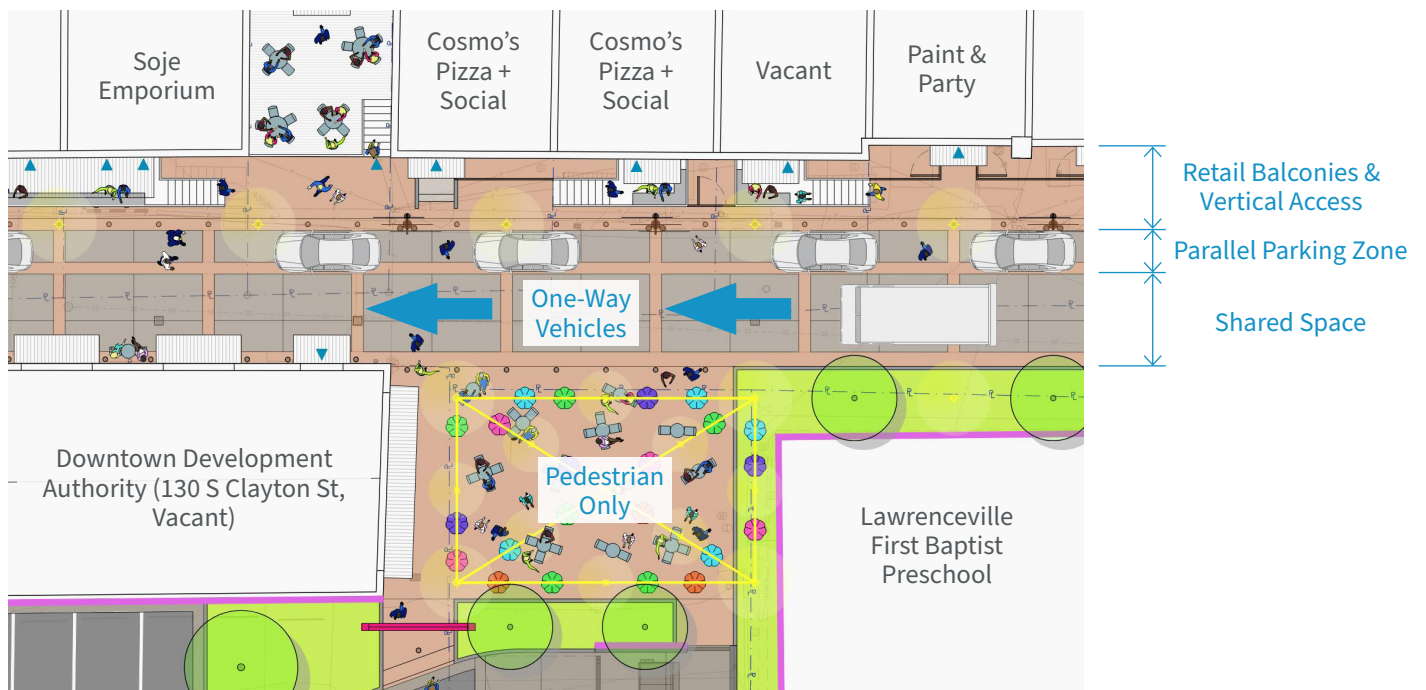
The design concept for Honest Alley considers the entire space of the alley: public property and private. Important details include how buildings front and access directly on the alleyway. The illustrative plan on this page shows Honest Alley closed to traffic during a special event or other pedestrian-only times. During normal daytime operation this becomes a shared space for both pedestrians and vehicles to move between S Clayton Street and S Chestnut Street.



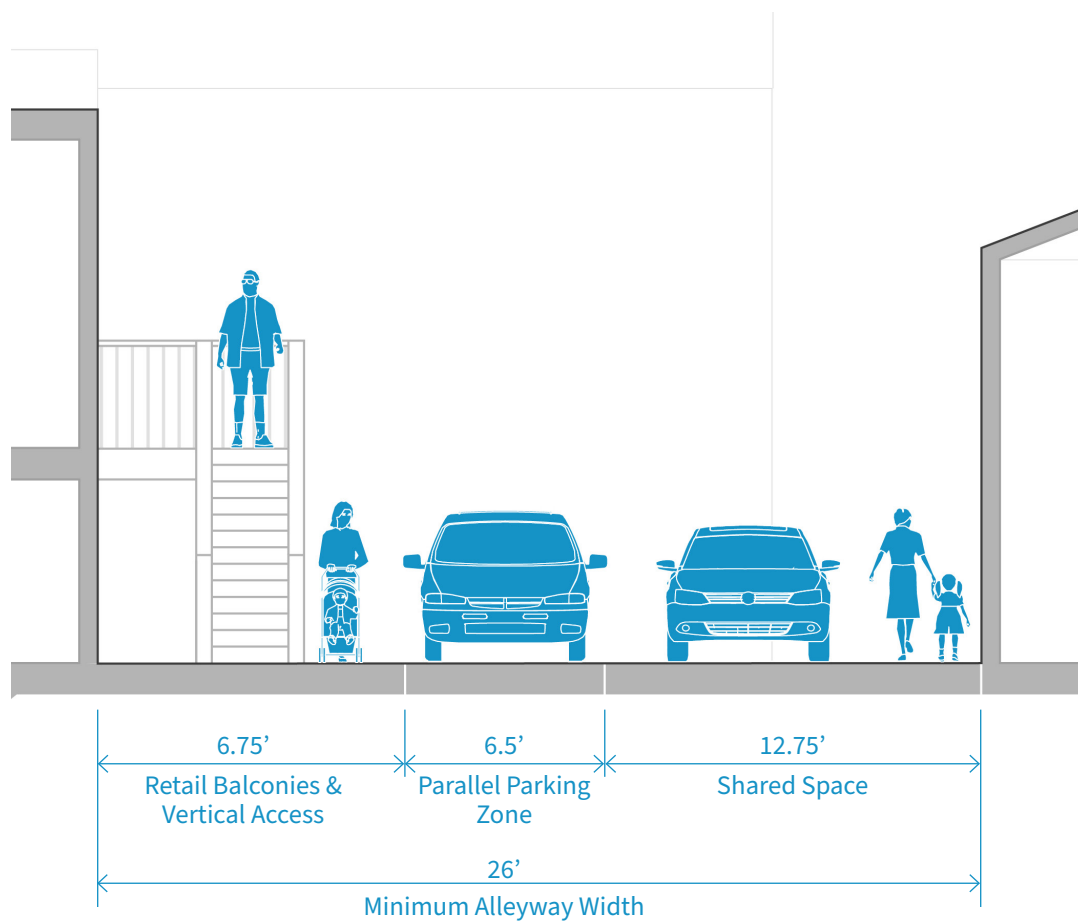
# ALLEYWAY ELEMENTS

- Building Entry Awings
- Building Stairs & Utility Screen Walls
- Removable Bollards (Access Control)
- Alley Entry Gateway (Public Art)
- Potential Wall Mural Location (Public Art)
- Suspended Overhead Lighting (Public Art)
- Landscape & Planting Areas
- Event Tents (Temporary)





Alleyway Organization for Daily Operations



Typical Alleyway Cross Section



# HOW IT WORKS

Balancing service functions with public access and activities is no small feat. During the study, the design team developed and presented a variety of concepts (see next section: “How We Got Here”) that tested different approaches to achieving this balance. Concepts that leaned towards creating large sections of pedestrian-only spaces presented challenges in terms of relocating 100% of the alley’s service functions. The final concept protects those functions for certain portions of the day, while at other times, the alley can be re-positioned as a pedestrian-only space entirely with collaboration from adjacent business owners.

This balance is achievable because Honest Alley has been designed as a “shared space.” Shared spaces take a holistic approach to how we use the public realm between buildings. They emphasize the social elements of streets as much as the mobility function, with a goal of creating a vibrant and safe space for people to move and gather. Shared spaces are not just streets to move through, they are destinations. Key features of shared spaces include desegregating roadway users by minimizing street markings and signage and using special pavement and materials to delineate different zones or functions within the space. In many ways, this is not significantly different from how Honest Alley functions today; we are simply being more intentional about it.

Honest Alley is typically 26 feet wide. That give us just enough space to provide a zone for wide balconies on buildings to accommodate vertical access and outdoor seating, a combined short-term parking and delivery zone, and a zone for shared passage of pedestrians and vehicles. Vehicular circulation is one-way through the space entering on S Chestnut Street, moving west through the alley, and exiting onto S Clayton Street. This minimizes the amount of space needed for vehicles and eliminates conflict points at both ends of the alley. It also accommodates the existing pick-up and drop-off operations for the nearby First Baptist Church Preschool while minimizing vehicular traffic into the alley.

A final special feature of the design is the relocation of the existing dumpsters and enclosure. The concept shows this relocated farther south into the adjacent parking lot in order to create a dedicated pedestrian-only plaza and alleyway entrance behind the currently vacant building located at 130 S Clayton Street. Rehabilitation or redevelopment of this building in a manner that places active frontage toward the alley will be critical to successful daily activation of this plaza and Honest Alley overall.



# DESIGN ELEMENTS

Beyond the organizational approach to Honest Alley’s proposed design, several other elements play an important role in activating the alleyway. These will continue to be refined as the design for Honest Alley is further developed.

## Materials

Visual cohesiveness is important for both the internal experience of Honest Alley as well as its relationship to other public spaces in downtown. Honest Alley’s primary hardscape materials of concrete paving accented by brick pavers is consistent with the material palette of downtown’s streetscapes as well as recent improvements to Shoe Horn Alley. Bands of brick paving help delineate the different functional zones in the alley while larger areas of this material define the plaza and other pedestrian-only spaces.

## Landscape & Planting

Space for landscape and planting offer a softer, greener contrast to the hardscape areas that occupy the majority of space in Honest Alley’s design concept. They add to the alleyway’s overall aesthetic, screen larger walls that may not be suitable for public art, provide shade in certain areas, and can aid in the alley’s management of stormwater. This study did not include specifying plants; these selections should ultimately be centered around native species and consistent with the variety and species of plants found throughout downtown.

## Lighting

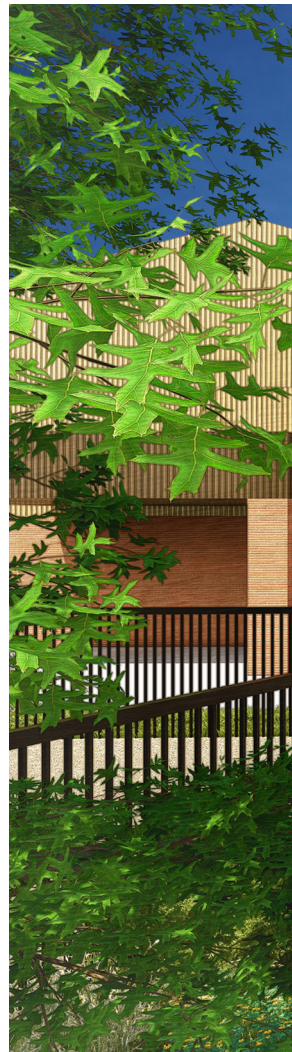
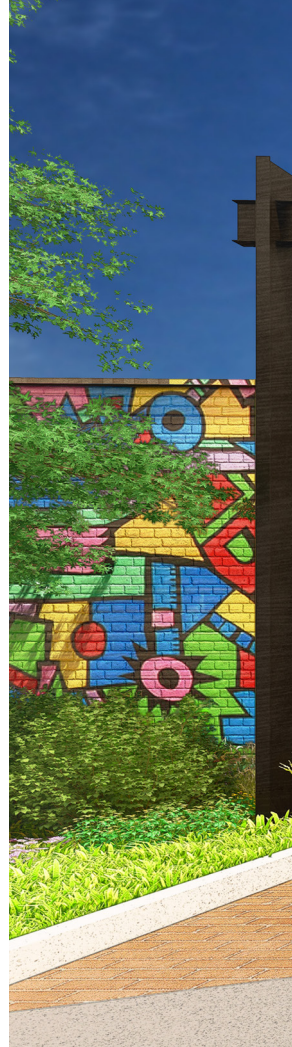
Lighting is designed at the human scale. This design concept illustrates opportunities for suspended lighting in addition to traditional lamp posts. Suspended lighting would be limited to alleyway entrances and the pedestrian plaza in order to maintain required access to existing overhead utilities. This assumption could be revisited should undergrounding alleyway utilities become a viable option (see “Utility Considerations” in “The Alley Ahead” section of this report for more information). Soft lighting throughout the space can create an inviting atmosphere and ensure all visitors are clearly visible.

## Public Art

Blank building facades, alleyway entrances, the pedestrian plaza, and myriad other spaces within the concept design are all opportunities to introduce public art into Honest Alley. Public art, in its many manifestations, can be a powerful way to tell the story of the alley, allow community members to engage in the creation of the space, and aid in its activation. The murals shown in the concept renderings are placeholders and should be considered a starting point for exercising extreme imagination for the wide role that art can play in this space.

**Above:** Rendered view of the Honest Alley pedestrian-only plaza from the adjacent parking lot.

**Below:** Rendered view of the main entrance to Honest Alley from S Chestnut Street.











## *Opportunities for Public Art in the Alley*

Murals are just the beginning for what is possible in Honest Alley. While the illustrative plan for Honest Alley identifies a handful of potential opportunities, it will be vital to include public art considerations during the coming design process. Public art should be considered integral to Honest Alley's final design, not something added to it after the fact. Types of installations, installation processes, materials, and long-term care are just a few elements that should be considered in tandem with the overall design for the alley. This will require close collaboration between the City, arts organizations, artists, and community members.

Thankfully, Honest Alley has a built-in champion and resource for public art: the Lawrenceville Arts Commission (LAC). The LAC was organized in 2019 and launched in 2020 to promote the expansion, education, and enhancement of public art in the City of Lawrenceville (source: Lawrenceville Arts Commission). Its mission is to emphasize the role of the arts in the cultural enrichment and aesthetic quality of Lawrenceville's physical environment, the mental wellbeing of city residents, and the community heritage, character, and identity of the city as a livable, sustainable, vibrant hub for the arts and artists. Art installations across the city are a testament to the success the Art Commission is having in working towards its mission. They have been an active partner in the completion of this study including the activation of Honest Alley during CULTURA: Fiesta Latina. Their access to the arts community and experience, overall resources, and documentation of processes must be a part of Honest Alley's on-going design process.

**Photo Credit:** Alaina Tullis, City of Lawrenceville



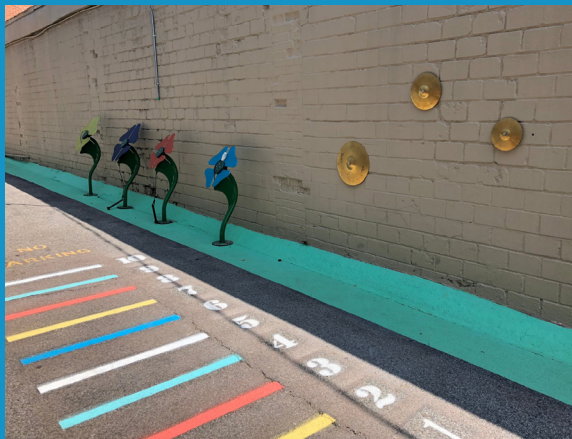
# EXAMPLES OF PUBLIC ART OPPORTUNITIES



Monumental Signage  
Graham, NC



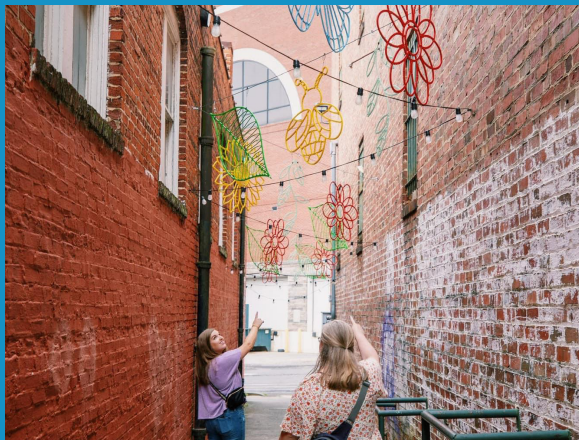
Gateway Signage  
Lawrenceville, GA



Wall Mounted Sculpture  
Monroe, GA



Custom Seating  
Vancouver, BC



Suspended Sculpture  
Rome, GA



Asphalt Art  
Milwaukee, WI



# CASE STUDY PROJECTS

Honest Alley will be a special place in Lawrenceville, however it will not be the first of its kind as far as alleyway transformations go. Thankfully, there are a number of precedent projects from which to draw inspiration for the function and feel of Honest Alley. These three case studies were referenced the most throughout the study's process.

## WALL STREET

### Spartanburg, SC

The Wall Street alleyway has defined zones for outdoor cafe seating and pedestrian and bicycle circulation between two major streets on either side of the block. Bicycle parking is located at either end. Motorized vehicles are not permitted in the space. This case study was most liked for the “completeness” of the alleyway experience from building face to building face.

**Photo Credit (Top):** Toole Design

## EAST ALLEY

### Roswell, GA

East Alley in Roswell provides both dedicated spaces for pedestrians and accommodates the daily need for service access and deliveries. A portion of the alley is easily adapted to serve as a venue for festival-style events. This case study was popular for its flexible function and the manner in which it clearly organized places for utilities into the design.

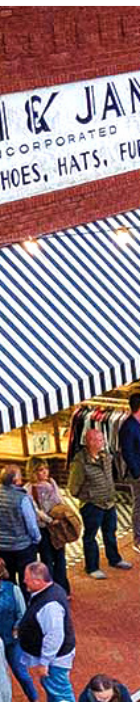
**Photo Credit (Middle):** Gresham Smith

## TRADE STREET

### Greer, SC

It is not an alleyway, yet Trade Street is a great example of a flexible public space. This flush street has dedicated spaces for the vehicular roadway, on-street parking, and pedestrians that are clearly defined by the selection and use of materials. The street can easily be closed and used as space for special community events.

**Photo Credit (Bottom):** Steven Owens











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# HOW WE GOT HERE



# ENGAGEMENT IN DESIGN

People are passionate about public spaces. We all interact with and use them in our own unique way. That can make meeting everyone's expectations on a new design for an existing space an incredibly challenging task. The most beloved public spaces are those that are shaped by the thoughts and ideas of the people who are expected to use them the most. The study's process was designed to ensure that community engagement had a clear impact on the design of Honest Alley. That process is outlined here while the specific decisions and feedback that informed the design concept for Honest Alley are detailed on the following pages.

## POP-UP 1: BIG IDEAS!

LIVE in the DTL  
May 17, 2024



## EXISTING CONDITIONS

FEBRUARY  
2024

C O M M U N I T Y



### KICK-OFF MEETING & SITE VISIT

February 2, 2024



### INITIATE BUSINESS OUTREACH

May 7, 2024



### ADVISORY GROUP MEETING 1

May 7, 2024

## THE PROCESS

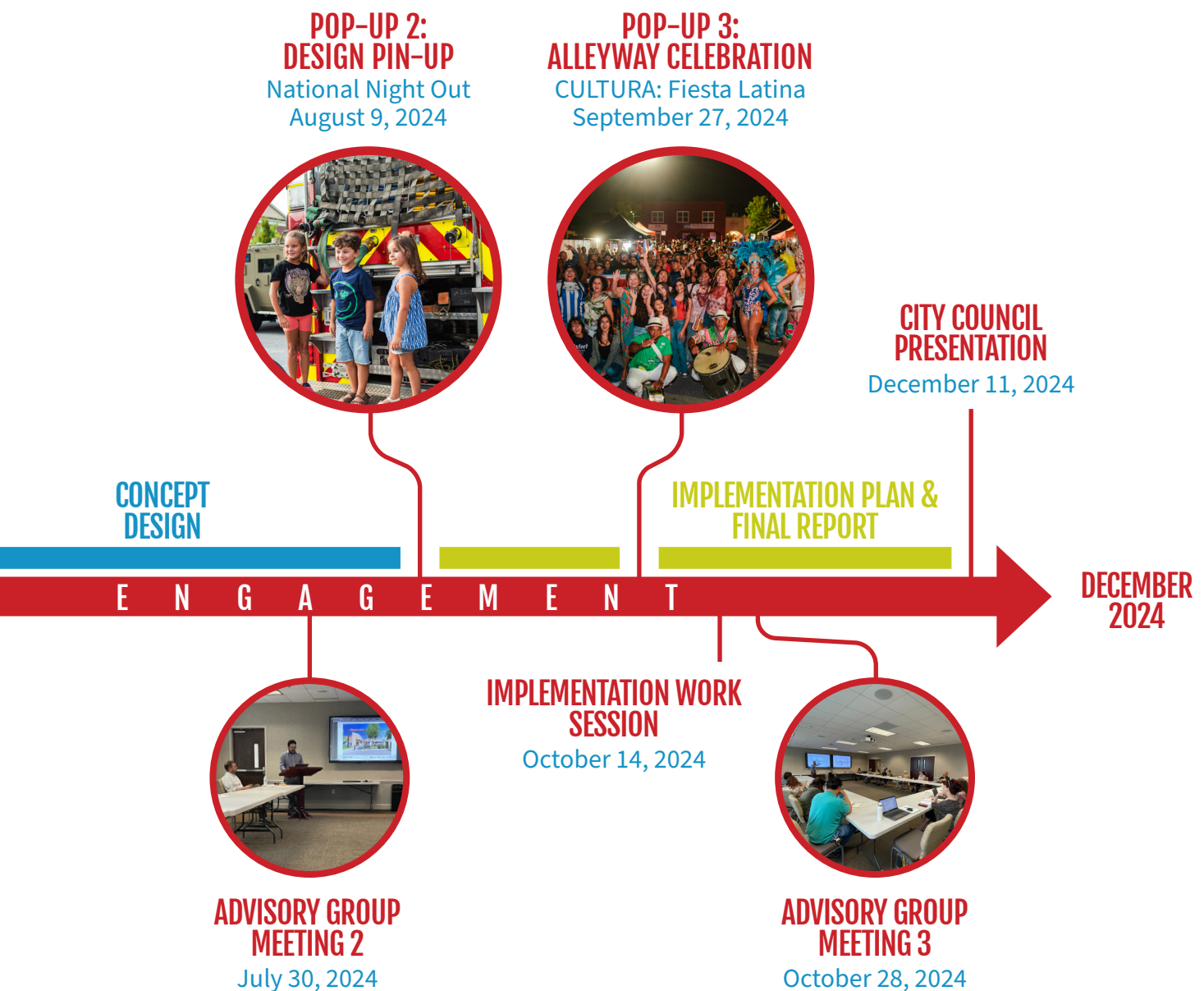
### Community Engagement

More than just looking for comments on an alleyway design, engagement is an opportunity to meet the people of Lawrenceville and gain their perspectives on the place in which they live. This work included meeting regularly with the Project Advisory Group and adjacent business and property owners. The larger community was engaged at three pop-up activities at different community events culminating in a block-party celebration to get the final concept off paper and into Honest Alley for a brief time.

### Existing Conditions

This is where we did our homework on Honest Alley and Downtown Lawrenceville. This included review of a traffic study and a topographic/utility survey of the alleyway already completed by the City of Lawrenceville. These items are critically important to the development of different designs to further enhance the alley into a vibrant public space.





## Concept Design

Based on themes from early community engagement, the design team created four alternative design concepts for Honest Alley. All of these approached meeting the community's goals for the alleyway in different ways. The second pop-up activity and an online survey helped us select and refine a preferred design.

## Implementation Plan & Final Report

Findings from the analysis, input from the community, and the preferred design are documented in this final report. The report has been designed to maintain excitement and enthusiasm for the transformation of Honest Alley and contains vital information on the path forward. The included Implementation Plan was developed in close collaboration with multiple City departments and the Project Advisory Group.



# THE BIG EVENTS

Rather than big public meetings or open houses to engage the larger community, this process focused on creating pop-up activities at existing public events. Engagement in this style allowed us to meet people where they were already going, including Honest Alley itself, and let people become a meaningful part of the design process. We hosted three pop-up activities at key points in the study's decision-making process.

## POP-UP 1: BIG IDEAS!

LIVE in the DTL on May 17, 2024

It was a combination of rain, laser show, live music, and community engagement. We hosted the study's first pop-up at this season's kick-off of LIVE in the DTL: a concert series hosted on the Lawrenceville Lawn every summer. While listening to Interstellar Echoes (a Pink Floyd tribute band), community members used different sized tiles featuring public space activities and elements to build their own version of Honest Alley and speak with the design team about their thoughts, ideas, and concerns for the alley becoming a vibrant public space.

## POP-UP 2: DESIGN PIN-UP

National Night Out on August 9, 2024

This was the study's first reveal on bold visions for Honest Alley as a public space for people. At the second pop-up at National Night Out, the City and design team unveiled four design concepts for Honest Alley. The design concepts presented different approaches responding to the study's goals as well as community feedback from the first pop-up activity in May. Community members met with us to discuss the differences and trade-offs of each concept and shared their direct feedback via an online survey.

## POP-UP 3: ALLEYWAY CELEBRATION

CULTURA: Fiesta Latina on September 27, 2024

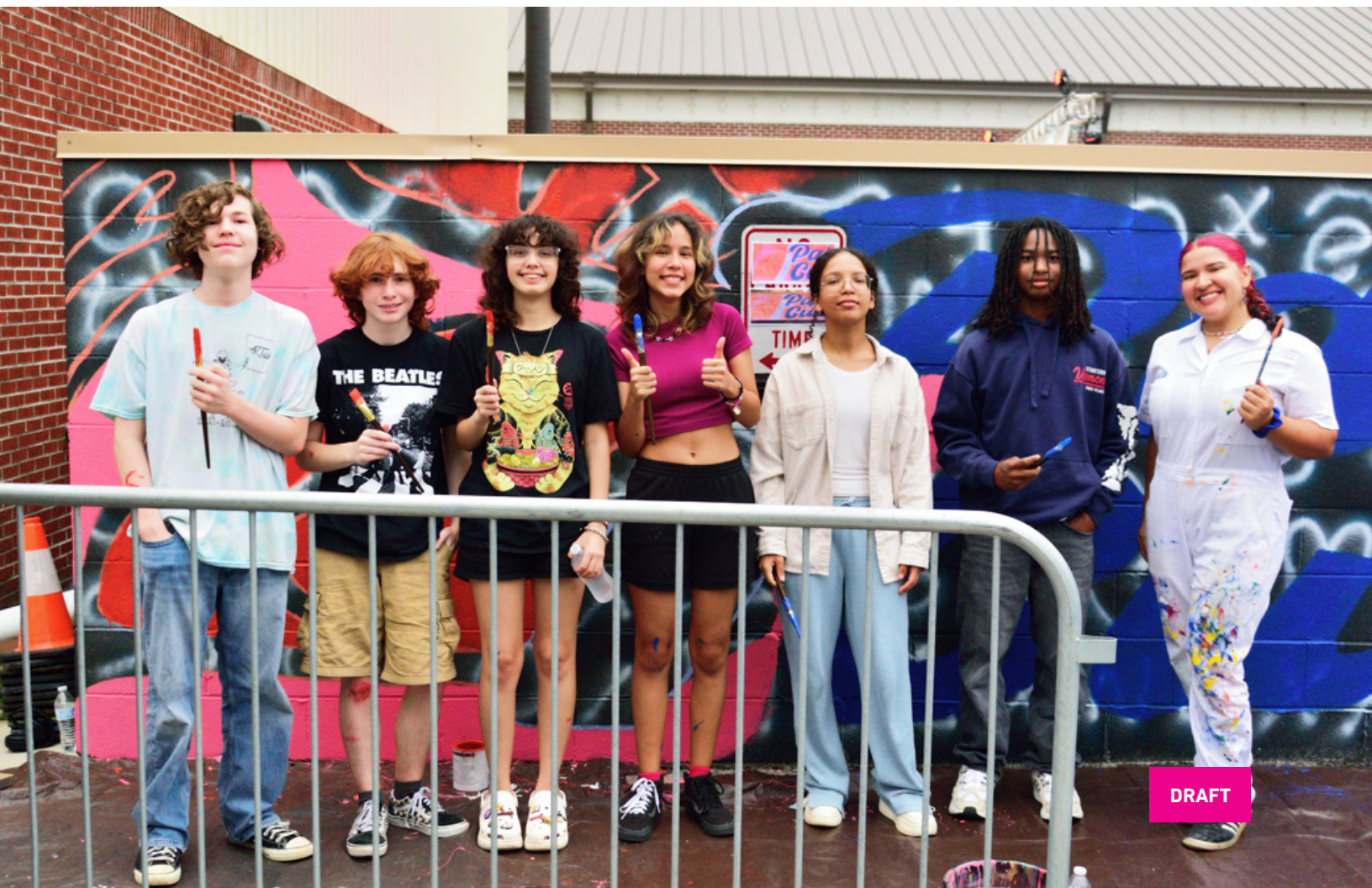
The show must go on! Despite Hurricane Helene passing through northern Georgia that same morning, Lawrenceville's third annual celebration of the diversity of Latin culture through live music, street performances, food, art, and more would not be deterred. The event packed Honest Alley and the surrounding area with people and activities offering a glimpse into the alley's future as an inviting and welcoming public space. It was also an opportunity for the City and design team to share the study's preferred concept for Honest Alley informed by the community's survey responses.

**Top Left:** Officers from the Lawrenceville Police Department share their ideas for Honest Alley at the first pop-up activity.

**Top Right:** Community members discuss design concepts with City staff during National Night Out.

**Bottom:** Fresh artwork in the alley with help from young artists during CULTURA: Fiesta Latina. **Photo Credit:** Boon Vong







## The Big Ideas

Community members used a game board and pieces to make their vision for Honest Alley come to life. These are the six major themes from the first pop-up activity that got us started. They helped create the study's goals and were instrumental in developing the four different design concepts that were presented back to the community at the second pop-up event.

### “Create a new front door for businesses knowing that some will do this sooner than others.”

The desire for adjacent businesses to have a front door on Honest Alley was mentioned by business owners and the public as a priority. But this will not happen overnight. For some owners, this change cannot happen soon enough. They are ready to be early adopters of a new Honest Alley. Others will need a little more time to come to the same conclusion.

### “Connect the alley with surrounding streets: make it a safe, inviting space.”

There is a desire for streets and alleys that create connections to one another, especially for pedestrians. At a bare, minimum these should be safe spaces. They should go beyond the bare minimum and provide cues that these are welcoming spaces for all people.



**“Find the right balance for daily activities and special events that still accommodates the service needs of adjacent businesses.”**

Community members understand that healthy businesses need to have their service needs met, that service functions for adjacent businesses have to happen somewhere, and that somewhere should not be downtown’s main streets. The public wants an Honest Alley that can still serve this purpose but offers times and spaces where pedestrian-only activities can take place.

**“Whatever you do, make it look good.”**

Do not forget the most obvious. Honest Alley could do a lot of things, but if it does not look and feel like a great space, then it probably will not be used. Basic design features considered in combination with opportunities for public art can all contribute to Honest Alley’s experience. Creative outdoor seating, umbrellas that span above the alley, asphalt art, and wall art are some of the artistic opportunities specifically mentioned by community members.

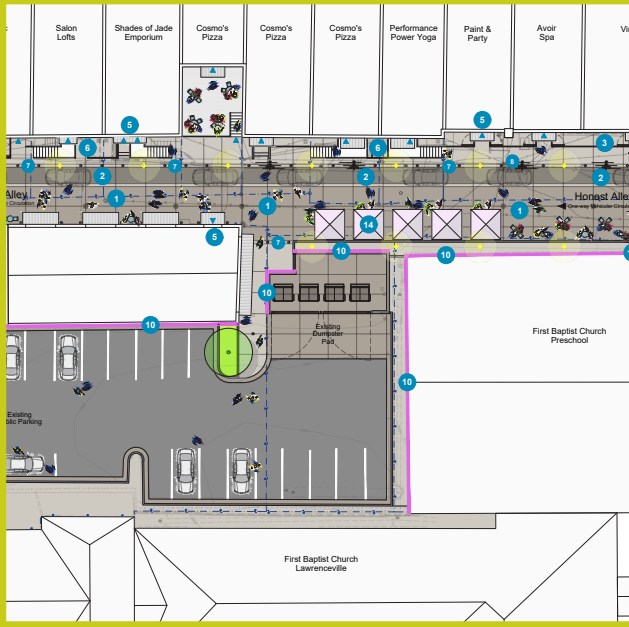


# THE FOUR CONCEPTS

The community's big ideas helped the design team to develop four very different takes on a potential future Honest Alley. Each of these balanced the big ideas in different ways and included changing some underlying assumption about the existing conditions in the alleyway. These included shifting the dumpster enclosure further south into the adjacent parking lot or rerouting vehicular circulation in order to create protected spaces for everyday activities.

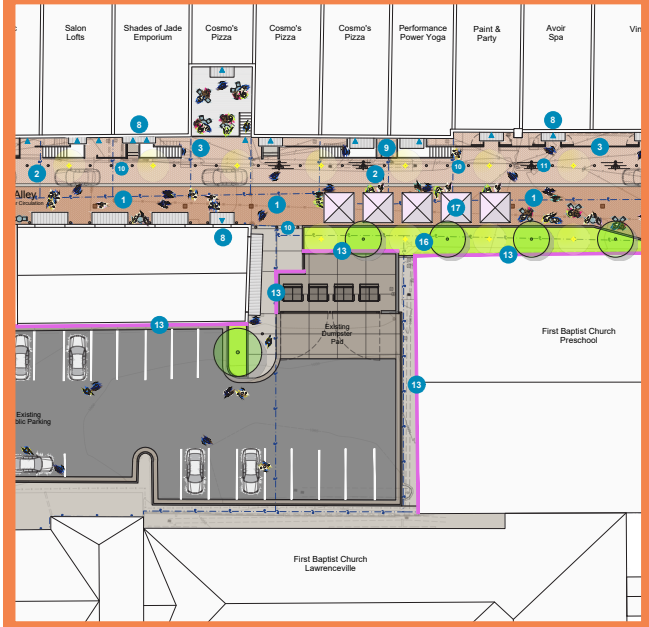
## CONCEPT 1A

The alleyway is redesigned as a shared space for both vehicles and pedestrians with vehicular circulation being limited one-way, east to west. Special activities and events would be limited to special times when the alley is closed to vehicles. This is the bare bones approach that minimizes potential changes to Honest Alley.



## CONCEPT 1B

Virtually identical to Concept 1A in terms of performance, but with added planted and landscape areas that define boundaries along some of the alley's edges and could be used to assist in stormwater management in addition to the overall aesthetic value they would provide.



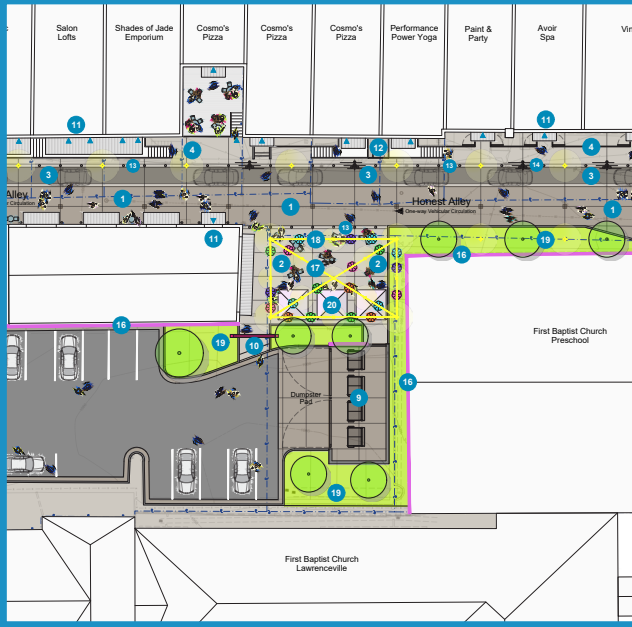
- Protects Existing Service Functions As-is
- Shared Vehicular and Pedestrian Circulation
- Minimizes Dedicated Space for Daily Activation (Activation is After Hours or Special Event Only)

THE TRADE-OFFS



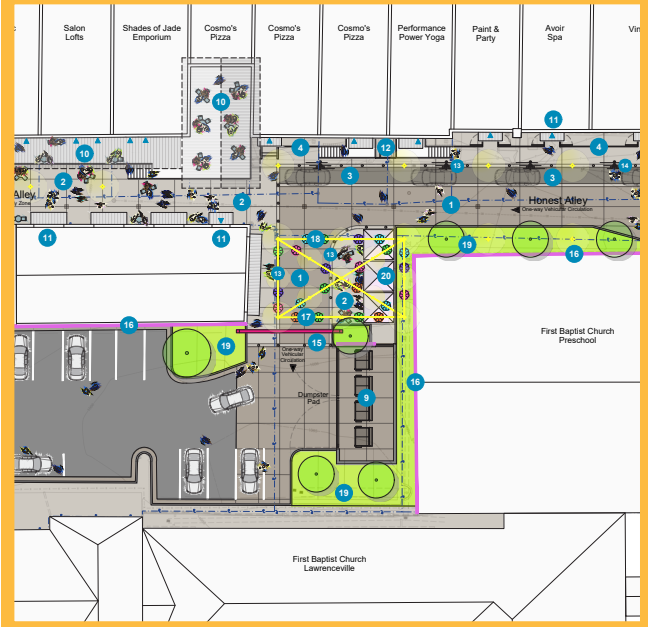
## CONCEPT 2

Similar to Concept 1B, this concept shares vehicular and pedestrian circulation through the main portion of the alleyway with the added landscape areas. However, this concept proposes shifting the existing dumpster enclosure to the south to create a pedestrian-only plaza that would be accessible every day.



## CONCEPT 3

A massive departure, this concept proposes shifting the existing dumpster enclosure to route vehicular circulation from S Chestnut Street out through the adjacent parking lot onto S Clayton Street. This would allow the entire western portion of Honest Alley to be converted to a pedestrian-only plaza but limit service functions to businesses in this area.



- Minimizes Existing Service Functions
- Pedestrian Only Circulation (Service Functions & Deliveries During Specified Timeframes)
- Maximizes Dedicated Space to Daily Activation





## WHAT PEOPLE SAID

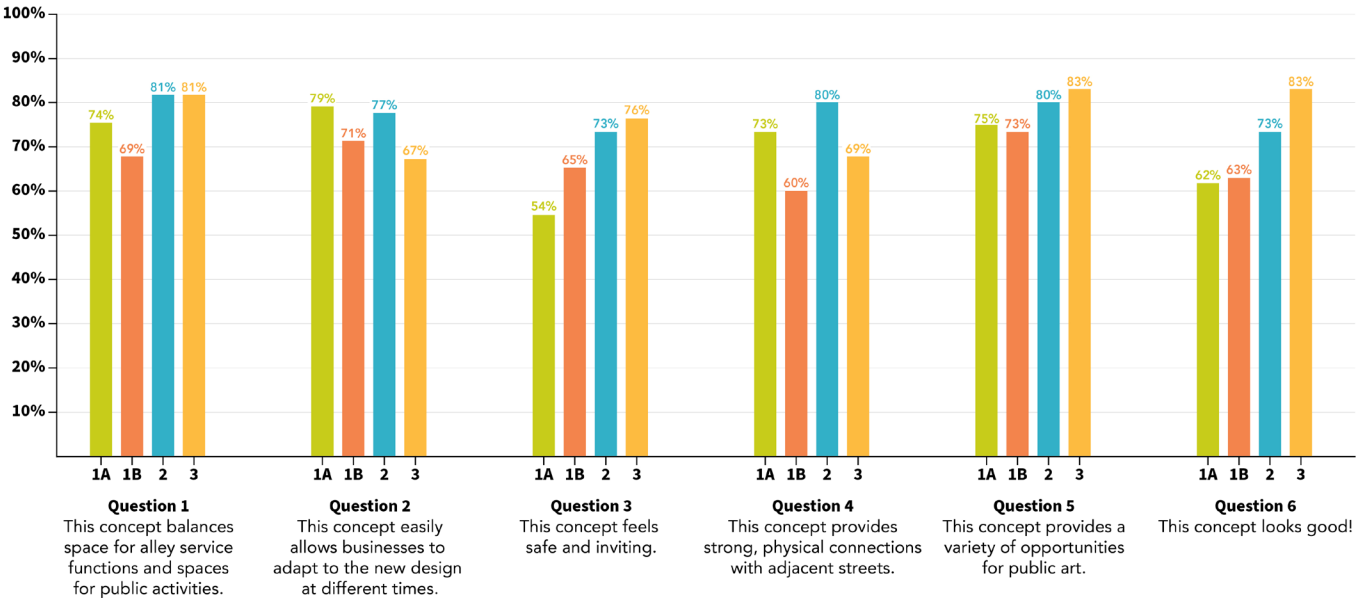
Following the second pop-up and release of the four design concepts, we opened a survey for community members to provide feedback on each concept as well as vote for their favorite. 200 people responded over a three-week period. The majority of responses expressed enthusiasm for the project overall and helped paint a picture of which concepts did the best job of accomplishing each of the six goals for Honest Alley. Design Concept 2, the shared alley with the dedicated pedestrian plaza, edged Design Concept 3 as the preferred concept. In addition to quantitative feedback, respondents also shared a number of ideas for making the preferred concept even better. The most common ideas included:

- Include bike racks/bicycle parking
- Add more “greenery” (planting/landscape areas)
- Keep the space for festival tents from Concept 1B
- Add the brick pavers from Concept 1B
- Include the retail balcony from Concept 3
- Move the dumpsters farther south to increase the size of the plaza/pedestrian-only space
- Add a grocery store or farmers market
- Restrict vehicular access to designated hours

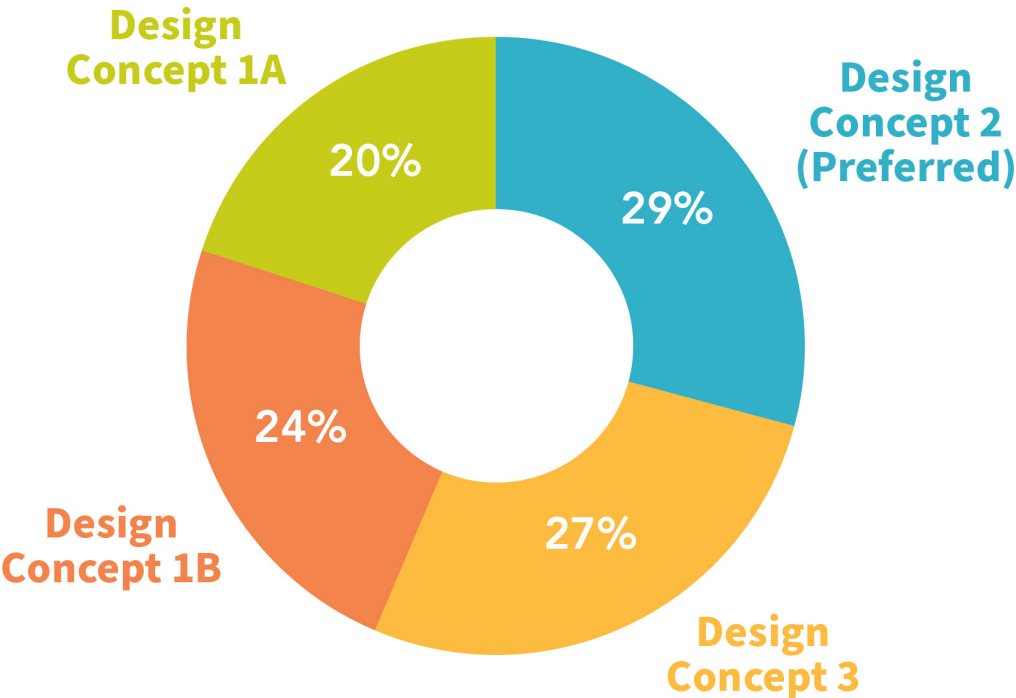
**Above:** Pop-up Activity during CULTURA: Fiesta Latina 2024 . **Photo Credit:** Boon Vong



# Does the design concept align with the project goals?



# Do you have a favorite design concept?





# THE PREFERRED CONCEPT

The Preferred Concept, as fully presented in the previous section, is an iteration of Design Concept 2 refined to incorporate community feedback as well as additional feedback from the Project Advisory Group. It is an exciting, detailed vision for the exceptional place Honest Alley can become, however it is far from a finished product. Every great design evolves from a thoughtful concept as a starting point. Finding that starting point was the purpose of this study and where it concludes. We are not starting construction tomorrow. What lies ahead is the development of that design and its detailing for construction to take place. Each of these design phases will dig more deeply into Honest Alley's details and make decisions about its future that are presented, but not finalized, in this study. The next section outlines many of these important decisions and discusses the next crucial steps in the alleyway ahead.

**Opposite:** Rendered view of the main entrance to Honest Alley from S Clayton Street.







# Honest Alley







4

# THE ALLEY AHEAD



# FROM STUDY TO REALITY

The *Honest Alley Activation Study* is a critical step in taking a big idea for Honest Alley from the Downtown Master Plan and putting the alleyway on a pathway for transformation into an exceptional public space for people. This study process, and its final report, are only the beginning; the process must continue into final design and construction of the reimagined alleyway. While completing this study is important and necessary, implementation of the preferred design concept and associated recommendations identified in this report are the real desired outcomes. To this end, a framework for implementation has been devised and is presented on the pages that follow. This implementation strategy discusses the following key items:

- **Property Approaches:** how can Honest Alley be implemented on private property?
- **Vehicular Circulation:** what did a traffic study have to say about the alleyway?
- **Utility Considerations:** is everything going underground or are there other options?
- **Cost Scenarios:** how much is Honest Alley going to cost and who pays for it?
- **Funding & Timeline Considerations:** where will the money come from and how long will it take to complete?
- **Who Does What?:** what are the short and long-term roles and responsibilities?
- **100-Day Action Plan:** what are the most important next steps?

**Opposite:** The Project Advisory Group Kickoff Meeting on May 7, 2024.

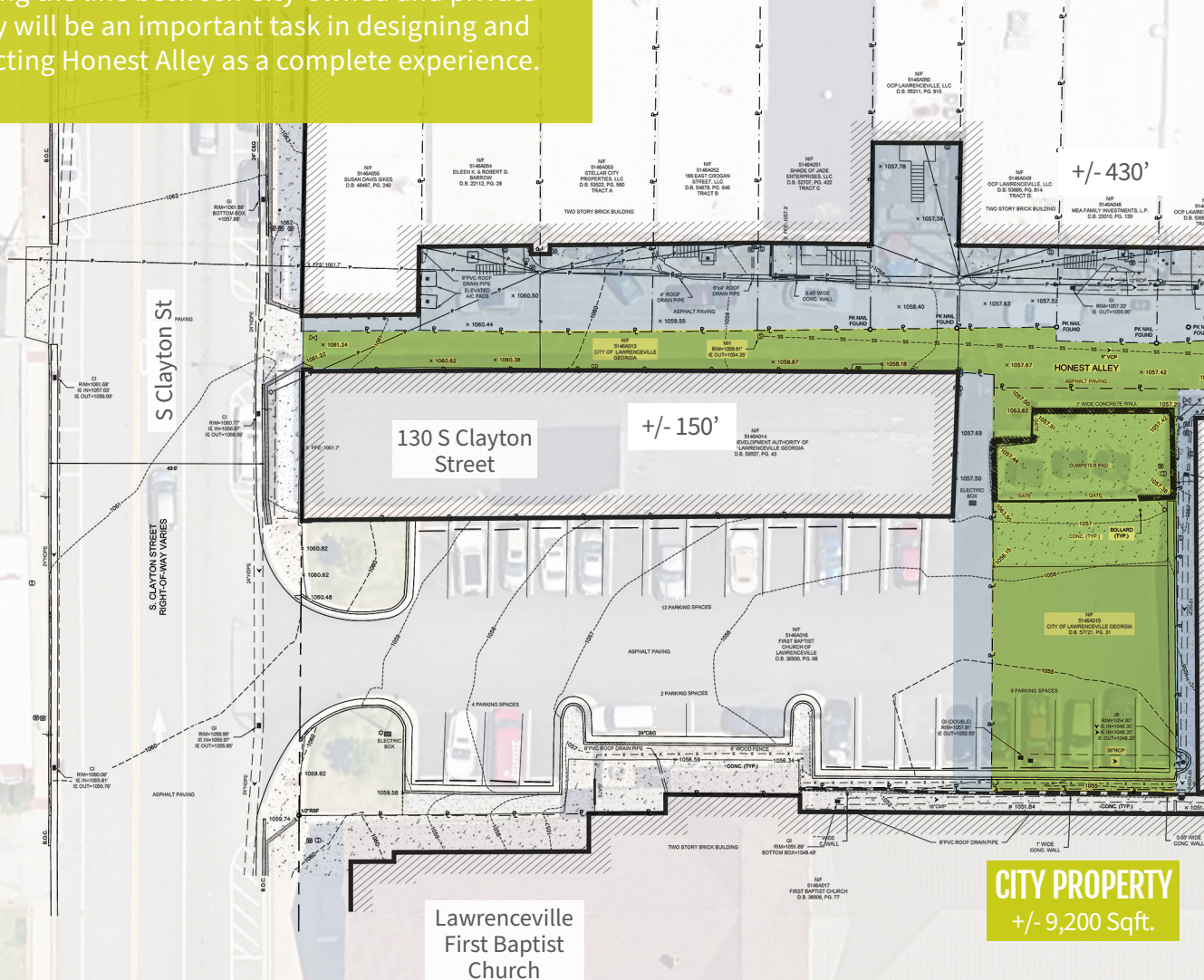
**Previous Page:** Scenes from CULTURA: Fiesta Latina 2024 . **Photo Credit:** Boon Vong







## Understanding Honest Alley's Property Ownership









# PRIVATE PROPERTY APPROACHES

A key theme from stakeholders and community members alike has been to consider the design of Honest Alley as a complete space, meaning that the design and experience should not be limited to the space between the property lines of what the City owns. There are three primary approaches to guide collaboration between the City and private property owners on implementing the design for Honest Alley in areas that are private property. The main differences between each approach are the give-and-take between who retains control of the private property, the timeline and completeness of implementation, and the responsibility of cost for improvements to Honest Alley.

## Approach 1: Keep It As-is

This is the simplest approach on the surface: keep the City-owned property and private property lines as they are. Private property owners would retain complete control of their property but bear the responsibility and cost of implementing the portions of the design of Honest Alley that fall within their property lines. In this approach, implementation will happen incrementally, property by property, and will likely have the longest timeline to completion as a result. The design of the physical edge along City-owned property will be a critical component, and a clear set of design guidelines or standards will need to govern the implementation of the alley's design on private property to minimize variability as much as possible. Although this is a feasible approach, it is the one least likely to deliver a "complete" Honest Alley in terms of finished construction and experience.

## Approach 2: Establish Easements

An easement is a legal right that allows a person or entity to utilize a section of another's property for a defined purpose. With this approach, each private property owner would contract with the City an easement for construction and operation of Honest Alley. These contracts lay out specifically where the easement is located and how it can be used.

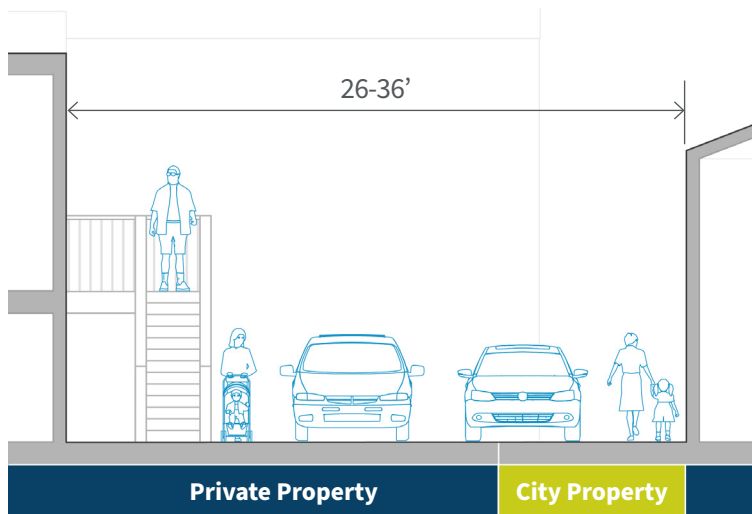
These easements can be either temporary or permanent. Temporary, or construction, easements are often used to grant someone access to make property improvements and are extinguished at the conclusion of construction. Permanent easements can be used to guarantee public access to the property as if it were publicly owned. Long-term maintenance responsibilities can also be specified. Properties may have temporary easements and permanent easements dependent on the impacts during construction and the maintenance after.

With easements, private property is retained by the private property owner though the right to use the property may be limited depending on the specific terms of the easement. The advantage is that the City would have control over final construction, bear the majority of construction costs, and protect public access to the alleyway. The City would negotiate with private property owners for the easements for just and adequate compensation. Private properties should realize the inherent value of the improvements that would be made to their properties. This approach is a great candidate for delivering an Honest Alley that is completed in one phase and ready to be completely open on day one.

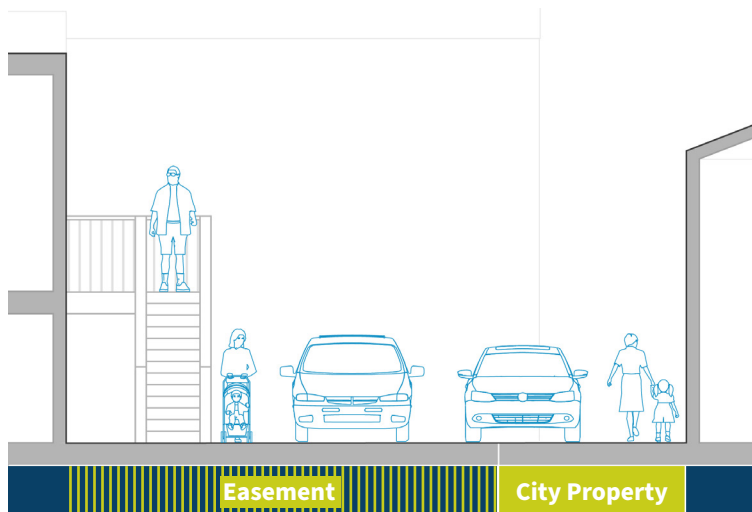
## Approach 3: Public Acquisition

In this approach, the City would acquire all of the undeveloped private property within Honest Alley from each property owner. The City would pay each property owner fair market value for each piece of property acquired. Private property owners would give up any and all future rights to these properties whereas the City would have complete control to construct all improvements to Honest Alley in one phase, guarantee public access and use in perpetuity, and be responsible for all associated long-term maintenance and operation of the alleyway as a true public space. This approach is also a strong candidate if a cohesive, finished Honest Alley is the desired outcome, though the acquisition process and cost could potentially extend the implementation timeline relative to the second approach. Additionally, specific responsibilities and control at the edge of the City-owned property (likely the face of buildings) would need to be carefully considered and established.

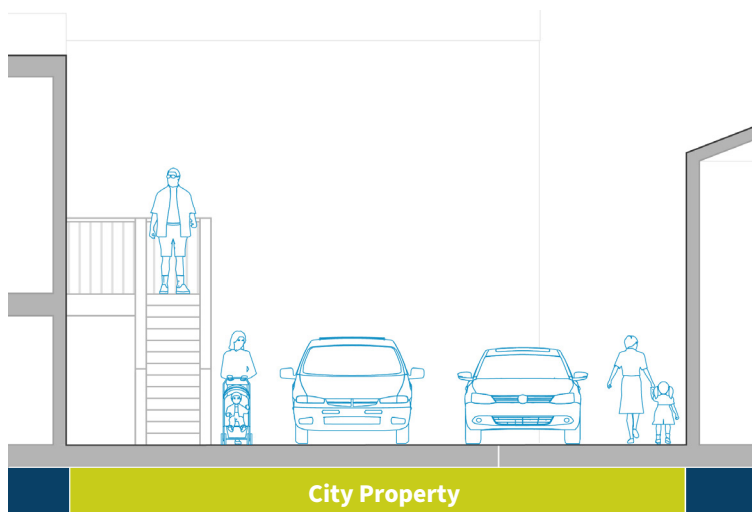




Approach 1



Approach 2



Approach 3

- Individual property rights and control are most protected
- More costs deferred to individual property owners and businesses
- Incremental implementation; longest timeline to completion
- Highest potential for variability in finished alleyway

## THE TRADE-OFFS

- City has primary control over the alleyway
- City bears most construction costs
- Comprehensive implementation; shorter timeline to completion
- Lowest potential for variability in finished alleyway



# CONTINUITY VS. VARIABILITY

One of the most prominent themes from engagement has been to design Honest Alley as a continuous space for a complete experience regardless of property ownership. That doesn't mean that there are no opportunities for variability which can provide welcome contrasts within the experience of a space. It does mean we need to think critically about how, where, and when this happens especially understanding that a significant portion of the alley falls on private property. Here are two lessons-learned from the case study projects that are helpful when considering one private property approach over another.



**East Alley, Roswell, GA**

Photo Credit: Google Maps

Similar to Honest Alley, the north-south running portion of East Alley in Roswell has many backyards of properties that abut the alleyway. In this design, the materials establish the circulation space of the alleyway as the continuous space which includes a granite curb that clearly defines the alley's edge. The design of each private property then varies freely. This illustrates a potential outcome of following Private Property Approach 1.



**Wall Street, Spartanburg, SC**

Photo Credit: Toole Design

On Wall Street, the materials and the zones of the alley they define cover the entire alleyway from face of one building to another. Hardscape materials, site lighting, and planting reinforce the continuity of the alleyway whereas subtle differences in the adjacent buildings' architecture provide a backdrop of variety. This illustrates a potential outcome of following Private Property Approaches 2 and 3.





## PRIVATE DESIGN GUIDANCE

Honest Alley’s buildings will have a tremendous impact both on the “look and feel” as well as the daily activation of the alley. These buildings have had a long presence in Downtown Lawrenceville and have undergone many rounds of reuse and refit: previous openings (doors and windows) have been bricked-in and some brick buildings now feature a stucco covering original brick among many other changes. In addition to potentially re-orienting internal layouts to provide better access and activation to the alley, the facades of these buildings will need to receive the same care and consideration as their “main street” facing counterparts. Restoration of original materials, re-opening doors and windows, and consolidation of private utilities are good places to begin when considering improvements to the backs of these buildings. All improvements should comply with the regulations for the Central General Business (BGC) zoning district in which these properties sit including the Non-residential Minimum Design Standards found in Article 6 of the City’s zoning ordinance. These buildings are also eligible to participate in the City’s Façade Grant Program which currently reimburses half the cost of façade improvements up to \$2,500 per grant.

**Above:** Rear building facades along Honest Alley today.



# VEHICULAR CIRCULATION

The *Honest Alley Activation Study* builds on the findings and recommendations presented in a traffic and pedestrian study conducted in March 2024. The purpose of that study was to analyze vehicular and pedestrian traffic along Honest Alley between S Chestnut Street and S Clayton Street, including traffic volumes, accident history, traffic patterns, and impact on adjacent roads. Counts and observations provided the following key findings:

- The alleyway is already used as a shared space by pedestrians, bicyclists, and vehicles.
  - Among its many uses, the alleyway partially serves the pick-up/drop-off of students at the Lawrenceville First Baptist Preschool.
  - The alleyway narrows to 10 feet wide on either end which does not accommodate two-way traffic flow.
  - The flow of vehicular traffic is primarily westbound, influenced by the busier times during pick-up/drop-off for the preschool.
  - Pedestrians are primarily coming to/from the parking garage and retail shops; the alley is also a cut-through for students.
  - Only one vehicular crash in a period from 2018-2022 involved Honest Alley directly: a truck turning right into the alley from S Clayton Street hit the overhang of an adjacent building.
- Create parallel parking along the northern side of Honest Alley where the roadway widens to 20 – 24 feet. Employee parking signs should be installed in this area. *The preferred design concept includes a parallel parking zone on the northern side of the alleyway.*
  - Establish one-way traffic flow. One option is to install a One-Way/R6-2R sign at the entrance of S Chestnut Street and a Do Not Enter/R5-1 sign at S Clayton Street. One-way pavement markings should also be considered, along with a crosswalk across Honest Alley at the intersection of S Chestnut Street. *The preferred design concept has been designed for one-way vehicular movement in the manner recommended. Specific markings and signage will be determined in final design.*
  - Install Share the Road signs at intervals along Honest Alley. *Specific markings and signage will be determined in final design.*
  - Install guided School Pick-Up/Drop-Off Signs. *Specific markings and signage will be determined in final design.*

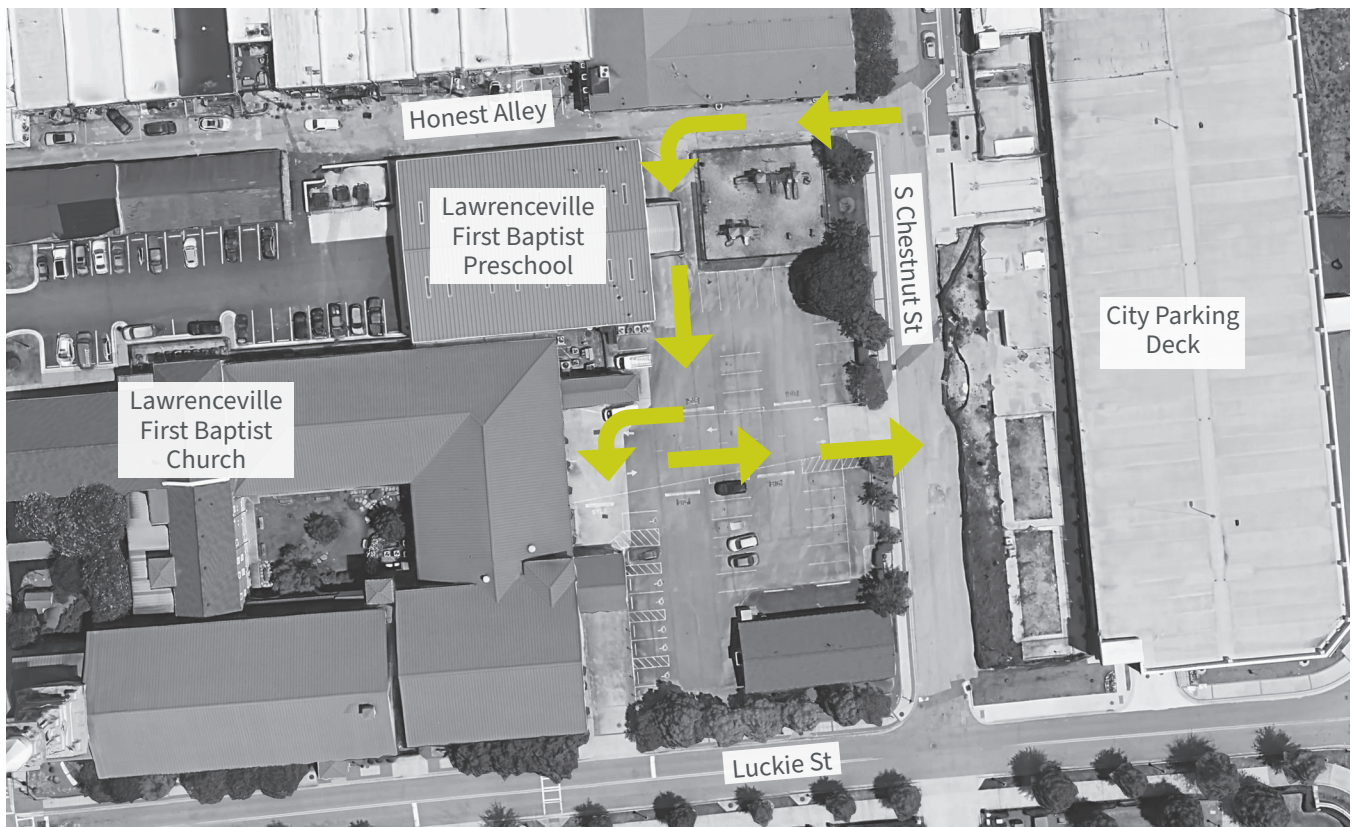
The following are key recommendations from the traffic study that are supported by the preferred design concept:

- Extend the 5-foot sidewalk on Honest Alley from S Chestnut Street up to the Lawrenceville First Baptist Preschool entrance. *The preferred design concept shows this as a clearly delineated and defined shared space.*
- Establish a No Parking Zone along the southern side of Honest Alley between S

Chestnut Street and S Clayton Street. *No parking is located on the southern side of the alley in the preferred design concept. This area is designed as clearly defined shared space.*







Traffic Circulation for Lawrenceville First Baptist Preschool Pick-up & Drop-off

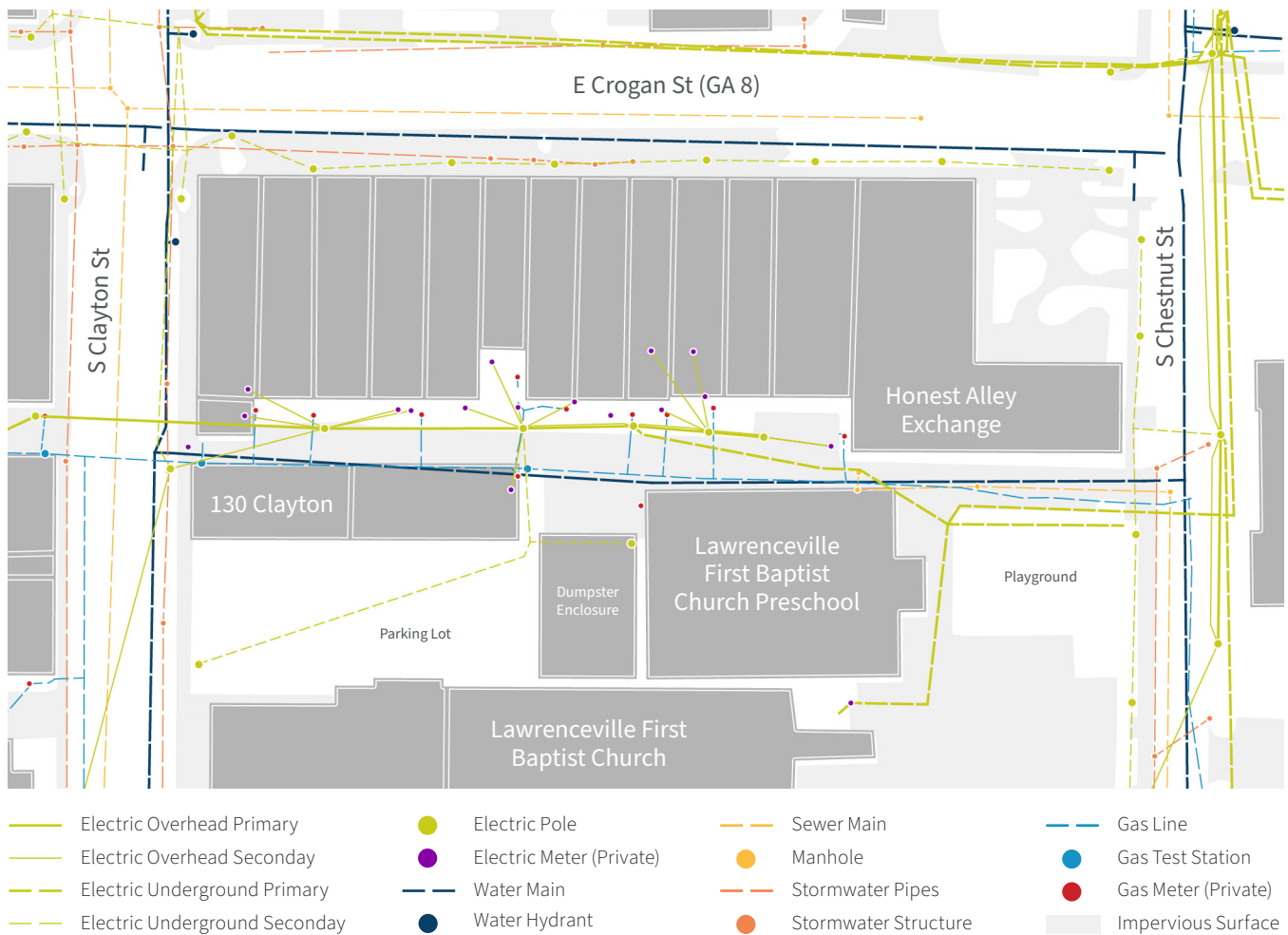


Crashes from 2018-2022





**Above & Below:** Utility conditions and locations in Honest Alley





# UTILITY CONSIDERATIONS

It is hard not to notice the presence of the various overhead utility lines throughout Honest Alley. The visible utilities include overhead power and telecommunications lines as well as the connections, meters, and HVAC units that dot the backs of buildings. Below the alley's surface lie water, sewer, and gas lines. How these utilities are handled will be an important factor in the final design, cost, construction, and experience of Honest Alley. Potential approaches to minimizing the visual impact of utilities in Honest Alley was a subject of frequent discussion throughout the process. These ranged from consolidating utility equipment to undergrounding all utilities. While these approaches will involve future coordination with private utility providers, the City of Lawrenceville is fortunate in that it operates its own electric department which helped complete an initial assessment of various approaches, including potential cost, for handling the alley's electrical utility components as detailed below.

## OPTION 1: STAY OVERHEAD

**Potential Cost: \$80,000**

This approach involves reworking the existing overhead electric lines by changing out the existing poles and cleaning up the clutter as much as possible. It may be possible to eliminate one of the transformer banks. This would also replace the existing service wire to each meter location. There may be extra costs with the entrance cables needing to be replaced if they are weathered or damaged. These are owned by the property owner, not by the City.

## OPTION 2: PARTIAL UNDERGROUND

**Potential Cost: \$255,000**

This approach involves undergrounding the primary electric line but keeping individual building connections above ground, minimizing the costs that would be borne by adjacent owners. It would require the placement of four pad mount transformers in the alleyway and three ductile iron poles. The underground primary would be run from transformer to transformer, and the underground services would run from the transformers up the ductile iron poles to feed the overhead services. By doing this it would eliminate the existing overhead primary poles and provide a cleaner appearance. This approach would also include replacing the existing service wire to each meter location. There may be some extra costs with the entrance cables needing to be replaced if they are weathered or damaged; these are owned by the property owner, not by the City.

## OPTION 3: FULL UNDERGROUND

**Potential Cost: \$750,000-\$1,000,000**

This approach places all electrical service underground. Like the second approach, it would involve setting the same four pad mount transformers in the alleyway, but it would eliminate the overhead services and poles. This would require a minimum of 25 trenches, at a minimum of 48 inches deep, dug from each transformer location to each meter base; Honest Alley would basically have to be trenched from one end to the other. This option would require the meter points to be converted from overhead feeds to underground feeds, and the outside metering equipment would have to be replaced. There are 20 meter locations in total. At a minimum, the cost for each meter location would be \$20,000 but could be as high as \$40,000 each depending on each meter's specific condition. As a part of this process, adjacent owners and tenants would be responsible for bringing any outstanding electrical issues up to code which would include additional costs not included in this rough estimate.



# COST SCENARIOS

For an investment in a public space like Honest Alley, “how much is this going to cost?” is always one of the first questions that gets asked. Here, we provide a series of planning-level cost estimates based on professional experience with similar efforts. These were developed by breaking the project down into its different elements (paving, planting, lighting, etc) and establishing rough quantities based on the preferred concept design. These costs include a high contingency to account for unknown variables or decisions that have yet to be made. Some costs such as utility relocation and right-of-way acquisition (if this approach is taken) can vary widely depending on the exact details of the work. Unit costs are based on 2024 dollars and were assigned based on historical cost data from our experience with similar projects. The estimates are to be used for general planning and budgeting purposes. Actual construction costs will vary based on the final design and details for Honest Alley as well as economic conditions at the time of construction. This study presents three different cost estimate scenarios:

## LOW

**\$3,500,000**

This option assumes a reduced material palette such as tinted concrete paving throughout the alley, and that there will be no undergrounding of electrical utilities.

## MEDIUM

**\$3,780,000**

This option estimates the combination of concrete paving and brick paver materials as illustrated in the preferred design concept and includes the option of partially undergrounding electrical utilities.

## HIGH

**\$4,410,000**

This option assumes that brick pavers of various tones will be used throughout the alley and that all electrical utilities will be moved underground.

## WHAT'S INCLUDED?

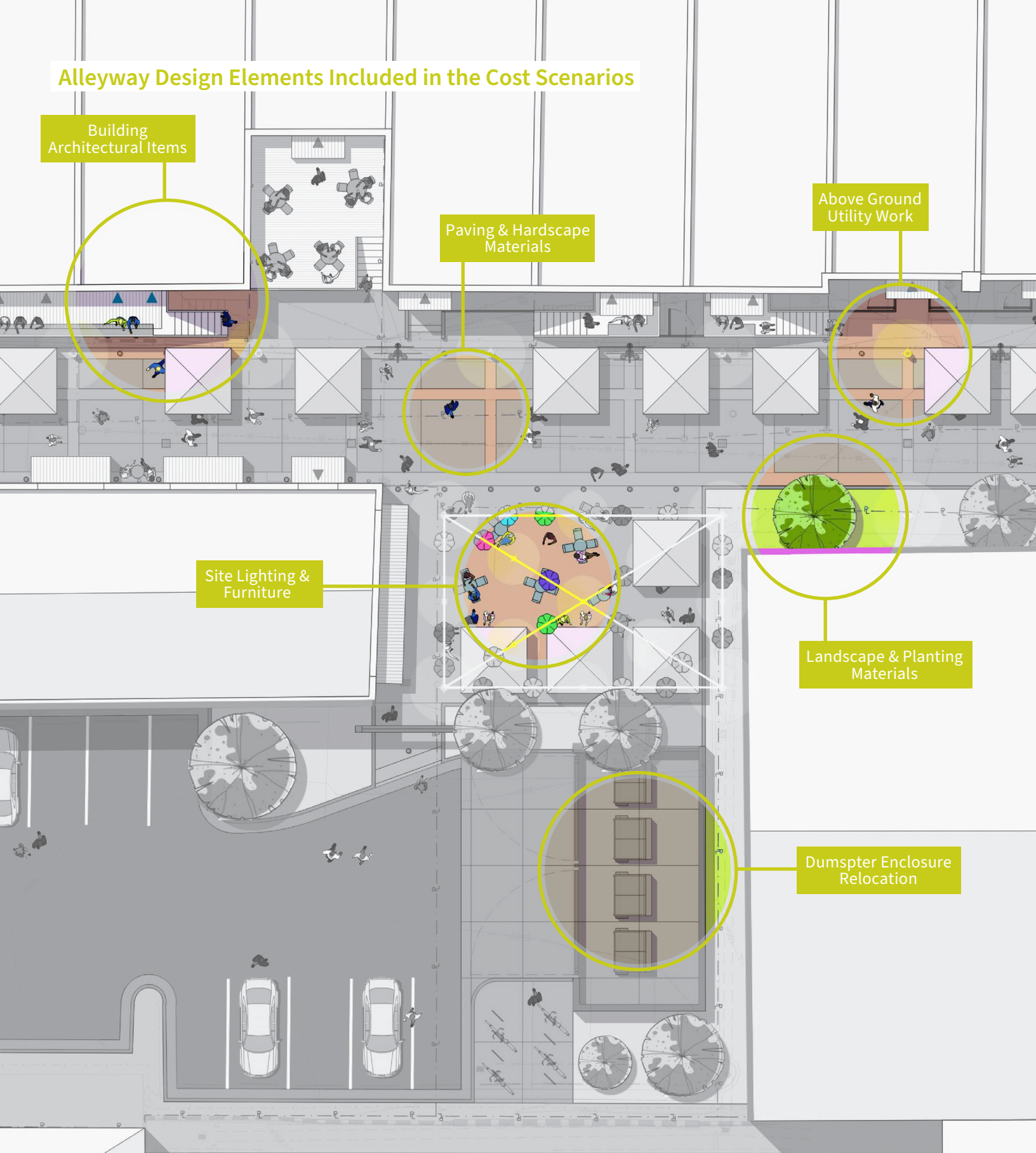
- Paving & Hardscape Materials
- Landscape & Planting Areas
- Building Architectural Items
- Site Lighting
- Site Furniture
- Utility Work
- Dumpster Enclosure Relocation
- Street Crossing Improvements
- 30% Contingency

## WHAT'S NOT?

- Property Acquisition or Easements
- Subsurface Utility Work
- Environmental Permitting (if required)
- Final Design & Construction Documents
- Construction Administration
- Inspection Services
- Public Outreach & Engagement
- Funding Planning
- Other Client Management Services



Alleyway Design Elements Included in the Cost Scenarios





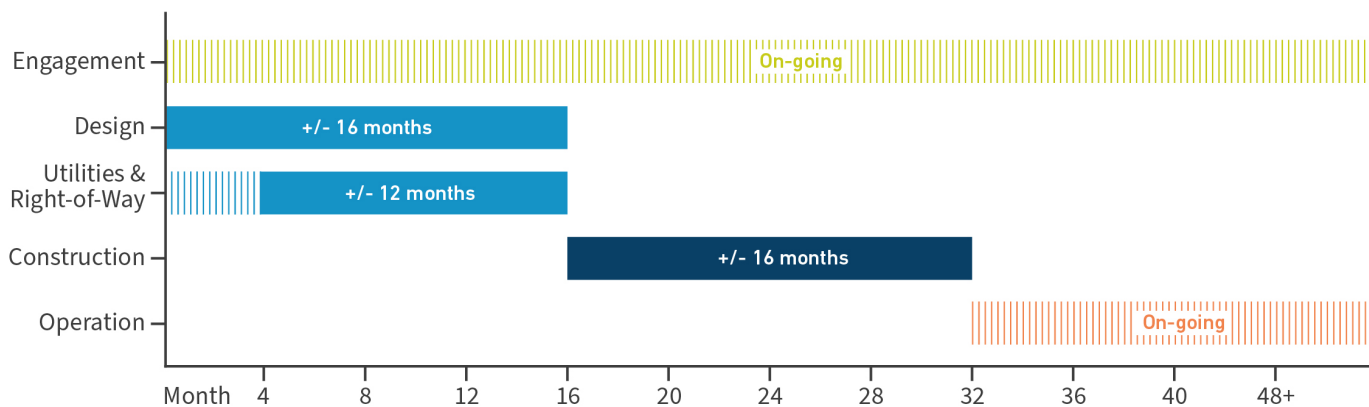
# FUNDING & TIMELINE CONSIDERATIONS

After the potential price tag of construction, the next most popular question asked is “when will this be ready?” That is a great question because it shows people are excited about what this project has to offer and cannot wait to use it. The answer to that question depends heavily on where the money is coming from. There are numerous options from which to consider accessing funds for this investment. These generally boil down to two major groups depending on how big the project is and how long we expect it to take. Larger, more expensive projects are great candidates for federal funding: the awards are higher but the administration of the funding and associated design and construction requirements can add substantial time and cost to a project. On the other end of the spectrum, smaller projects are a better fit for local funding sources which are more accessible and often place less of a burden on process. The matrix below compares these alternatives while the two timelines on the opposite page compare preliminary timelines based on funding source alternatives. The big budget, long-term project timeline is based on the Georgia Department of Transportation’s (GDOT) Plan Development Process (PDP) which would establish the design and construction process in this scenario.

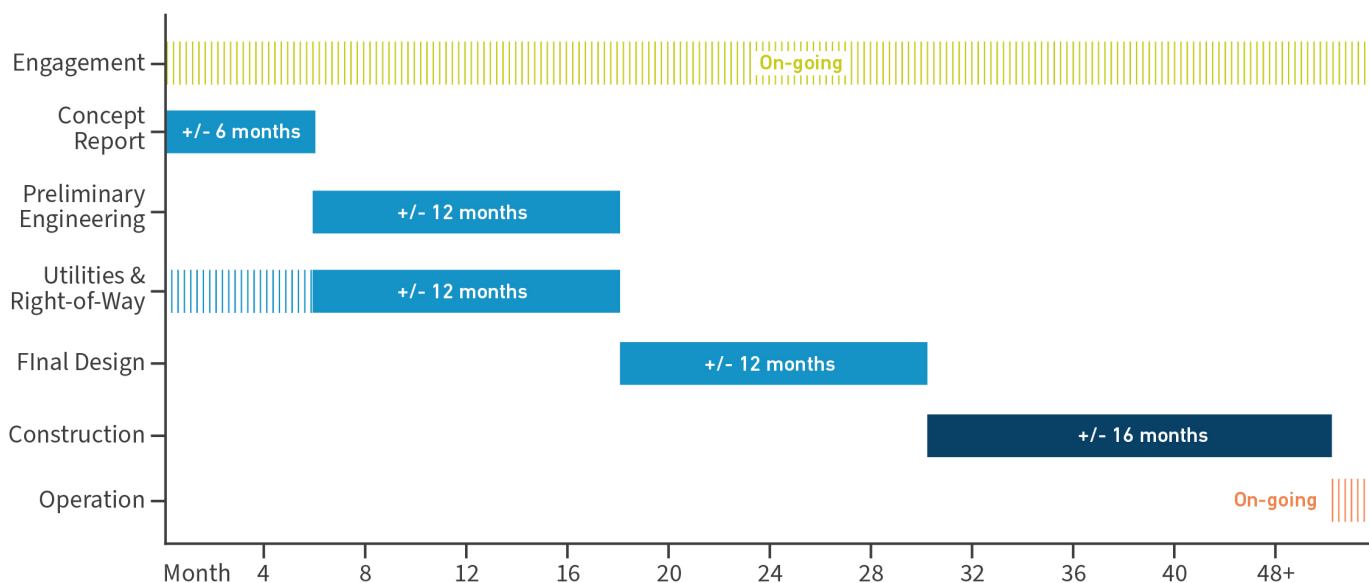
	SHORT-TERM PROJECT ( < 2 years)	LONG-TERM PROJECT ( > 2 years)
SMALL BUDGET PROJECT ( < \$5M)	Neighborhood associations Community improvement districts Crowdsourcing Non-profit grants Impact fees Infrastructure bonds Local taxes Foundation grants Individual donors Governor’s Office of Highway Safety	Capital improvement budget funds State programs <ul style="list-style-type: none"> <li>• GDOT programs</li> <li>• Recreational Trails Program (DNR)</li> <li>• Community Development Block Grant (CDBG)</li> </ul> Federal transportation funds
BIG BUDGET PROJECT ( > \$5M)	Community improvement districts Infrastructure bonds Local taxes Foundation grants Individual donors Public-private partnerships	Federal transportation funds Congressional earmarks



## Potential Small Budget, Short Term Project Timeline



## Potential Small Budget, Long Term Project Timeline



## POTENTIAL VARIABLES

It is important to note that the task durations indicated are based on professional experience of projects comparable to Honest Alley's size and scope. Many other variables could affect this timeline and include:

- **Procurement:** how long it takes for an agency to procure design, construction, and other related services
- **Support:** the ability to successfully engage major stakeholders and community members and maintain their support
- **Private Property:** how quickly the City can come to terms with adjacent property owners on the rights to make improvements on their property
- **Adjacent Development:** particularly related to 130 Clayton Street, what will happen to this building and when should it happen related to Honest Alley's improvements
- **Utilities:** what are the conditions of utilities, especially those we cannot see below ground, and what may need to be repaired/replaced during this project



# WHO DOES WHAT?

Public space projects as potentially complex as Honest Alley often have special organizations created to oversee their design, implementation, and on-going operation and maintenance. Lawrenceville isn't most places. The City and its partners have a model for collaboration and track record for success in executing these types of projects. The following table outlines each of the parties that will be needed to make Honest Alley a reality and their responsibilities in successfully bringing it in the fold.

AGENCY/ORGANIZATION	OVERALL FUNCTION
City Manager	The chief executive and administrative officer of the City.
Code Enforcement	Supports Planning & Development by enforcing codes/ordinances related to property maintenance, zoning, planning, special land use, signs and permits.
Communications	Coordinates outreach and promotion of City services, programs and events.
Community & Economic Development	Encompasses the heartbeat of the City from events to film projects as well as economic growth and development while supporting public arts initiatives.
Engineering	Reviews construction plans for permits, stormwater detention and drainage, and road relocation; designs and manages projects around the city; inspects contracts and puts out projects for bid.
Facilities	Manages, maintains, and ensures the safety and functionality of the City's buildings, grounds, and infrastructure.
Planning & Development	Formulates the City's long-range Comprehensive Plan, administers the zoning ordinance, reviews and authorizes land use and development proposals, and enforces related City ordinances; overseeing planning initiatives fostering community identity while ensuring the city grows in a well-coordinated and sustainable manner.





Photo Credit: City of Lawrenceville

## PROJECT RESPONSIBILITIES

Supporting the collaboration among City departments and community members to ensure the successful transformation and long-term operation of Honest Alley and any related public space projects.

Ensuring that all work done on private property adjacent to Honest Alley is done in conformance with the City's codes and ordinances as they currently exist or may be modified in the interests of this project.

Promoting special events and activities in Honest Alley throughout its operation including the continuation of the design and construction process.

Ensuring the health of adjacent businesses. Planning and executing special events and activities that take place in Honest Alley.

Collaborating with Planning & Development in the design and construction of Honest Alley. Managing long-term repairs, upgrades, or other modifications necessary during the lifetime operation of the alleyway.

Supporting Honest Alley by making it a functional, safe, and attractive public space such as overseeing maintenance and cleanliness, landscaping and aesthetics, and lighting among others.

Ensuring Honest Alley is transformed into an exceptional public space for people in alignment with the vision, goals, and preferred design concept established by the Honest Alley Activation Study.

## NEXT STEP(S)

1. Support the adoption of the Honest Alley Activation Study and the implementation of the study's 100-day Action Plan.
2. Secure funding needed for the design and construction phases of the project.

1. Coordinate with Planning & Development and adjacent property owners to ensure existing non-compliance issues are identified and assist in determining pathways for addressing these both in the short-term and throughout Honest Alley's implementation process.

1. Broadly promote updates on Honest Alley's progress including any interim special activities and events in the alley.

1. Plan and execute interim events (like CULTURA: Fiesta Latina) that take place in Honest Alley to maintain project momentum.

1. Partner with Planning & Development in the procurement and management of a design team in the final design of Honest Alley.

1. Engage in Honest Alley's design process to advise and assess potential operation and maintenance issues.

1. Lead the adoption of the Honest Alley Activation Study and the execution of the 100-Day Action Plan.
2. Continue engagement with the Project Advisory Group and adjacent property and business owners.
3. Partner with Engineering in the procurement and management of a design team in the final design of Honest Alley.

CONTINUED ON NEXT PAGES



**AGENCY/ORGANIZATION****OVERALL FUNCTION****Police**

Ensures the safety, security, and well-being of the Lawrenceville's residents, businesses, and visitors.

**Street**

Maintains the integrity of the city's streets by managing potholes, street maintenance, street signs, and overall beautification to ensure a safe and appealing environment.

**Utilities**

Provides and maintains electric, natural gas, and trash and recycling services for the City of Lawrenceville.

**Adjacent Business & Property Owners**

Adjacent business and property owners are those located immediately adjacent to or would be immediately affected by potential changes to Honest Alley.

**Downtown Development Authority (DDA)**

Serves as a resource for revitalizing downtown through smart land use planning, land banking, recruitment and retention of business to the area, and the strategic execution of the people's vision to be a vibrant and inclusive urban center.

**Lawrenceville Arts Commission (LAC)**

Promotes the expansion, education, and enhancement of public art in the City of Lawrenceville; emphasizes the role of the arts in the cultural enrichment and aesthetic quality of the City's physical environment.

**Project Advisory Group**

Guides the study and design process to ensure Honest Alley, as a public space, is in line with the vision and objectives of the Downtown Lawrenceville Master Plan as well as community voices and expectations.



## PROJECT RESPONSIBILITIES

## NEXT STEP(S)

Continuing to ensure public safety and order at events hosted in Honest Alley.	<ol style="list-style-type: none"><li>1. Complete an initial assessment of Honest Alley for potential safety issues that should be considered during the final design process</li><li>2. Engage in Honest Alley's design process to advise and assess potential safety issues and solutions</li></ol>
Supporting Honest Alley's eventual transition to a shared space including one-way vehicular traffic flow. Maintaining Honest Alley in as a clean public space in a state of good repair.	<ol style="list-style-type: none"><li>1. Consider piloting the one-way conversion of Honest Alley in advance of final design and construction to test and evaluate traffic and safety impacts that may inform the final design.</li></ol>
Collaborating with Planning & Development and Engineering in the relocation, consolidation, and/or undergrounding of utilities within Honest Alley as final design decisions are made, and the project enters construction. Maintaining alleyway utilities in a state of good repair.	<ol style="list-style-type: none"><li>1. Assist Planning &amp; Development and Engineering in evaluating approaches for utilities in Honest Alley during final design and construction.</li><li>2. Coordinate with private utility companies for utilities not directly under City control.</li></ol>
Directly contributes to the activation of Honest Alley.	<ol style="list-style-type: none"><li>1. Continue serving as crucial members of the Project Advisory Group.</li><li>2. Collaborate with City departments during the design, construction, and operation of Honest Alley especially in making a final determination of how alleyway improvements on Honest Alley will be implemented.</li></ol>
Ensuring that adjacent development, both existing and future potential, is executed in a way that supports the activation of Honest Alley for the long-term.	<ol style="list-style-type: none"><li>1. Continue serving as a crucial member of the Project Advisory Group.</li><li>2. Ensure the Façade Grant Program will apply to rear facades and is adequately funded and communicated to adjacent property owners.</li><li>3. Advance feasibility studies and marketing for the rehabilitation (or redevelopment) of 130 Clayton Street.</li><li>4. Engage the existing property owner in the potential rehabilitation of 117 Clayton Street.</li></ol>
Partnering with City departments and community members to ensure that public art remains integral to the design and life of Honest Alley through the curation and execution of public art projects that align with the vision, goals, and preferred concept for Honest Alley.	<ol style="list-style-type: none"><li>1. Continue serving as a crucial member of the Project Advisory Group.</li><li>2. Partner with City departments and community members to identify public art projects that can activate and showcase Honest Alley in the interim.</li></ol>
Continue guiding the design and construction of Honest Alley as an exceptional public space for people in alignment with the study's vision, goals, and preferred design concept. Serve as an advising body during the alleyway's operation.	<ol style="list-style-type: none"><li>1. Support the adoption of the Honest Alley Activation Study and the execution of the 100-Day Action Plan.</li><li>2. Build additional champions for Honest Alley's success.</li><li>3. Continue engaging with City departments through the final design process.</li></ol>





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# 100-DAY ACTION PLAN

The early days and weeks following the completion of the Honest Alley Activation Study are the most important in maintaining the design and construction process we have just begun. Transforming Honest Alley will start with small, actionable steps that provide opportunities for the Lawrenceville community to continue working together and generate positive momentum towards implementation. The list of recommendations below should be considered a series of bite-sized pieces that can be completed (or at least initiated) within 100 days of this study's completion.

- 1. Adopt the study!** This is a simple but important first step that establishes this study and its recommendations as City policy. It also makes this project eligible for continued funding through the Atlanta Regional Commission.
- 2. Confirm department responsibilities and commitments and other partnerships.** This project was begun as a collaboration. Being more specific and strengthening these partnerships are crucial for success.
- 3. Continue engagement with the Project Advisory Group.** This diverse body has been an important sounding board and conduit for communication throughout the study. This should be established as a board that lives throughout the process ahead.
- 4. Plan interim activations (like CULTURA: Fiesta Latina) and temporary public art opportunities.** These keep Honest Alley in the public eye and maintain excitement and enthusiasm for the transformation of the alleyway.
- 5. Initiate discussions on private property approach with adjacent property ownership.** This will be a lengthy process likely requiring numerous conversations to get the details right. The earlier this starts, the better and less likely that this will become an obstacle on the critical path to implementation.
- 6. Identify funding gaps and confirm funding sources.** The City of Lawrenceville has already been committing money for design and implementation. Based on the cost estimates provided here, make sure there is enough to at least get started. Develop a strategy for filling any anticipated gaps.
- 7. Initiate design development and final design (including utility coordination).** Procurement for many cities can be a lengthy process. If this project is to be bid to a design (or design/build) team, at least begin developing a Request for Proposals (RFP) now. Make sure to include all partnering departments in this process.
- 8. Consider piloting the one-way conversion of Honest Alley for vehicular traffic flow.** This was strongly supported by the traffic study and is a key design feature. Piloting this before or during the next design phase is an opportunity to test and evaluate this feature.
- 9. Complete an initial assessment to identify potential safety issues.** The Police Department will work on a safety assessment of Honest Alley to use as a guide for final design.





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