



DESIGN STUDIO AND COMMUNITY ENGAGEMENT PROPOSAL

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OVERVIEW

OBJECTIVES

The GA Tech School Of Architecture Design Studio's outcome will be utilized as examples to speak to new the ideas for the DeKalb County's Comprehensive Land-use Plan. By creating plans for both North DeKalb Mall and the Gallery at South DeKalb Mall allows for examples and better conversation around retrofitting suburbia planning as well as education for the community. MicroLife Institute's role is to support the Design Studio and then implement education and successful conversation with the principles and ideas for the land-use plan throughout the community.

THE PROJECT

This Design Studio will focus on creating urban design proposals and transit hubs. GA Tech students will reimagine these spaces through sustainable and resilient redevelopment incorporating new urbanist principals. Four student teams from the Georgia Tech School of Architecture, led by Ellen Dunham-Jones, will produce proposals to connect redevelopment of the North Dekalb Mall and the Gallery At South Dekalb to proposed MARTA Bus Rapid Transit lines and to-be-cleaned up creeks behind the malls. MicroLife Institute will support this Design Studio by aiding in logistics and connect with the community while supporting the initiatives of both GA Tech and DeKalb County. After the Design Studio, MicroLife will work on educating and informing the results with the community and local leaders in regardsoit the Conprhensive Landuse Plan .

PARTIES

1. MicroLife Institute
2. Georgia Institute of Technology School of Architecture- Professor Ellen Dunham- Jones
3. DeKalb County Commissioners- Rader, Johnson and Terry
4. Local Stakeholders

PART 1: DESIGN STUDIO (FEBRUARY- MAY)

The MicroLife Institute will engage with key individuals in the GA Tech School of Architecture, DeKalb County government and local stakeholders that will help aid in this design studio as well as aid in good conversations and understanding for transitions to allow for bringing this concept to reality.

The MicroLife Institute will provide:

1. Scope of Work for Joel Jassu (Contractor through MicroLife)
 - Assist Professor Dunham-Jones 2-3 hours once a week for students team meetings and design conversations. (Friday afternoons), from January 27-April 27
 - Participate in 3 workshops to learn urban modeling software and assist the students' use of the software to produce performance metrics
 - Participate in 3-4 major reviews (3-4 hours each)
 - Coordinate and attend site visits with the students depending on the schedule
 - Assist in the production and coordination of the final studio report
 - Total compensation of \$10,000
2. Scope of work for MicroLife Staff
 - MicroLife will assist in Design Studio logistics for visiting malls
 - Guided Tours of malls and Cottages on Vaughan
 - Organize meetings and communication between students and mall property owners or representatives
 - Coordinating and meetings with select government and community stakeholders (community engagement at Commissioners direction)
 - Names, emails and contact information as well as a formal introduction to selected list of influencers such as County planners, Commissioners and professionals and citizens
 - Participate in 3-4 major reviews of student progress pinups (3-4 hours each)
 - Advise and present to students on the Missing Middle Housing and affordable housing concepts, as well as resources for new urbanist principals and concepts allow diversity of abundant housing
 - Review student designs and real estate proformas and provide feedback and direction
 - Advisement session with all parties to review zoning feasibility and zoning analysis after key contacts communications are completed

PART 2- POST DESIGN STUDIO (MAY-DECEMBER)

MicroLife Institute will work on using the principles and polices established by the Design studio to help inspire policy adaptation and ideas for the DeKalb County Comprehensive Land Use Plan. By utilizing the work done by the students at the Georgia Tech School of Architecture we will be able to interact and speak to a number of retrofitting suburbia ideals as well as addressing housing issues like the loneliness epidemic and missing middle types of housing products. This will be done through close collaboration with district 2, 3 and 6 Commissioners to create educational and interactive events speaking to the design studio findings as well as academic lectures around the topics.

NORTH DEKALB MALL

Since the mall is current for sale, MicroLife Institute will focus on engagement with the prospective buyer(s) if given the opportunity. Additionally, we can share with stakeholders (identified by DeKalb County Commissioners) non-controversial ideas generated from the Design Studio.

- After Design Studio is completed in May, MicroLife has the ability to present ideas to stakeholders selected by the Commissioners
- MicroLife can develop and execute marketing and communication related initiatives
- MicroLife will aid in educating about infrastructure and development plans i.e. stormwater, street design and connectivity with future or perspective owner(s)

MicroLife recognizes that the mall is for sale and the plans of the future developer are currently unknown. We will work to ensure that any community engagement or communication will be strictly around general ideas that could be utilized in many scenarios and not geared toward any particular development. MicroLife recognized it is crucial that any community engagement not cause confusion for future proposals or applications.

GALLERY AT SOUTH DEKALB MALL

The MicroLife Institute will curate a custom plan to engage the community around the completed designs and encourage the conversation around the Green New Deal urban revitalization, as well as building community around new development.

- MLI will coordinate with GA Tech Students to present final designs to stakeholders by early May
- After May, MicroLife will utilize presentations and have the ability to present to stakeholders and community
- MLI, with input from the Commissioners, can create a Pop-up placemaking activation for community engagement, if possible based on student designs (see [AARP Pop-up Placemaking Tool Kit](#))
- MLI will act as a liaison with DeKalb County government and the public as needed
- We able to support District3 and 6 comm by engaging public on larger redevelopment plans ie LCI of 2007 and of Gallery and LCI area.
- Coordinating and supporting work and Collaboration with Decide DeKalb fulling by utilizing redevelopment plan tool box.

MARKETING

- MicroLife can help develop and execute marketing and communication related to policy and initiatives
- We can create the copy, marketing, event strategy and implementation to help educate the community to DeKalb's objectives
- Support public engagement around comprehensive land use plan

AREAS OF FOCUS AND TOOLS

- Abundant Housing and Naturally Affordable Housing
- Urban Design and New Urbanism
- Incremental Development Education
- Intentional Communities
- Community Input addressing Community Needs and Vision
- General Education on Housing and Policy
- 15-Minute Cities Concept
- Other Local and Nationwide Case Studies

PRICING & PAYMENT SCHEDULE

MicroLife can provide the services for a fee of \$60,000.00.

Break Down of Payments:

Districts 3 and 6 agreed to pay: \$45,000.00.

First Payment: March - \$30,000

Second Payment: May- \$3,750

Third Payment: June- \$3,750

Fourth Payment: July- \$3,750

Fifth Payment: August - \$3,750

District 2 Agrees to pay : \$15,000.00.

First Payment: September- \$3,750

Second Payment: October- \$3,750

Third Payment: November - \$3,750

Fourth Payment: December- \$3,750

Thank you for the opportunity to submit this proposal. We look forward to discussing more and the opportunity to work together.

