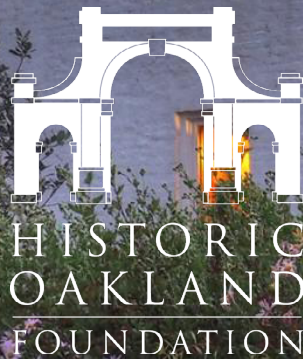
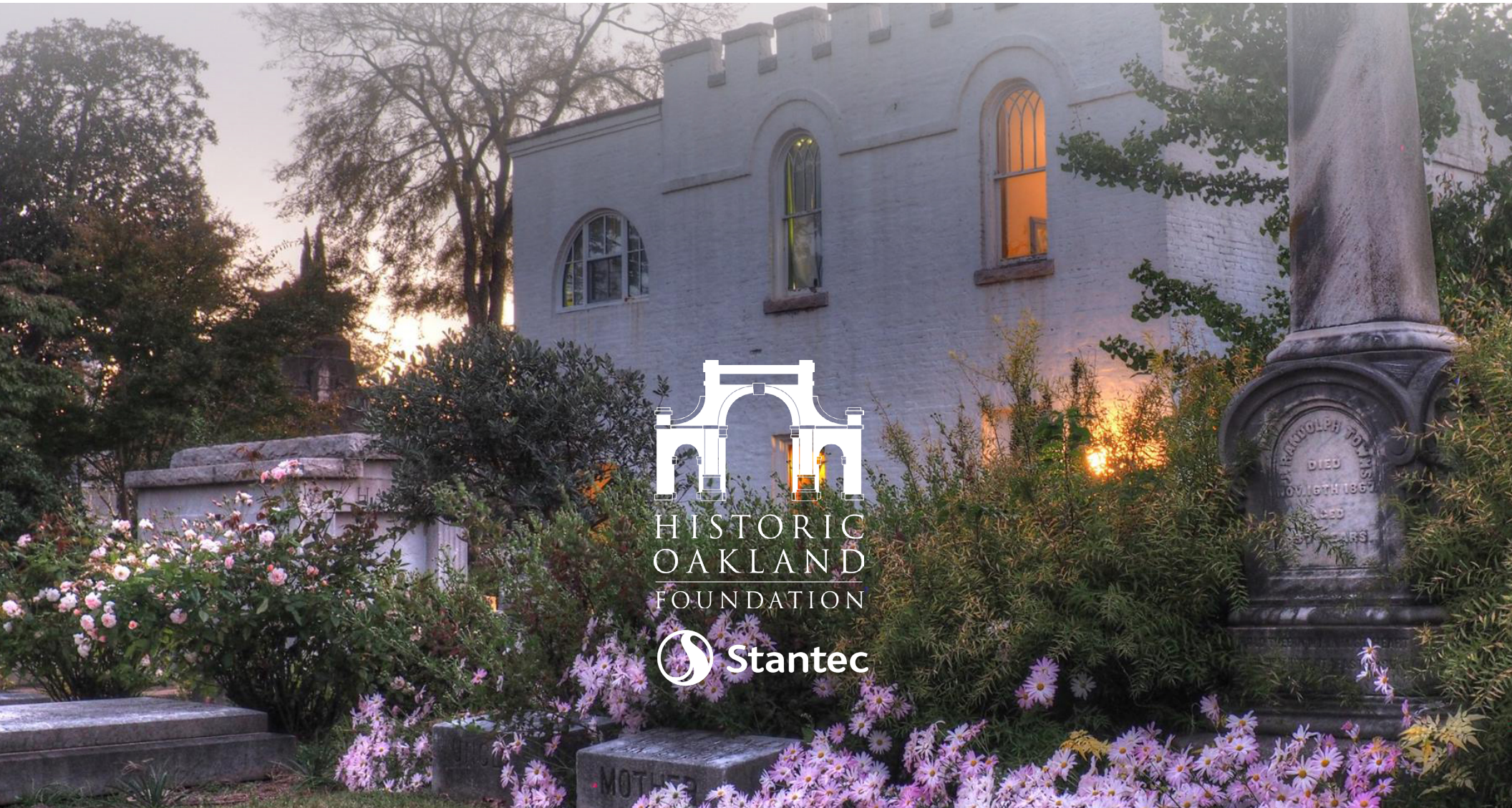


HISTORIC OAKLAND FOUNDATION

OAKLAND ALIVE

OAKLAND CEMETERY MASTER PLAN UPDATE

SEPTEMBER





View to the west in the Rural Cemetery, July 2017.

A Welcome Letter from the Executive Director

On behalf of the Historic Oakland Foundation (HOF) Board of Directors, staff, and volunteers I am pleased to introduce the Foundation's 2017 Master Plan for Oakland Cemetery.

In 2008, shortly after I arrived at Oakland we undertook a Master Plan that assessed needs, defined opportunities, identified challenges, and recommend approaches that have guided our mission to preserve and share Oakland for the last 8 years. Our progress is evident as you walk through the gardens and restored areas alongside the scores of visitors who come to enjoy our tours, educational programs, and special events.

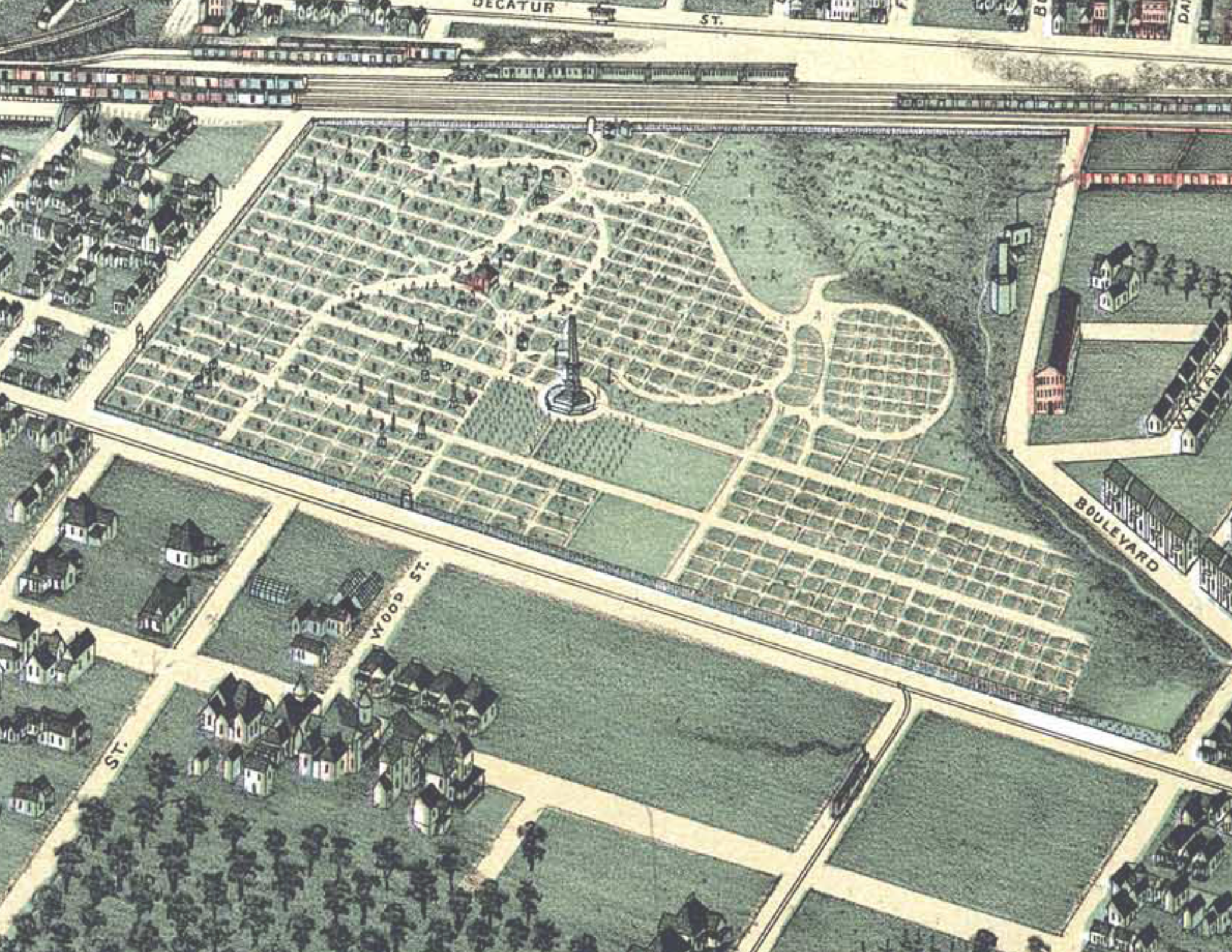
The revitalization of Atlanta's east side and its Memorial Drive Corridor has brought tremendous economic growth outside our walls due in part to the revitalization we have accomplished inside our walls. However in 2016 we found ourselves at a critical point in our 40-year history: we can continue to operate under the status quo - which means that none of us will ever see a fully restored Oakland - or we can develop a plan, complete with costs and a presentation-quality executive summary, that supports a comprehensive campaign to raise enough money to restore Oakland – every bit of it – in 20 years or so.

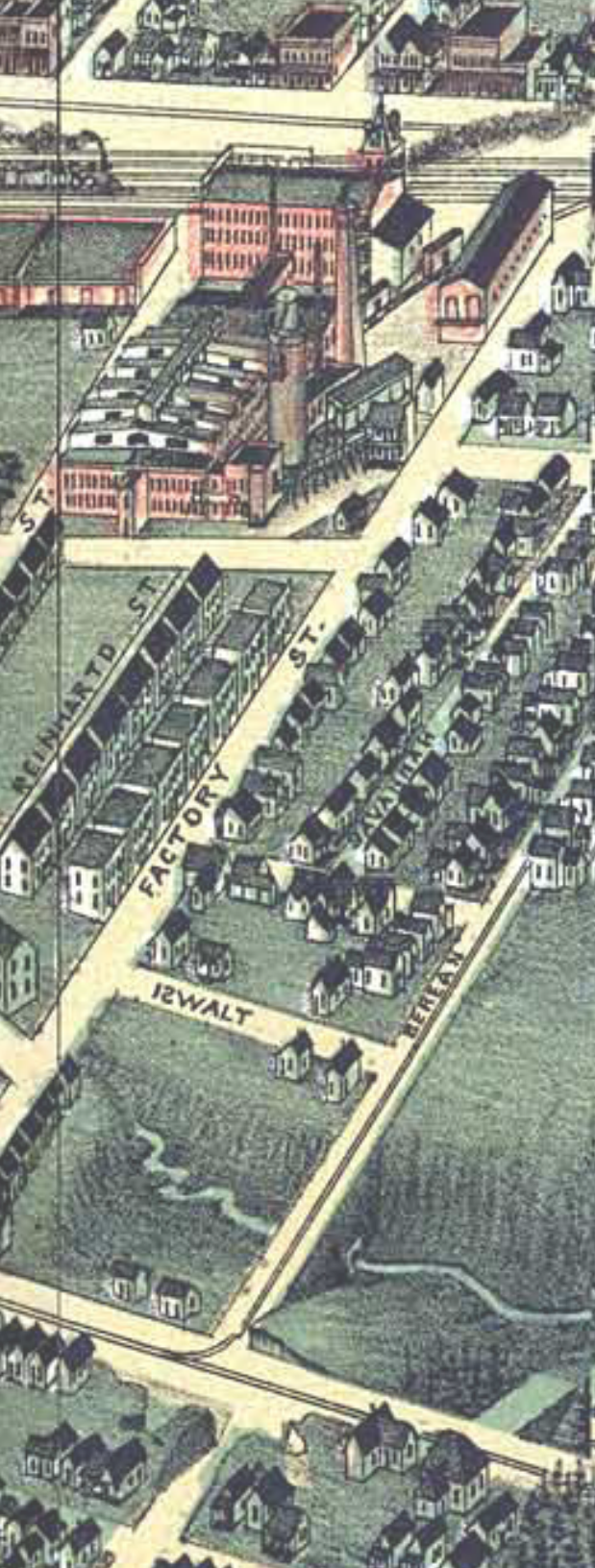
This Master Plan does just that by evaluating and prioritizing the current needs, combined with a comprehensive cost analysis, this plan has identified more opportunities for preservation and enhancement than was enumerated in our previous plan. A Historic Structures Report for the cemetery's 7 buildings; an overall review of sustainable practices on site; a thorough evaluation of the cemetery's infrastructure; identification of additional access points to and from the park and enhancements to the visitors' experience; a review of visitor safety and security measures; and, a cost analysis of all preservation work improvements, and enhancements are examples of this plan's content and scope.

I wish to thank the members of the Oakland Master Plan Committee - The City of Atlanta Parks Department; our design consultant, Stantec; and our many stakeholders (community leaders, donors, descendants, local governmental officials and neighbors) - whose hours of surveying and study, evaluating, strategizing, planning, writing, formatting, and editing has resulted in what we believe to be a transformational document, designed to guide the restoration of Oakland in our lifetime!

David Moore

Executive Director, Historic Oakland Foundation





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The Master Plan



VISION STATEMENT

A revered cemetery and vibrant park honoring Atlanta's past
and celebrating its future.

MISSION STATEMENT

The Historic Oakland Foundation partners with the City of
Atlanta to preserve, restore, enhance, and share Oakland
Cemetery with the public as an important island of tranquility
in the heart of the city.