

Turner Field Stadium
Neighborhoods
LIVEABLE CENTERS INITIATIVE

Peoplestown Neighborhood Workshop

March 8, 2016

FanPlex



Tim Keane, Commissioner,
Department of Planning and
Community Development

Charletta Wilson Jacks, Director,
Office of Planning



Turner Field Stadium Neighborhoods

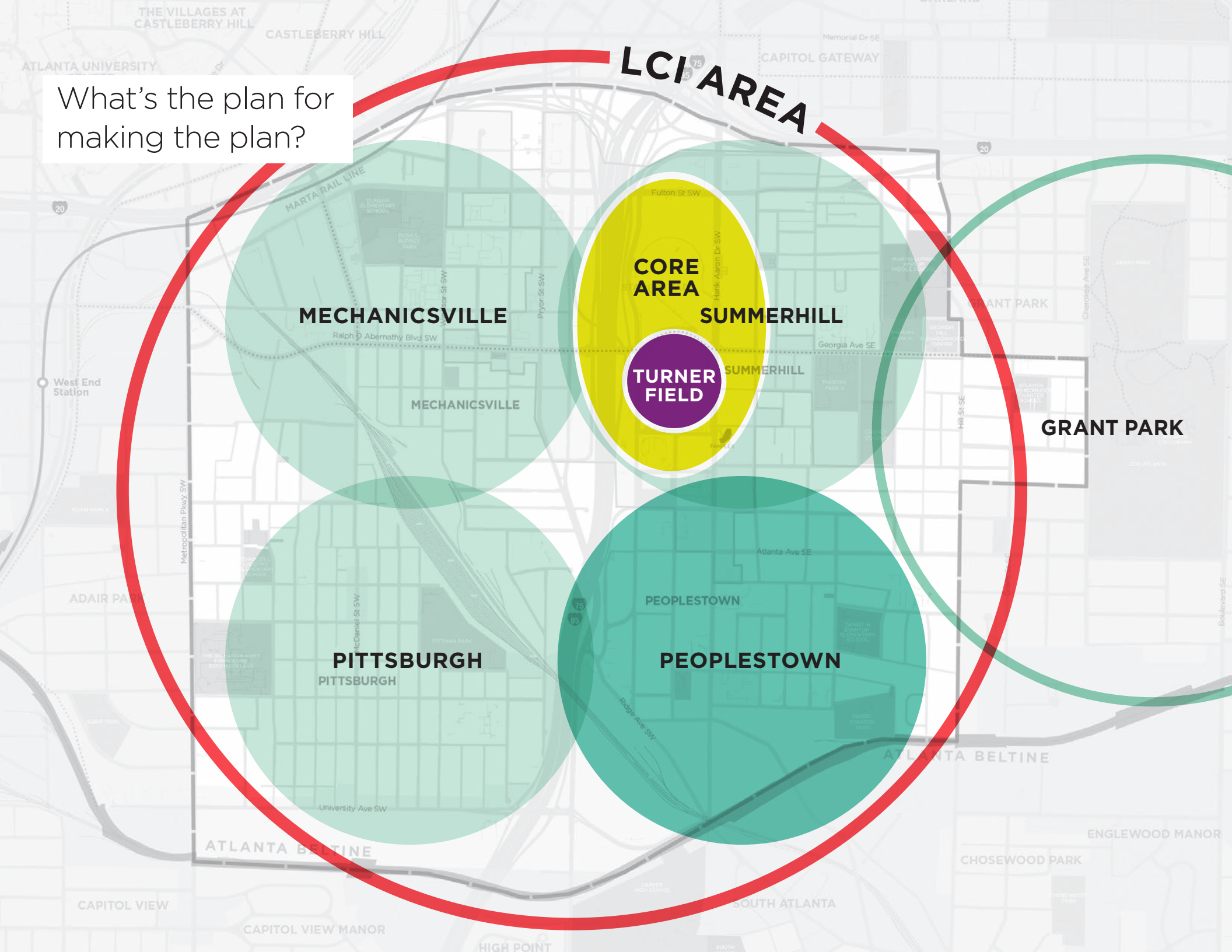
LIVEABLE CENTERS INITIATIVE

Funding Partners



Where are we in the LCI process?

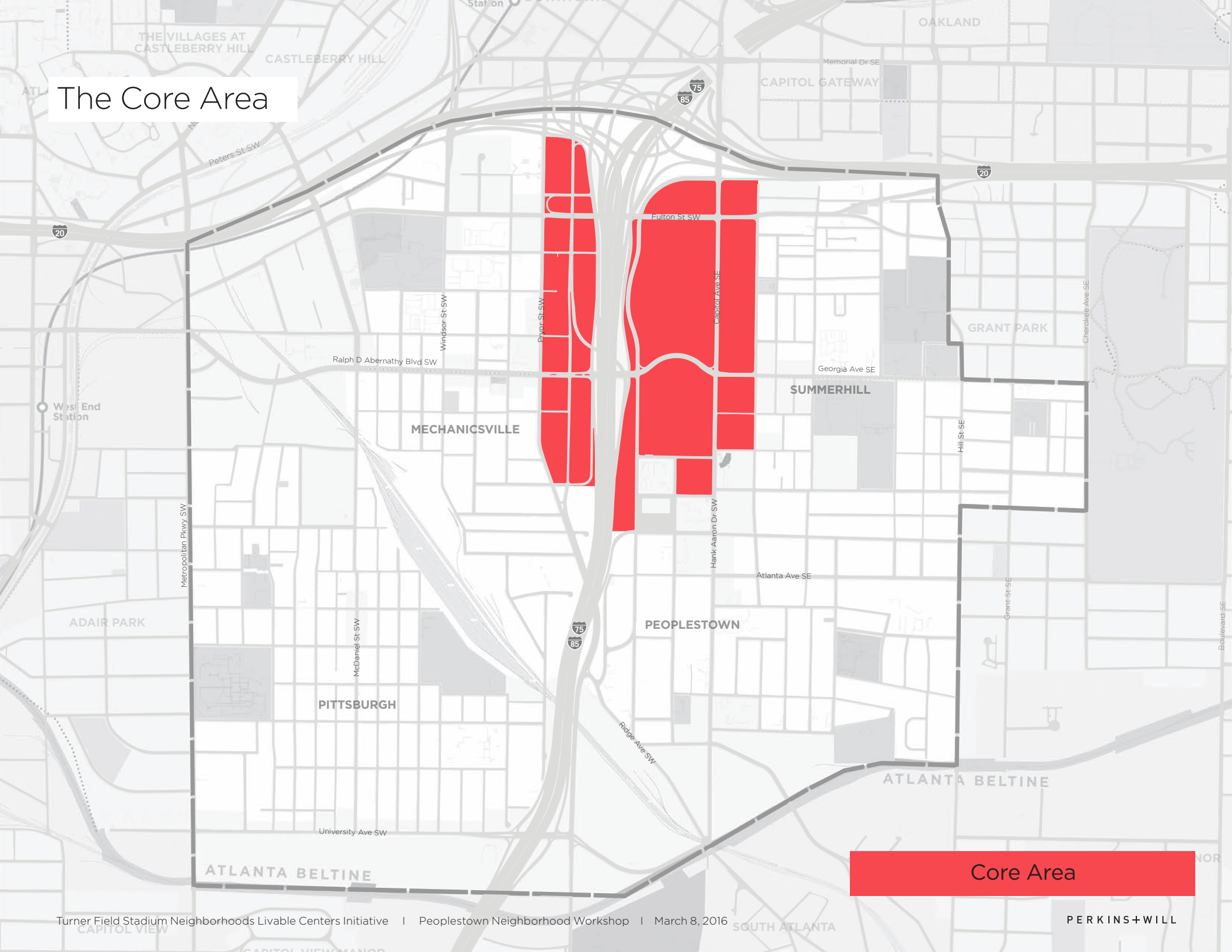
What's the plan for making the plan?





Core Area Visioning Summary

The Core Area



MECHANICSVILLE

PEOPLESTOWN

SUMMERHILL

Core Area

WHAT ARE THE ELEMENTS OF A GREAT URBAN COMMUNITY?

People

Housing

Jobs

Offices

Shops

Restaurants

Grocery Stores

**Cultural and
Religious Institutions**

Quality Open Space

Transit (buses, light rail, subway)

**Bike and Pedestrian
Facilities**

Green Infrastructure

TYING AMENITIES TO DEVELOPMENT... by defining the activity score.

Community Character

REGIONAL CENTER

ACTIVE URBAN DISTRICT

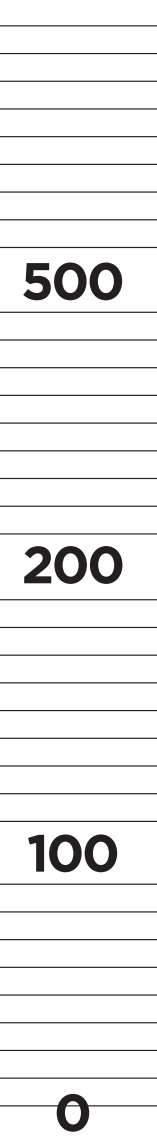
URBAN VILLAGE

QUIET NEIGHBORHOOD

Amenity Index

- REGIONAL EMPLOYMENT
- SUBWAY
- LIGHT RAIL
- LARGE PARK
- GROCERY STORE
- BRT / STREETCAR
- CULTURAL AMENI-
- LOCAL BUS
- SMALL STORE
- POCKET PARK
- SIDEWALKS

Activity Score



Atlanta Case Studies



THE TASK: Match preferences for the physical vision with the metrics and values needed to realize the vision.

1

SELECT
your ideal
community
type

2

BUILD
your ideal
community
on the site

3

EVALUATE
the build out
based on metrics

BUILDING BLOCKS

Single Family Houses

Half Block



BUILDING TYPE STATS

45 Population
0 Jobs
20 Dwelling Units

40 Parking Spaces
313.8 Carbon Footprint

20,000 Gross Floor Area
0 Commercial Area
20,000 Residential Area
0 Retail Area

Townhouses

Half Block



BUILDING TYPE STATS

67 Population
0 Jobs
30 Dwelling Units

60 Parking Spaces
470.7 Carbon Footprint

33,000 Gross Floor Area
0 Commercial Area
33,000 Residential Area
0 Retail Area

Mixed Use Residential

Half Block



BUILDING TYPE STATS

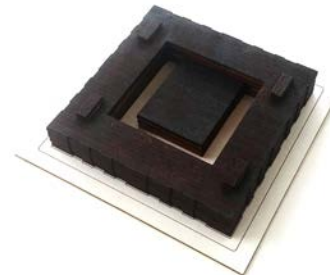
195 Population
34 Jobs
87 Dwelling Units

202 Parking Spaces
1250 Carbon Footprint

150,000 Gross Floor Area
30,000 Commercial Area
90,000 Residential Area
30,000 Retail Area

Mixed Use Residential

Full Block



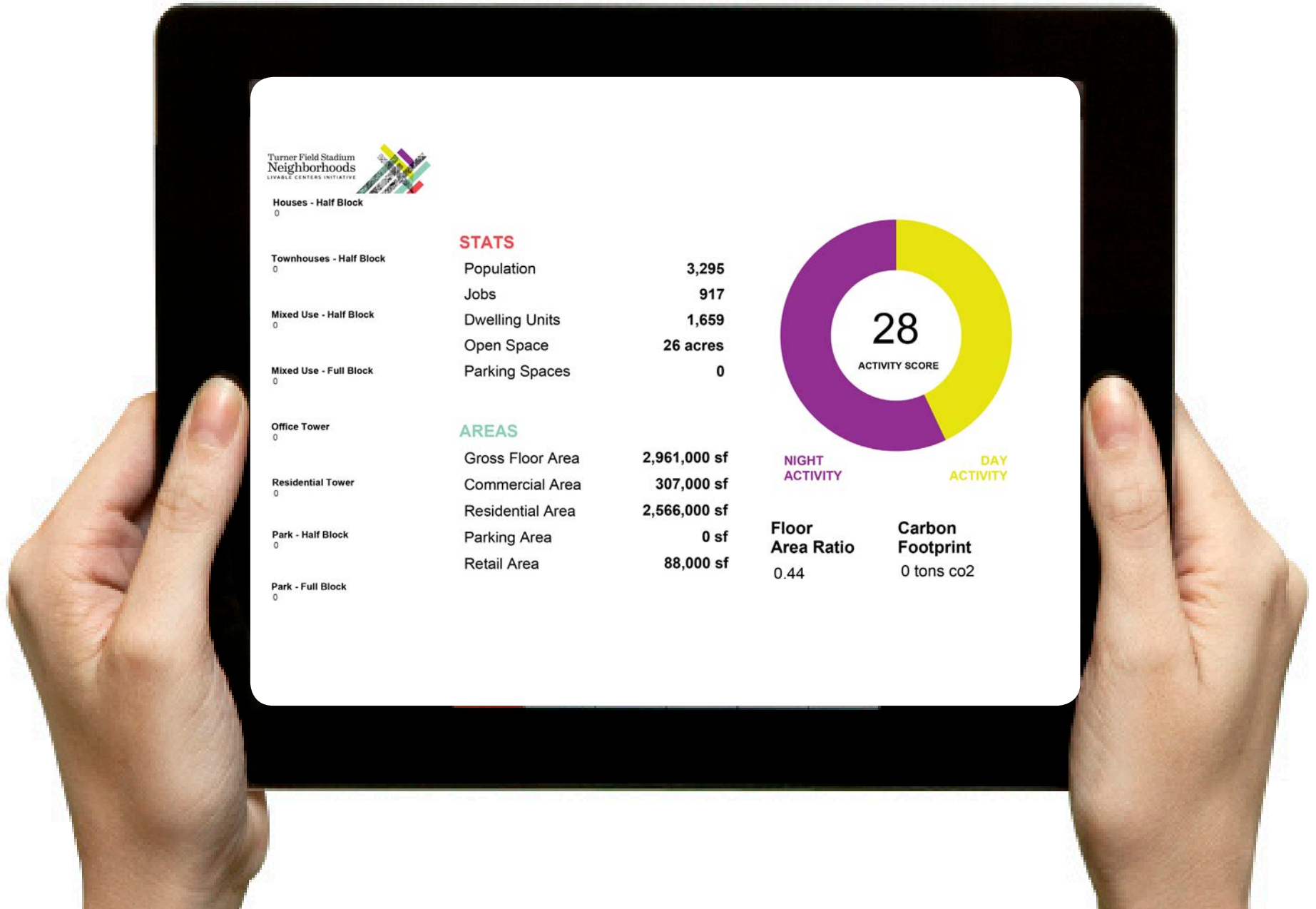
BUILDING TYPE STATS

418 Population
69 Jobs
187 Dwelling Units

424 Parking Spaces
2654.5 Carbon Footprint

335,000 Gross Floor Area
67,000 Commercial Area
201,000 Residential Area
67,000 Retail Area

EVALUATION APP



- Houses - Half Block
0
- Townhouses - Half Block
0
- Mixed Use - Half Block
0
- Mixed Use - Full Block
0
- Office Tower
0
- Residential Tower
0
- Park - Half Block
0
- Park - Full Block
0

STATS

Population	3,295
Jobs	917
Dwelling Units	1,659
Open Space	26 acres
Parking Spaces	0

AREAS

Gross Floor Area	2,961,000 sf
Commercial Area	307,000 sf
Residential Area	2,566,000 sf
Parking Area	0 sf
Retail Area	88,000 sf



Floor Area Ratio	0.44	Carbon Footprint	0 tons co2
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TABLE 1A KEY ELEMENTS:

- Baseball field south of stadium
- No building height above height of stadium
- Bridging connector to open Mechanicsville (5th Street and Tech Square)
- Central green space in core area
- Cluster density toward highway, transitioning to neighborhoods

ACTIVITY SCORE: 243

Active Urban District

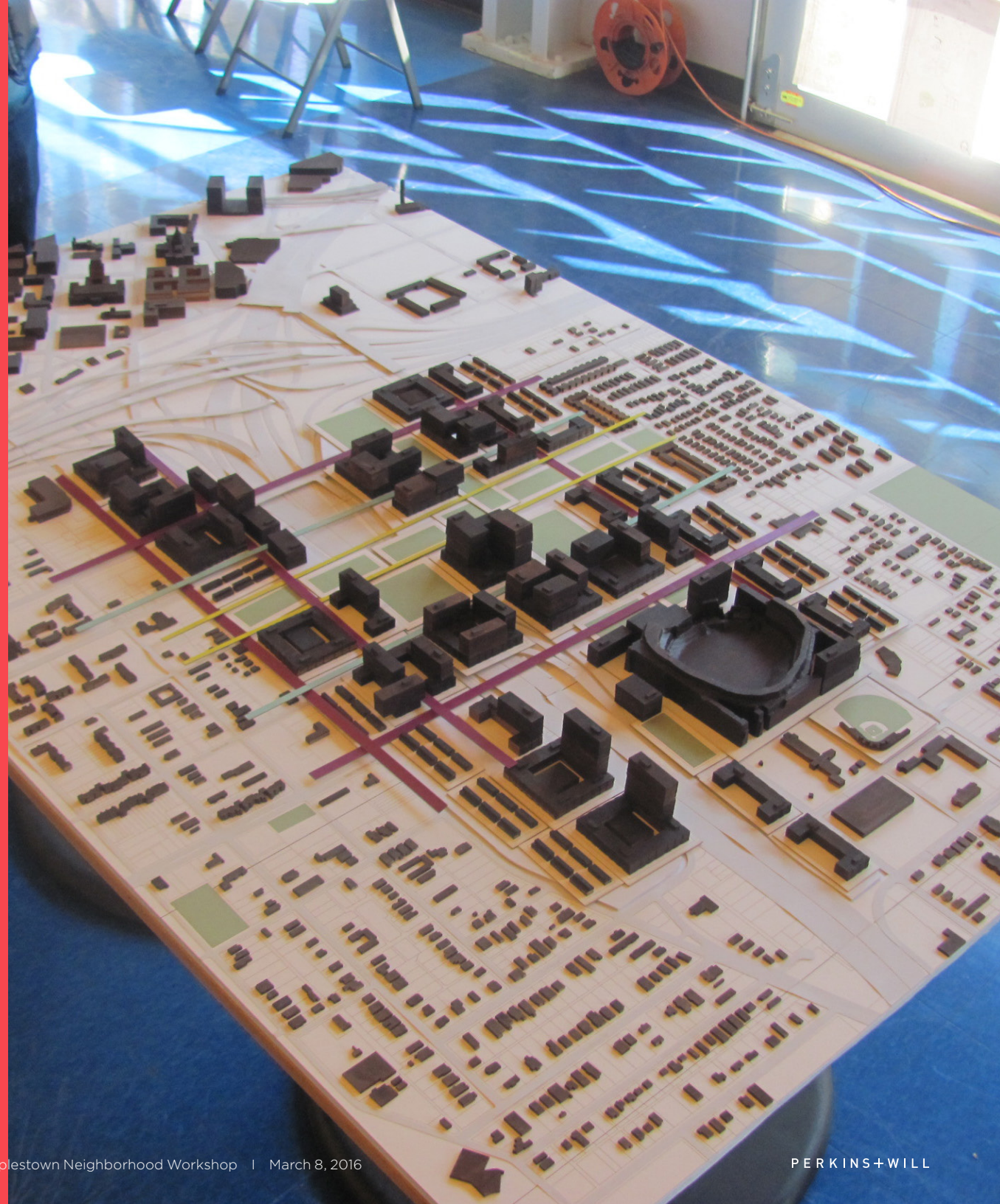


TABLE 1B KEY ELEMENTS:

- Baseball field north of stadium at RDA Connector underpass, creating a sports cluster
- Central spine park in core area
- Bridging highway with buildings
- Cluster density toward highway, transitioning to neighborhoods
- Stormwater park on block south of stadium

ACTIVITY SCORE: 236

Active Urban District

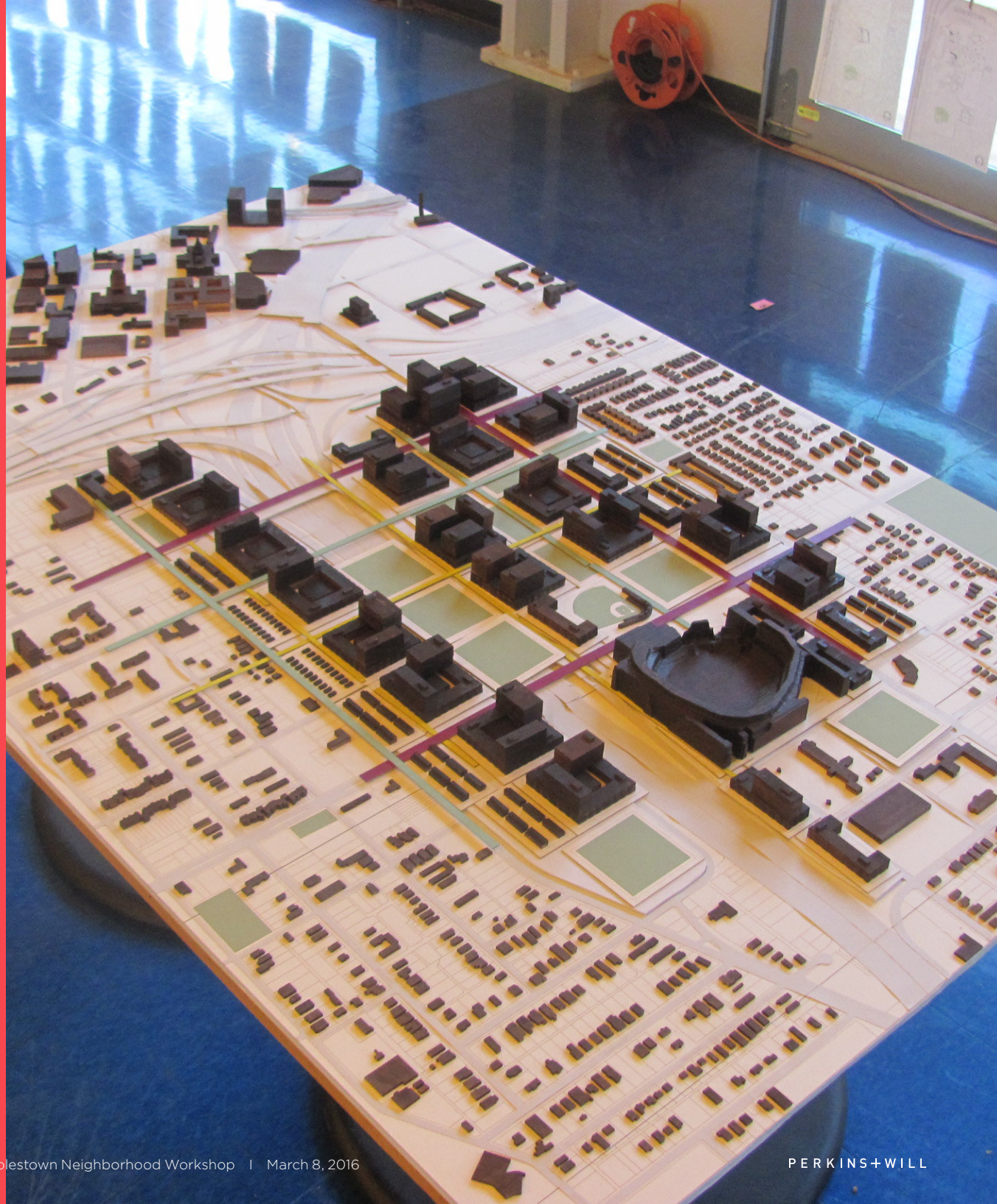


TABLE 2A KEY ELEMENTS:

- Baseball field north of stadium along Capitol Ave
- Similar density throughout with lower density east of Capitol Ave
- Bridging connector to open Mechanicsville
- Green space throughout
- High-rise office tower near the connector

ACTIVITY SCORE: 261

Active Urban District

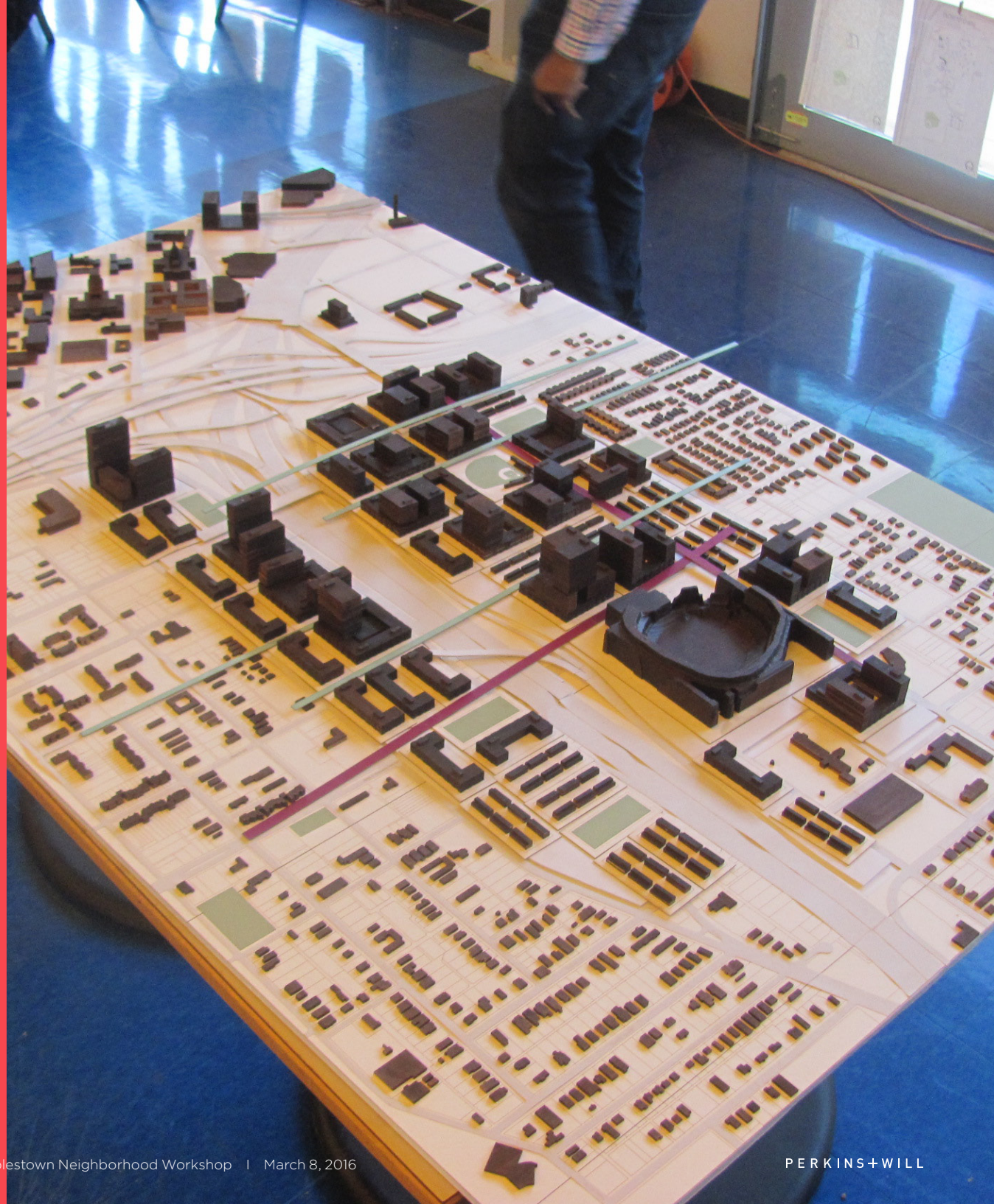


TABLE 2B KEY ELEMENTS:

- Baseball field north of stadium along Georgia Ave
- Higher density in central area with a mix of residential and office towers
- Lower density on east side of Capitol Ave
- Small pocket parks throughout
- Office towers near connector

ACTIVITY SCORE: 239

Active Urban District

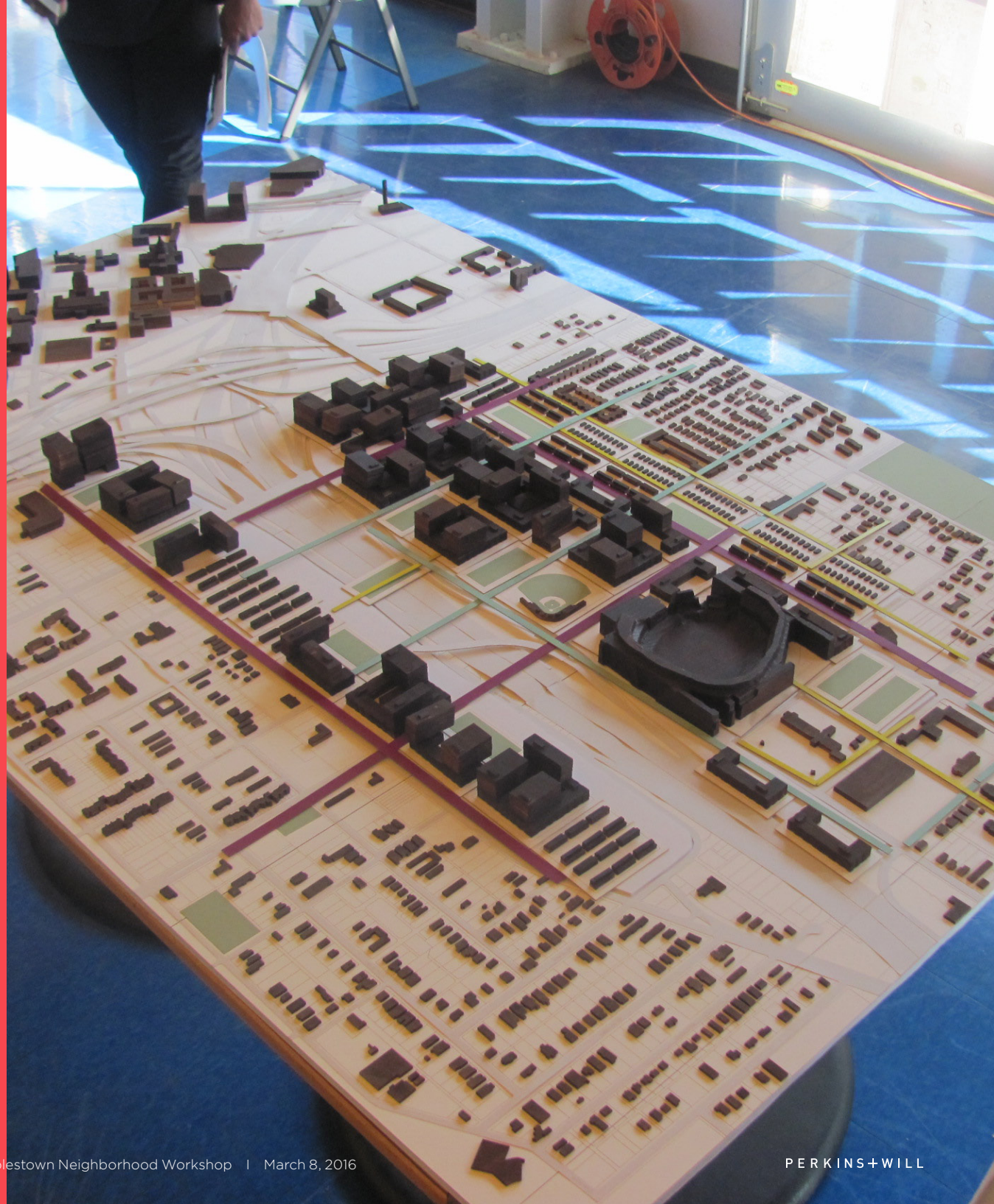


TABLE 3A KEY ELEMENTS:

- Baseball field on DMV parcel
- Higher density near highway, mostly 15-story office
- Lower density towards neighborhoods
- Office towers towards highway on both sides
- Medium density (no more than 5 stories) along Capitol Ave.
- Higher density (15-story buildings) across stadium on north and east sides.
- Extension of Heritage Park as a linear park

ACTIVITY SCORE: 205

Active Urban District (just!)

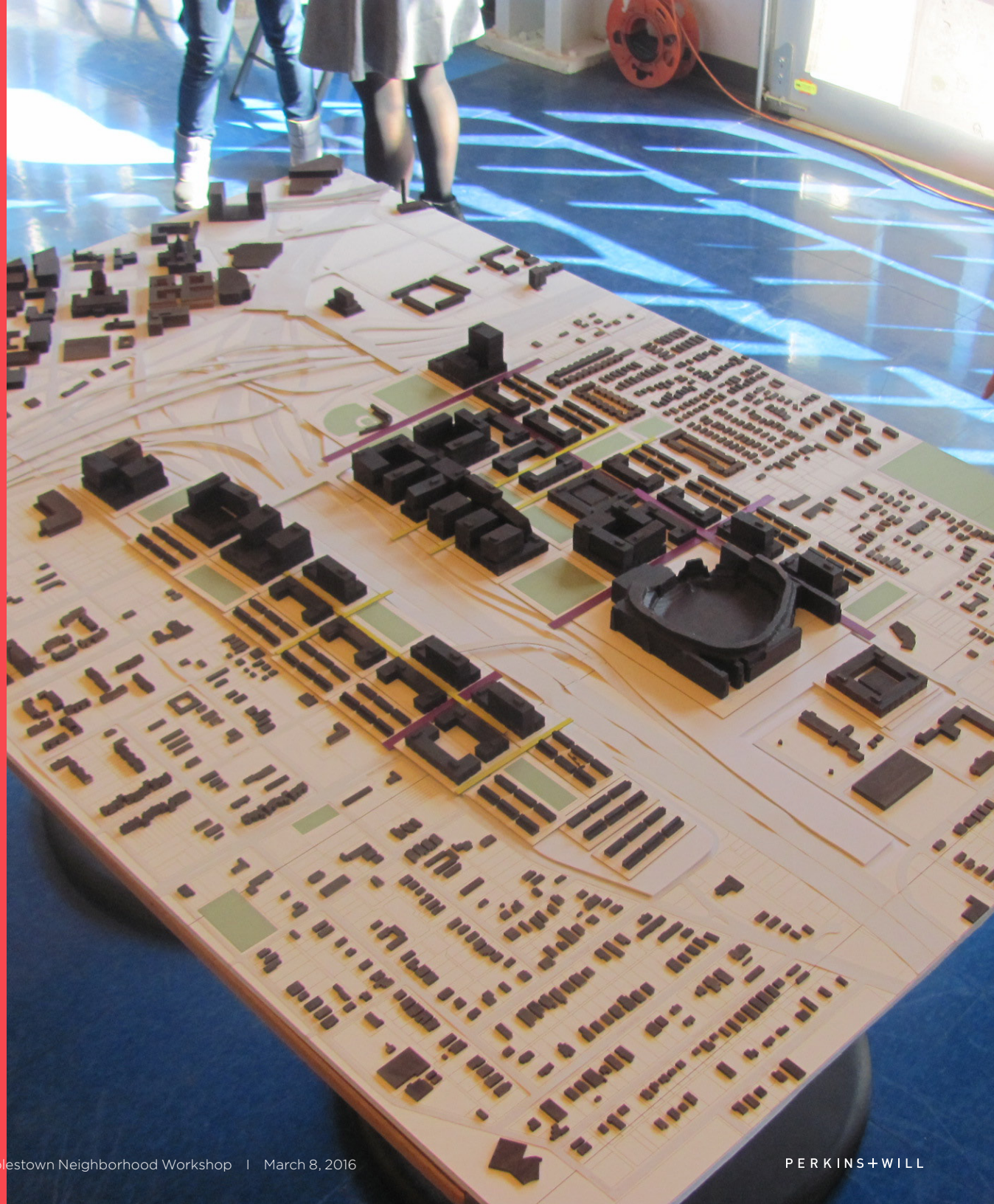


TABLE 3B KEY ELEMENTS:

- Baseball field south of stadium
- Density along Hank Aaron and near highway on both sides
- Lower density towards neighborhoods
- Higher density (15-story buildings) across stadium on north and east sides
- Extension of Heritage Park as a linear park.
- New north-south linear park from I-20 to mid site
- Small pocket parks

ACTIVITY SCORE: 241

Active Urban District

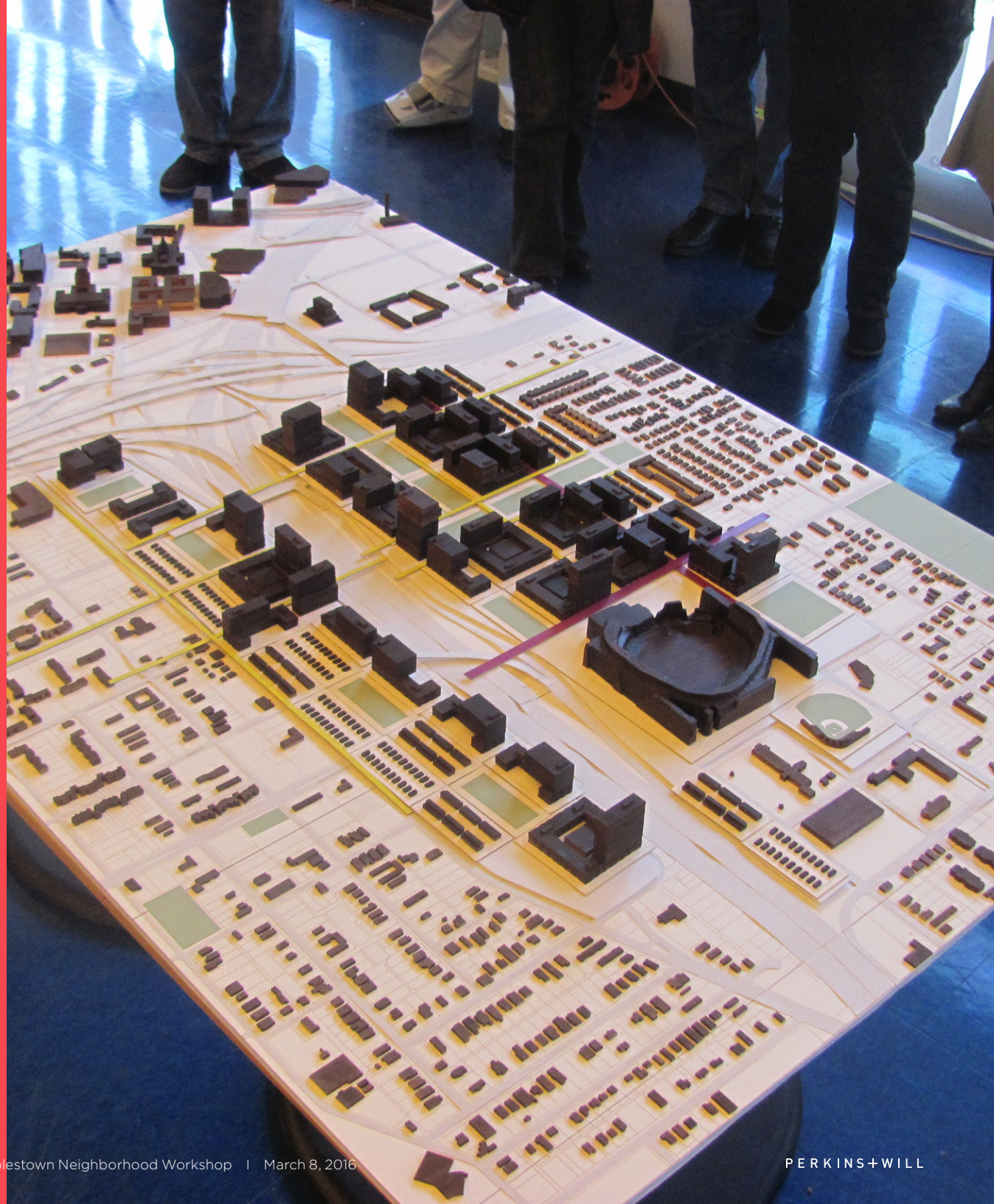


TABLE 4A KEY ELEMENTS:

- Baseball field in old stadium footprint with adjacent density
- Signature open spaces, one in east and one in west
- Clustered density along interstates, interchange, Turner Field
- Townhomes / low-density residential adjacent to neighborhoods
- Desire to see the grid extend over the highway

ACTIVITY SCORE: 260

Active Urban District

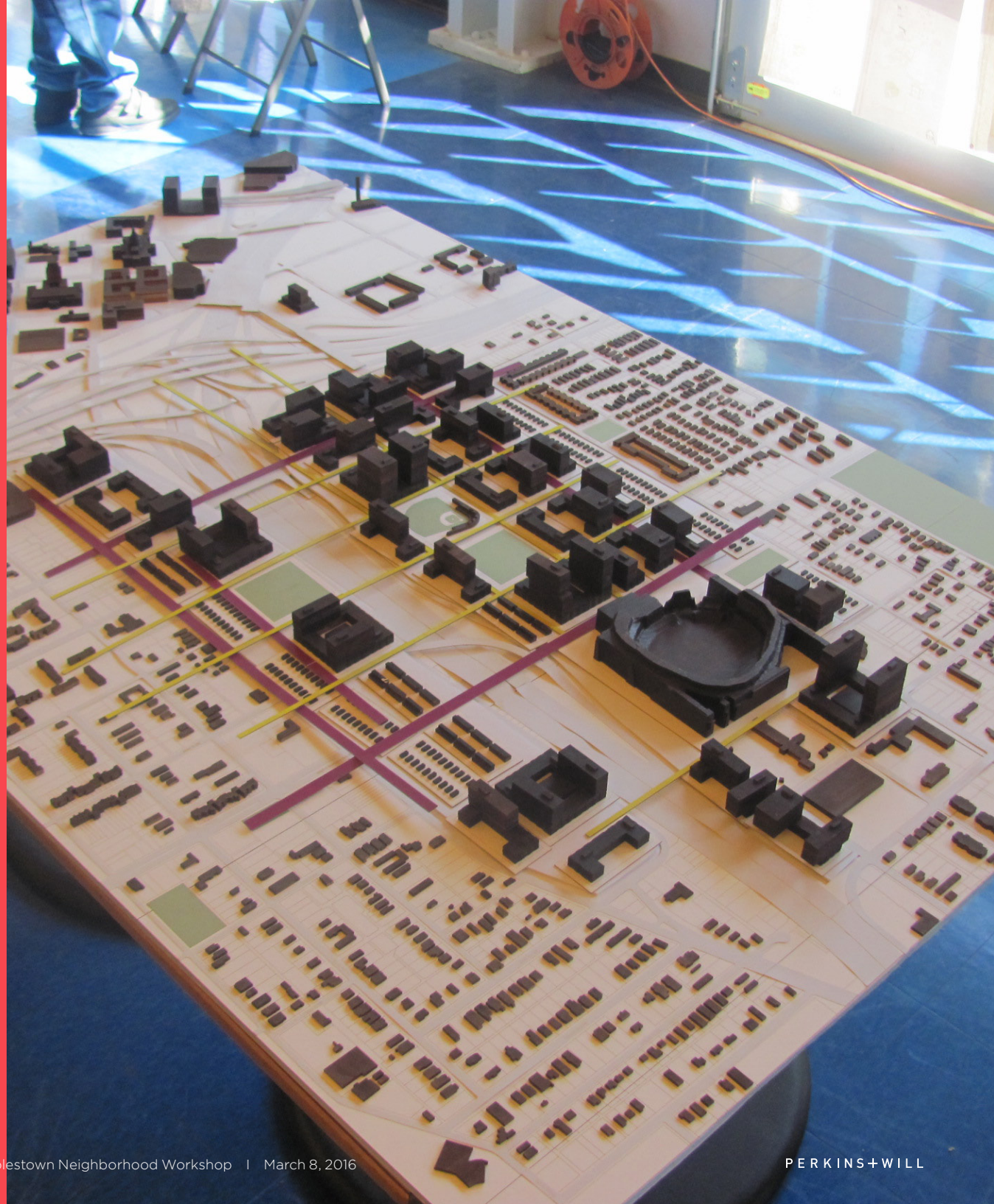


TABLE 4B KEY ELEMENTS:

- Baseball field south of Georgia Aveue
- No building height above height of stadium
- Improve Connector crossings (5th Street and Tech Square)
- Central green space in core area
- Cluster density toward highway, transitioning to neighborhoods

ACTIVITY SCORE: 268

Active Urban District



What were the major emerging themes? Critical Design Issues:

Flexibility and Density

1. The development should accommodate maximum flexibility in the future and should be **designed as a part of the city, not a single mega-development**. For example, buildings and their associated parking should sit on individual blocks with institutional parking dispersed throughout the district.
2. Density should reflect the **mixed-use potential and regional significance** of the site while maintaining compatibility with the adjacent neighborhoods.

What were the major emerging themes? Critical Design Issues:

Edges (Neighborhoods and Interstate)

- 3.** The neighborhood edges should **respect** the **scale** and **grain** of the neighborhood.
- 4.** The interstate edges should not preclude the possibility of **reducing the facilities impact** through lane / access ramp reductions or redesign

What were the major emerging themes? Critical Design Issues:

Public Open Space

- 5.** The **infield** of the Fulton County Stadium should be the core of a new **public open space**.
- 6.** **Heritage Park** should be **incorporated** into the core area urban design framework in some significant way.
- 7.** **Public access** to the **I-20 overlook and views** of the state capitol should be **preserved**.

What were the major emerging themes? Critical Design Issues:

Corridors and Transit

- 8. Capitol Avenue / Hank Aaron Drive** should be transformed into a **signature boulevard**, with dedicated right-of-way for transit.
- 9. Fulton Street** and **Georgia Avenue** should be designed as multimodal east-west connectors.

What were the major emerging themes? Critical Design Issues:

Legacy (neighborhoods and sports)

10. The **essence** of the **historic street grid** should be maintained.
11. Elements of the **sports legacy** should remain within the site (for example the Hank Aaron statue)

What were the major emerging themes? Critical Design Issues:

Stadium Elements

12. A portion of **Turner Field should remain publically accessible** on a daily basis even as the GSU football program occupies the structure.

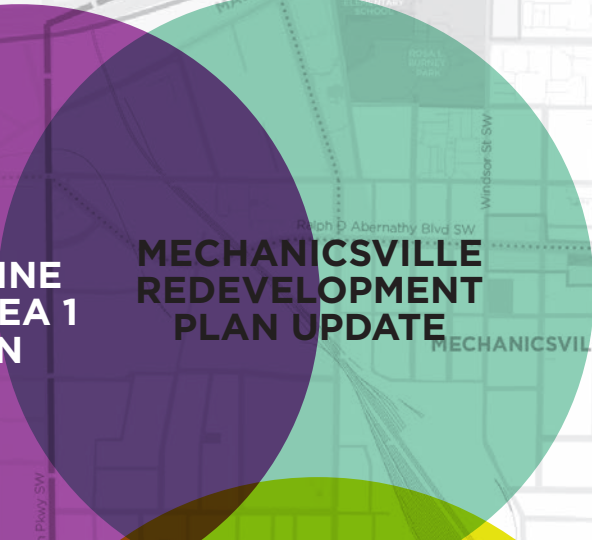
13. The proposed GSU baseball stadium should be located to **minimize its impact on future development potential.**

**What are we doing
today?**

Are we starting from scratch?



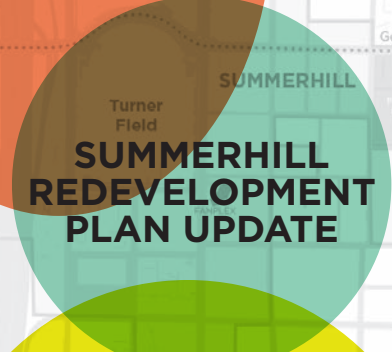
**BELTLINE
SUBAREA 1
PLAN**




**MECHANICSVILLE
REDEVELOPMENT
PLAN UPDATE**



**STADIUM
NEIGHBORHOODS
TAD
REDEVELOPMENT
PLAN**



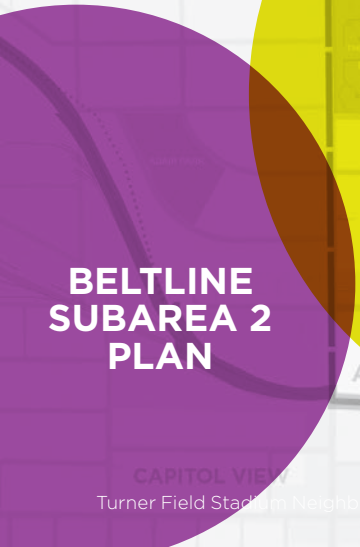
**SUMMERHILL
REDEVELOPMENT
PLAN UPDATE**



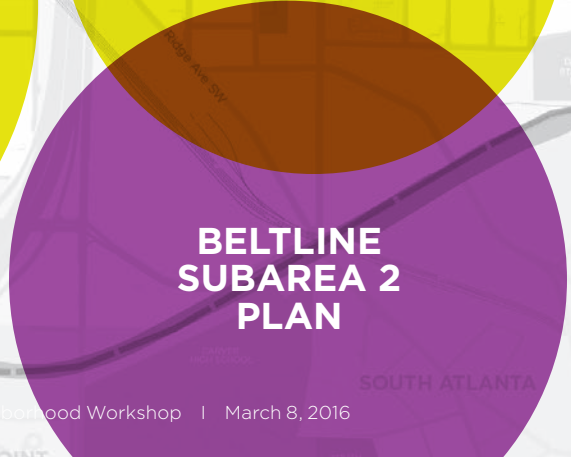
**PITTSBURGH
COMMUNITY
REDEVELOPMENT
PLAN**



**PEOPLESTOWN
COMMUNITY
REDEVELOPMENT
PLAN**



**BELTLINE
SUBAREA 2
PLAN**



**BELTLINE
SUBAREA 2
PLAN**

How are we making the Plan?

Previous Planning

Catalyst projects within
each neighborhood

+

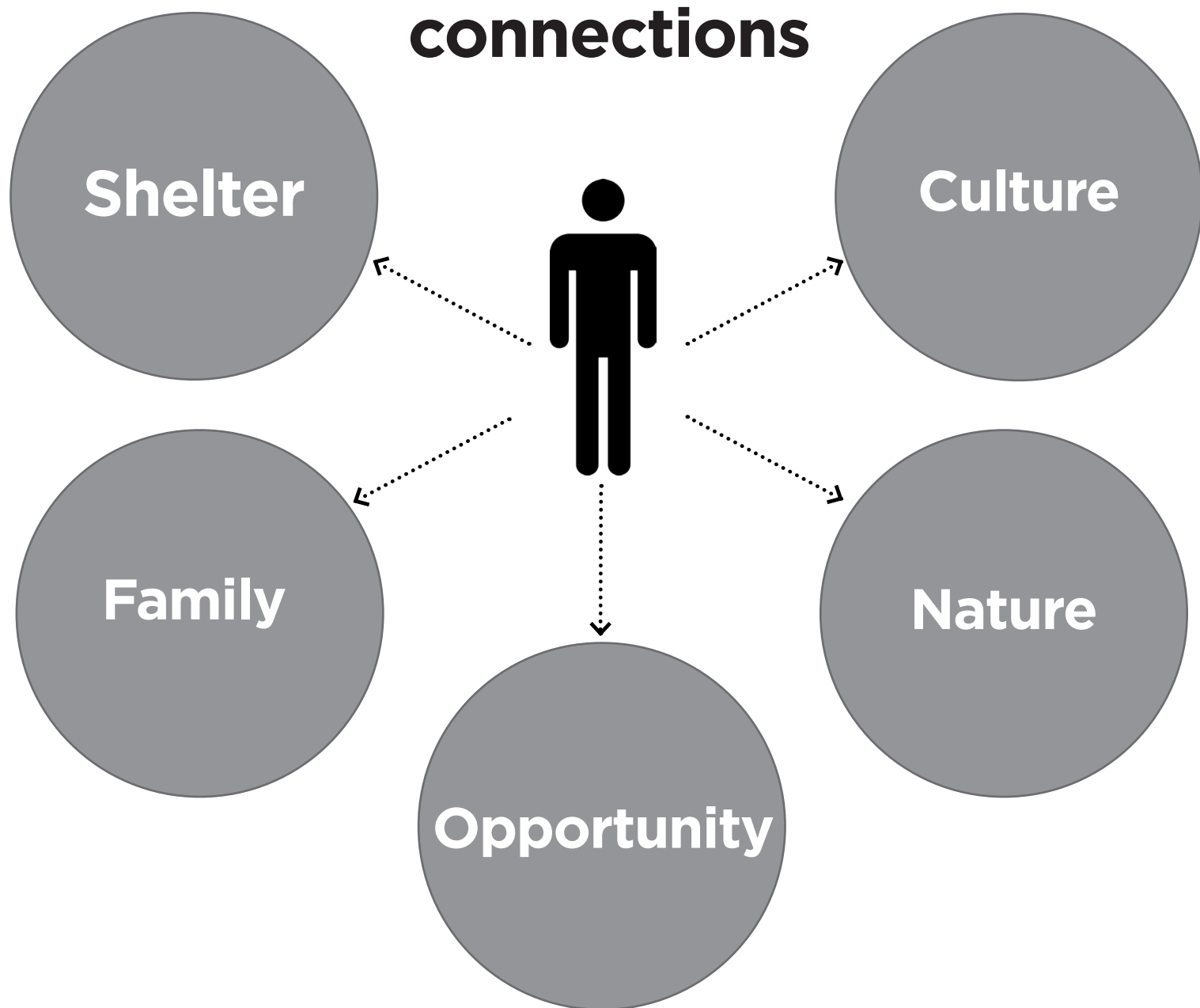
A Neighborhood's

DNA

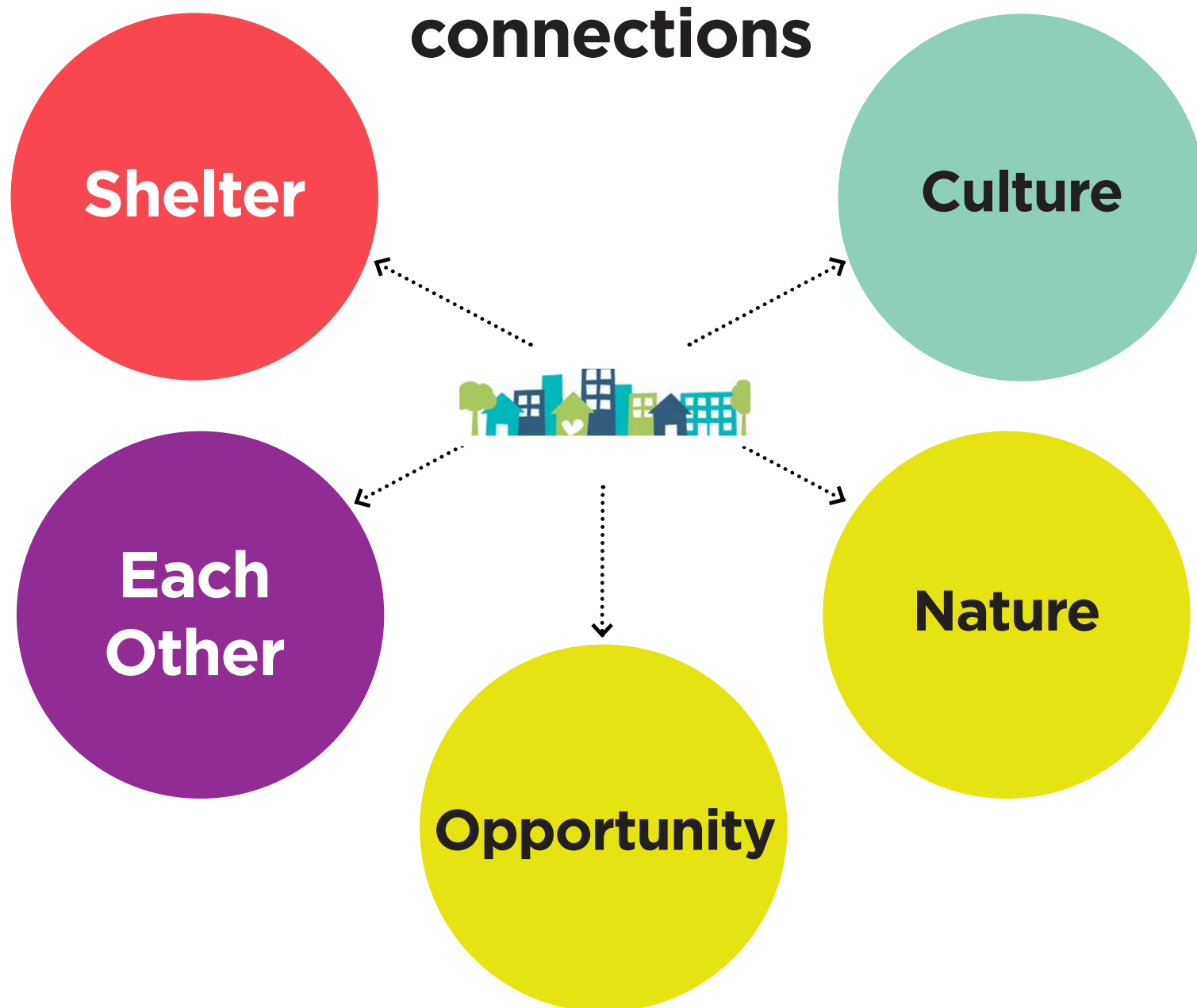
Unique elements
embedded in a place

What makes a neighborhood complete?

What makes an individual complete?



What makes a **neighborhood** complete?



What are the planning objectives?

Connections to Shelter

Discuss housing affordability and preservation recommendations

Connections to Each Other

Identify the desired cross-section elements of key streets

Connections to Opportunity

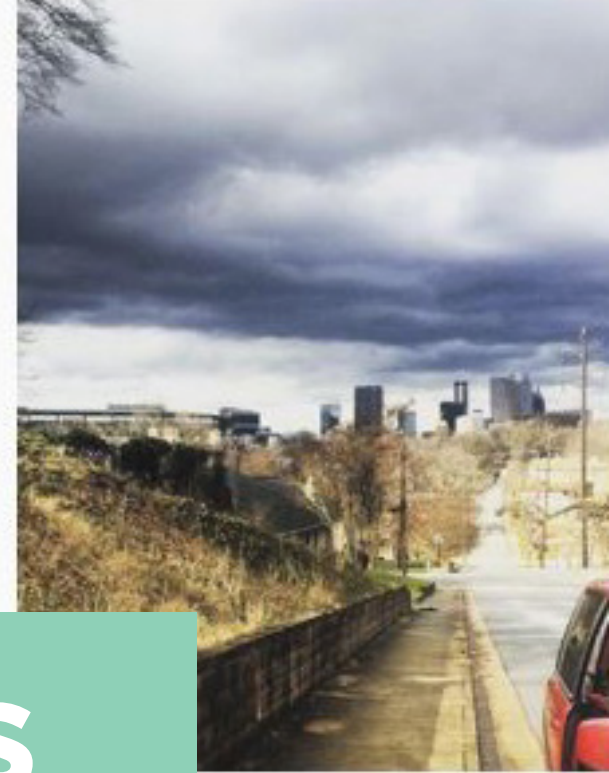
Discuss/validate/modify established future land use objectives to maximize the opportunity of a shared future

Connections to Nature

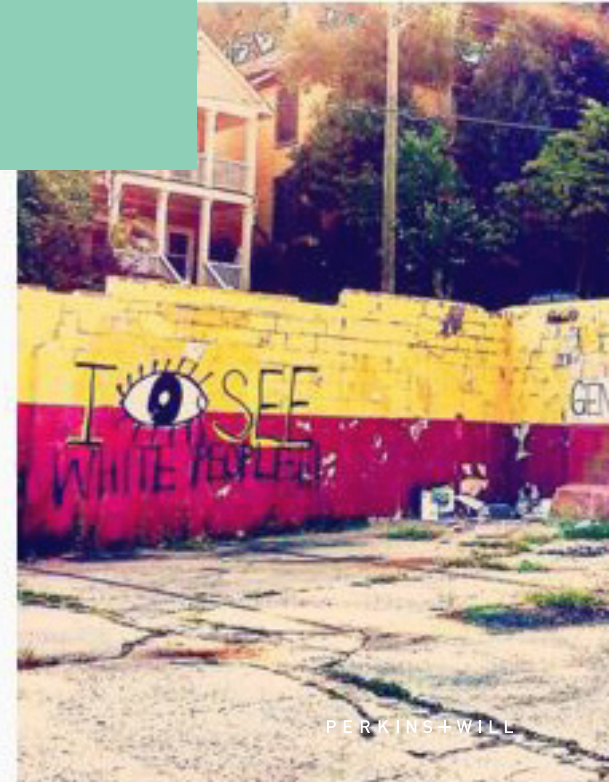
Discuss existing and planned open space objectives to maximize the opportunity of a shared future

Connections to Culture

Begin a conversation about what constitutes a shared culture



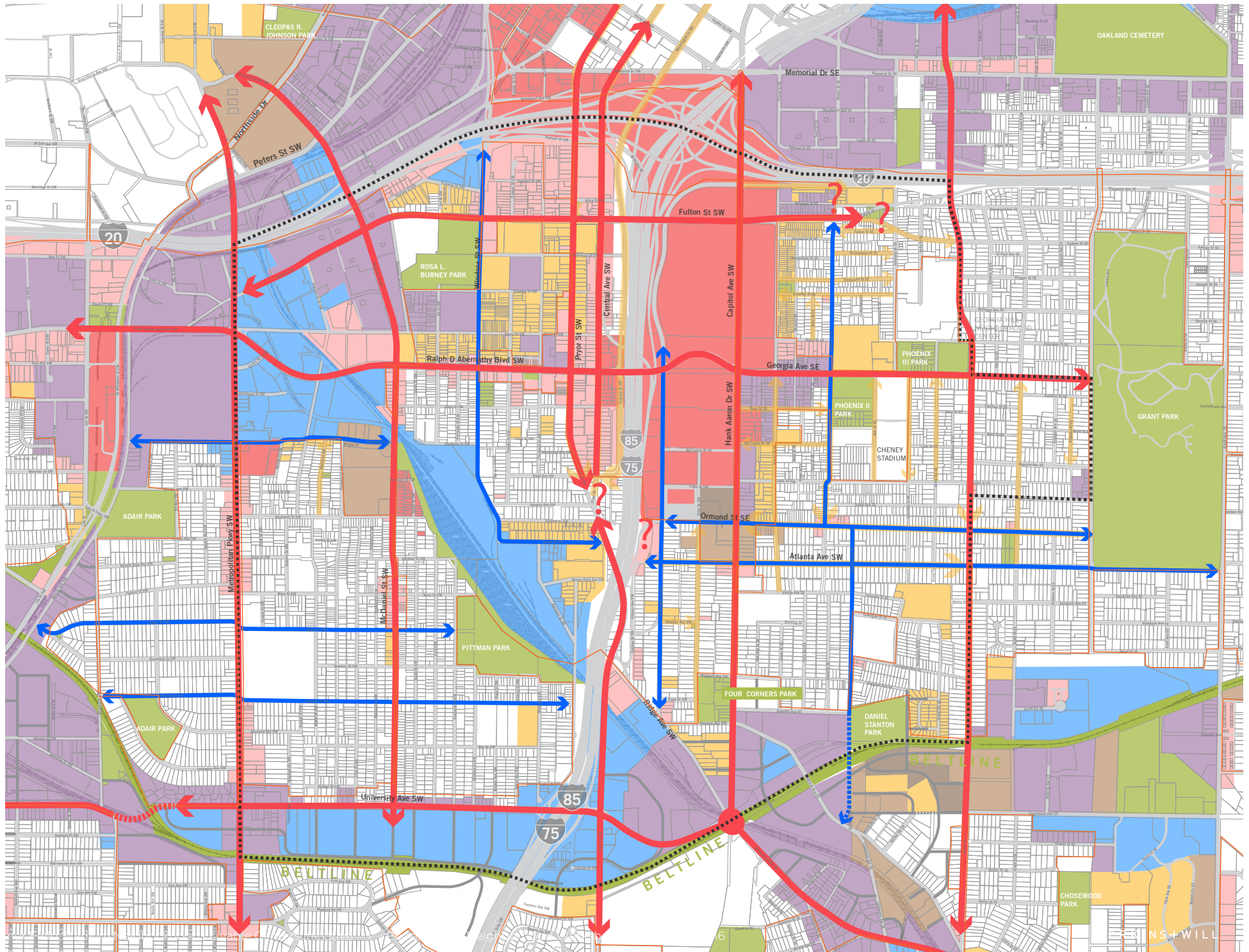
Connections to Culture



A nighttime photograph of a modern urban development. In the foreground, a paved walkway with a metal railing runs along a body of water. The water reflects the lights from the buildings and streetlights. In the background, a large, multi-story building with many lit windows is visible, surrounded by trees and other structures. The sky is dark blue.

Connections to Opportunity and Nature

LCI Framework Plan





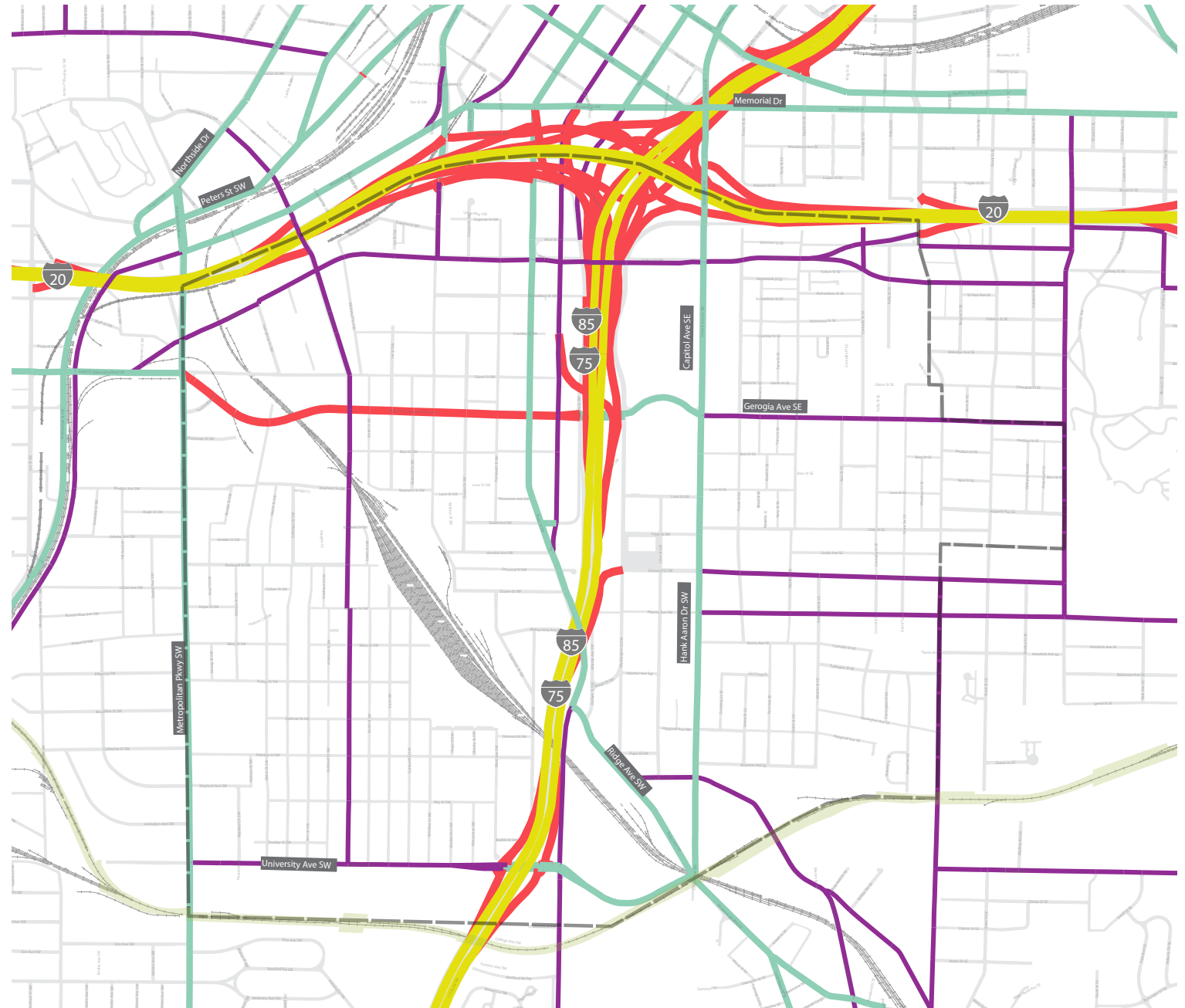
Connections to Each Other

Connections to Each Other

STREET NETWORK

Existing






- Interstate
- Principal Arterial
- Minor Arterial
- Collector




Connections to Each Other

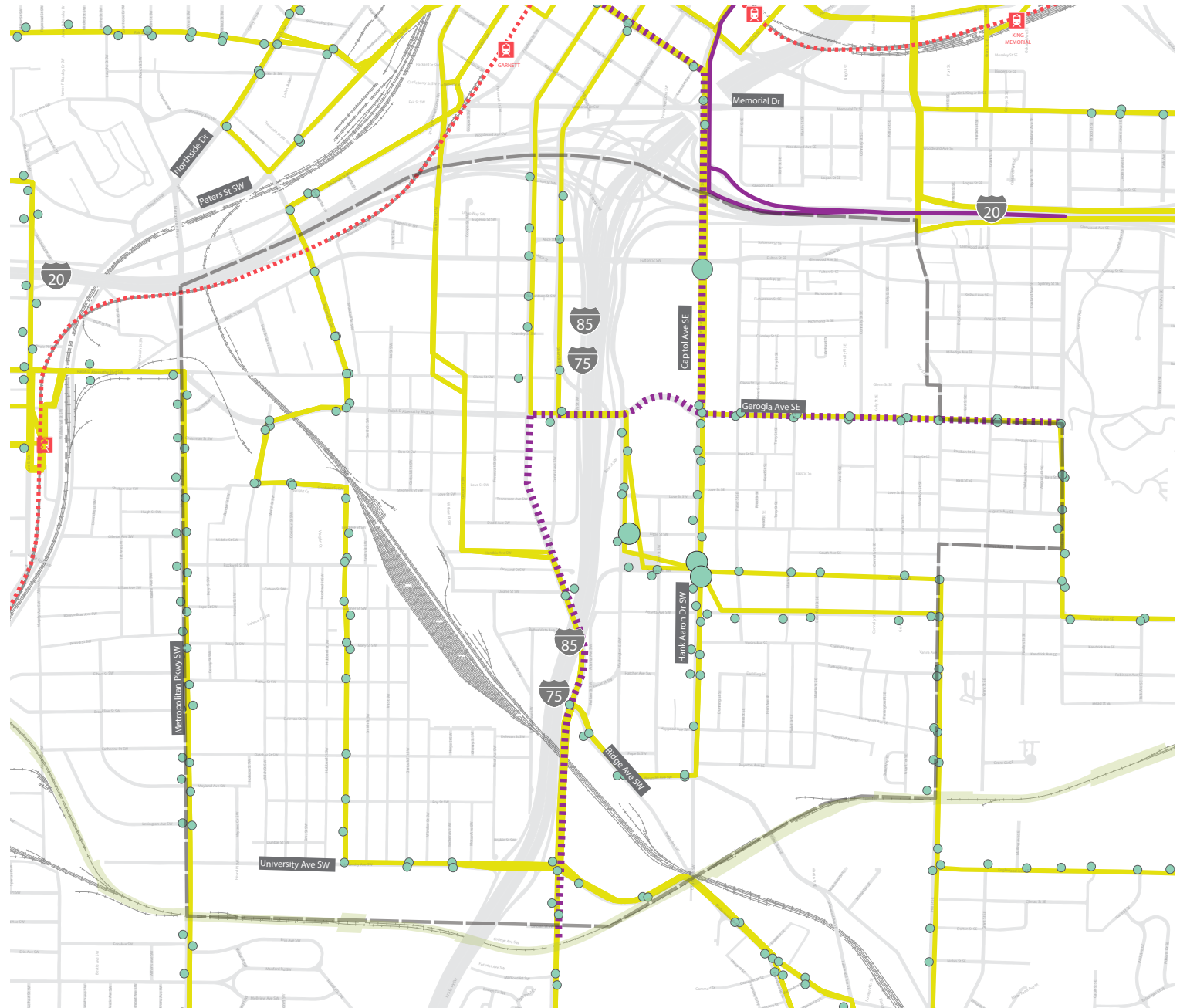
TRANSIT

EXISTING

-  MARTA Rail
-  MARTA Station
-  MARTA Bus Route
-  0-50 Boardings
-  50-150 Boardings

FUTURE / POTENTIAL





-  Bus Rapid Transit
-  Streetcar

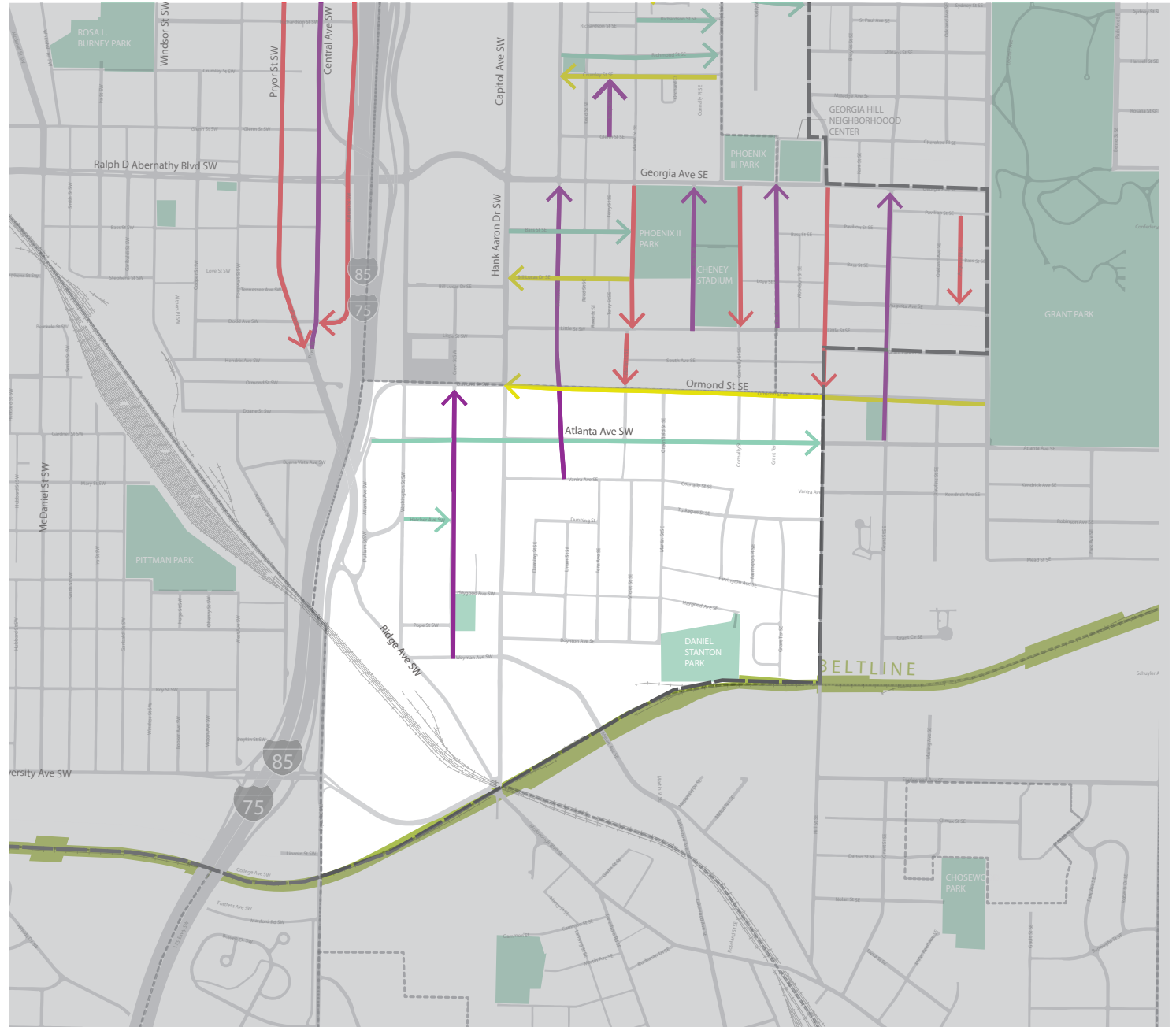


Connections to Each Other

ONE-WAY

EXISTING





-  Northbound One-Way
-  Southbound One-Way
-  Eastbound One-Way
-  Westbound One-Way

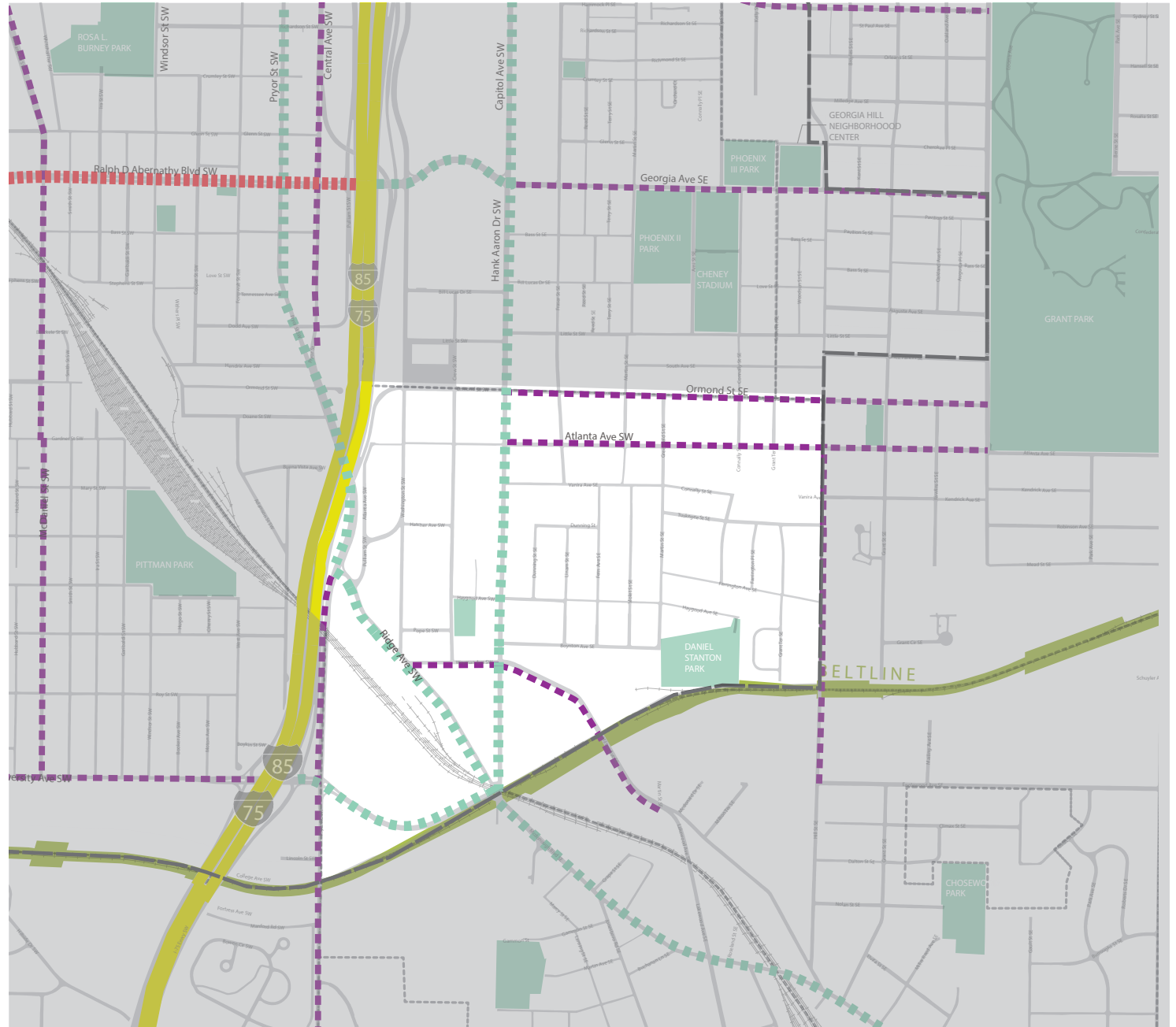


Connections to Each Other

MAJOR STREETS

EXISTING

-  Interstate
-  Principal Arterial
-  Minor Arterial
-  Collector

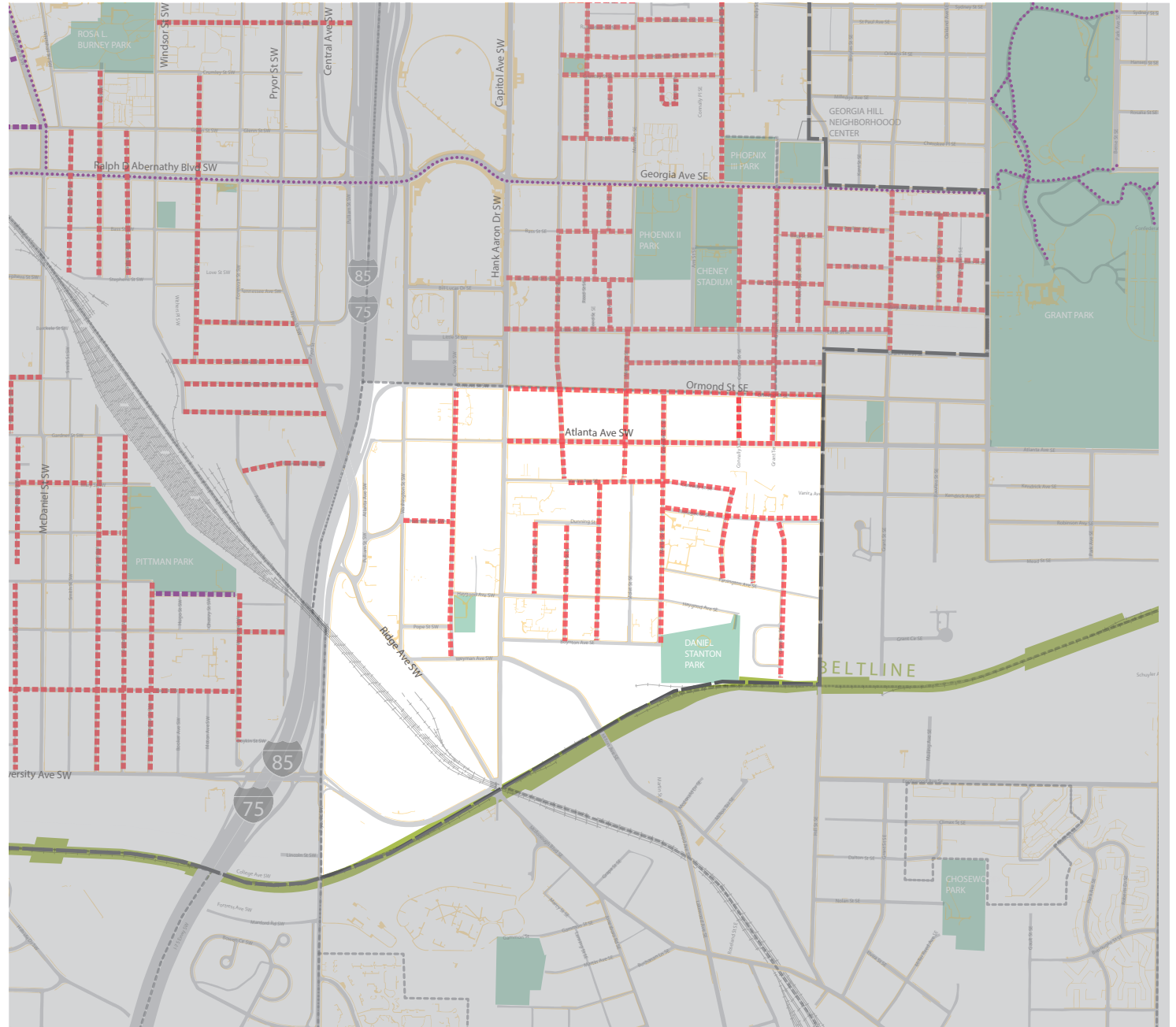


Connections to Each Other

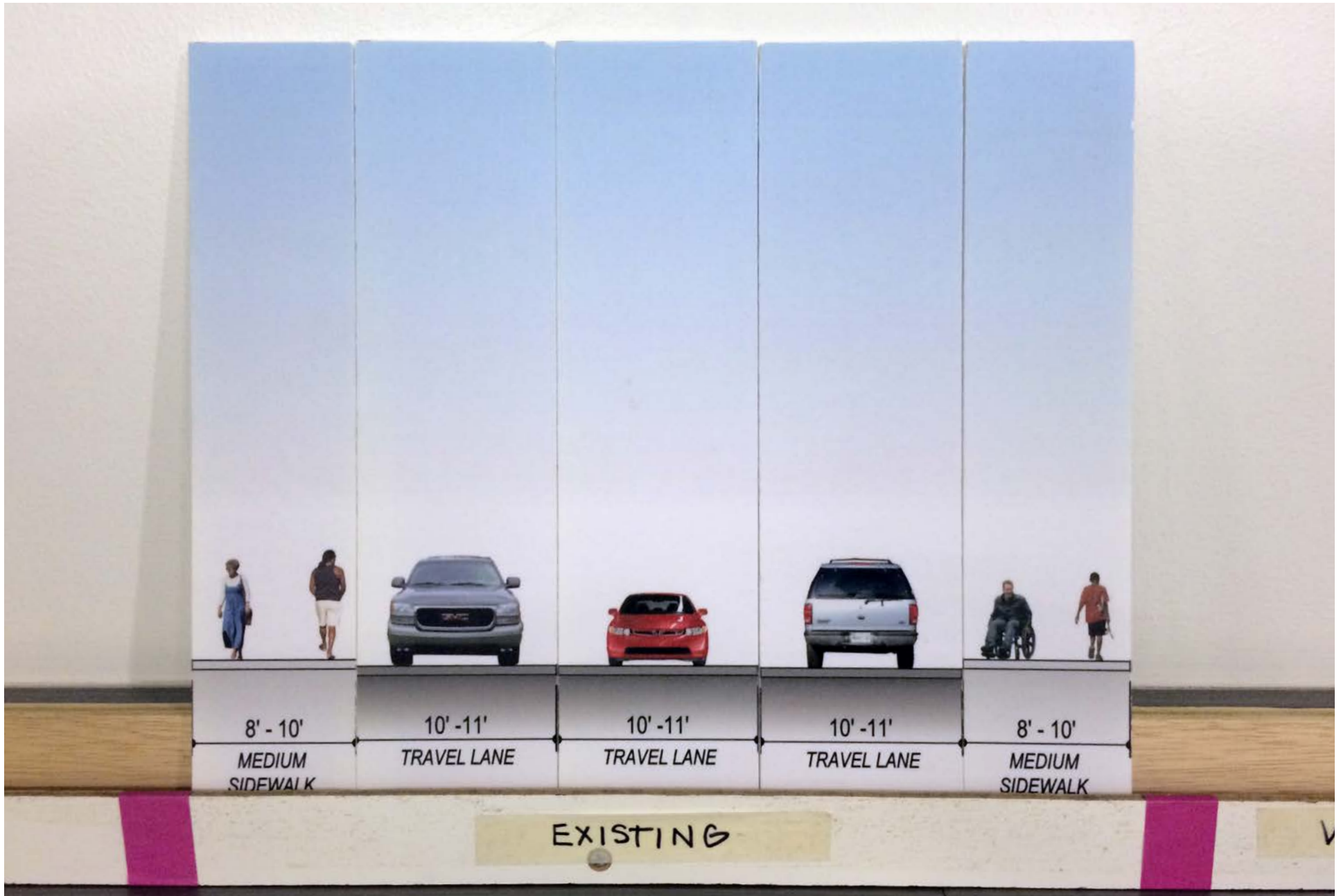
BICYCLE SIDEWALKS PARKING

EXISTING

- Bicycle
- Sidewalk
- ▬▬▬▬▬ Neighborhood Parking
- ▬▬▬▬▬ Marked Street Parking



Connections to Each Other - Street Section Exercise

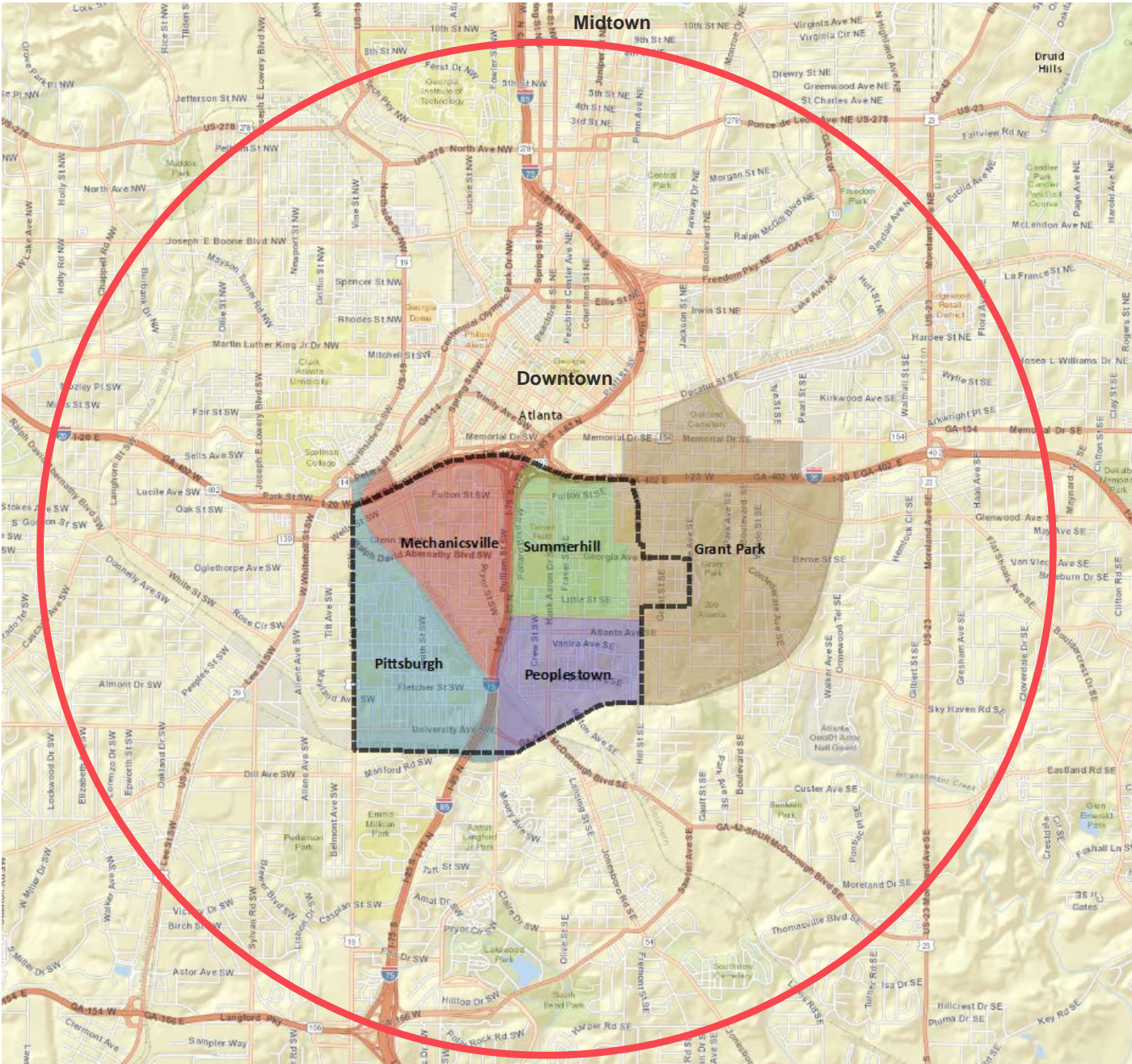




Connections to Shelter

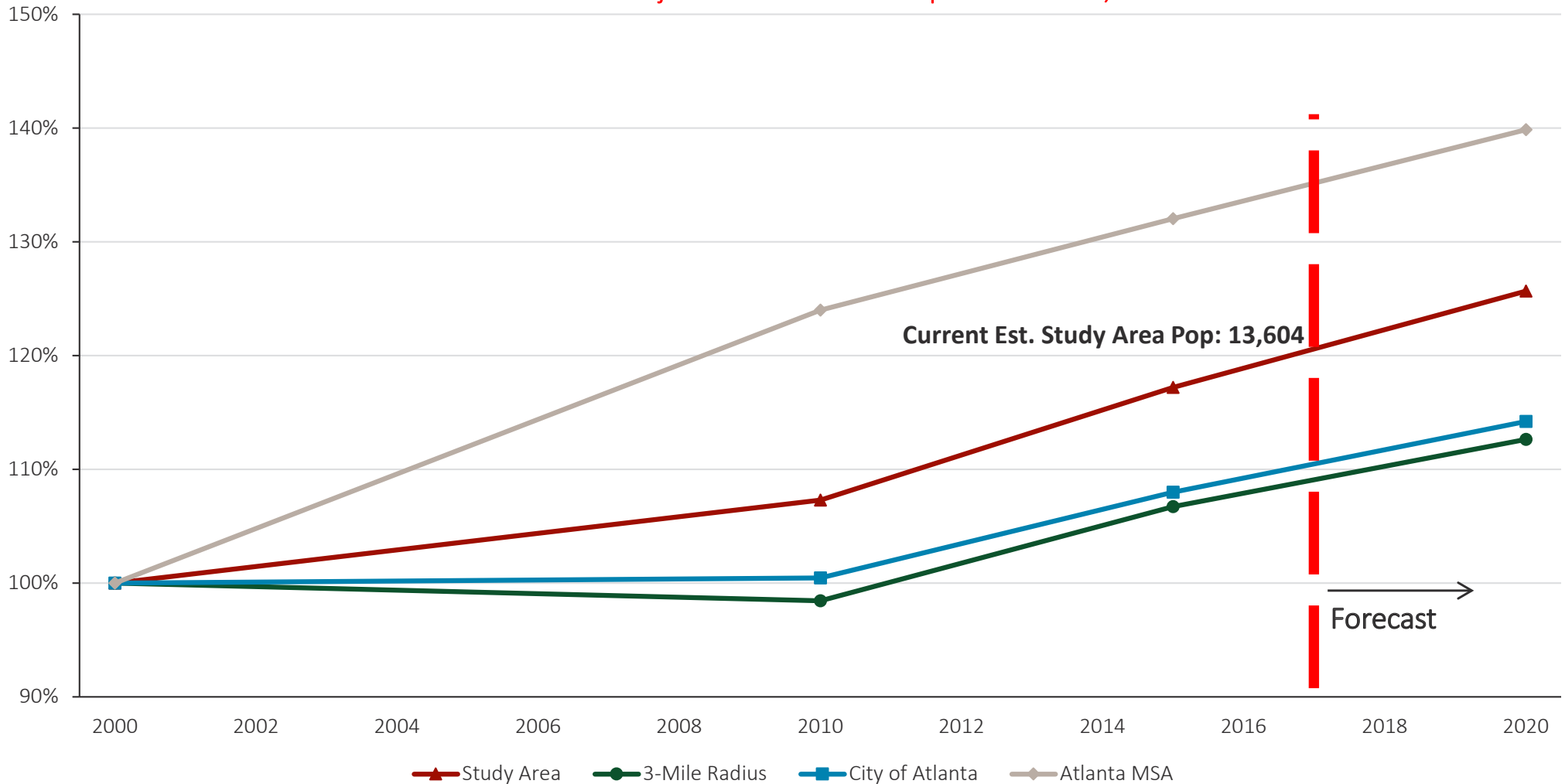
Study Area Context

-  LCI Study Area
-  3-mile Market Area



Population Growth

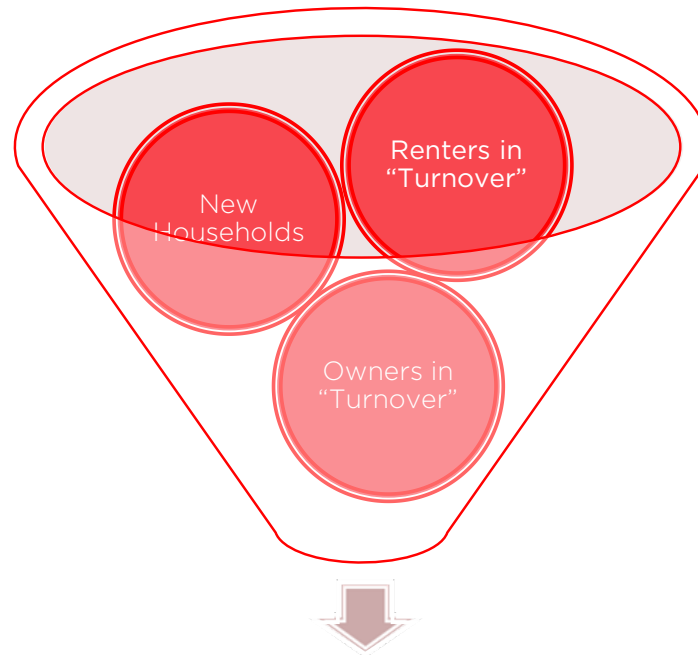
Historic and Projected Relative Annual Population Growth, 2000-2020



Historical growth normalized at 100% in 2000 to measure relative growth.

Source: Bleakly Advisory Group
based on data from Nielsen

Housing Demand Mix



3- Mile Market Area Annual Housing Demand

⊕ Study Area "Capture Rate"



Income = Home Affordability

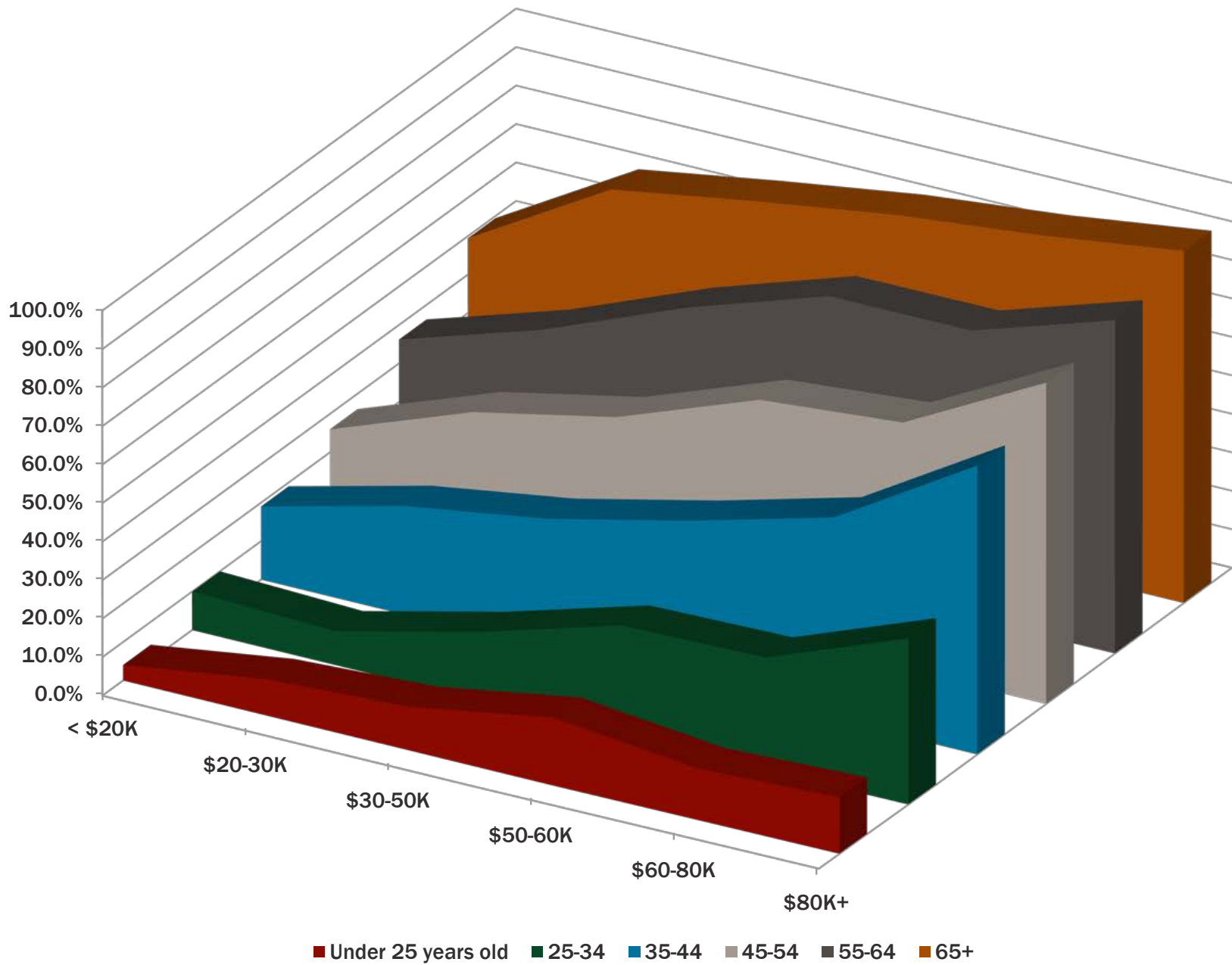
Rent or Purchase

Age of Householder

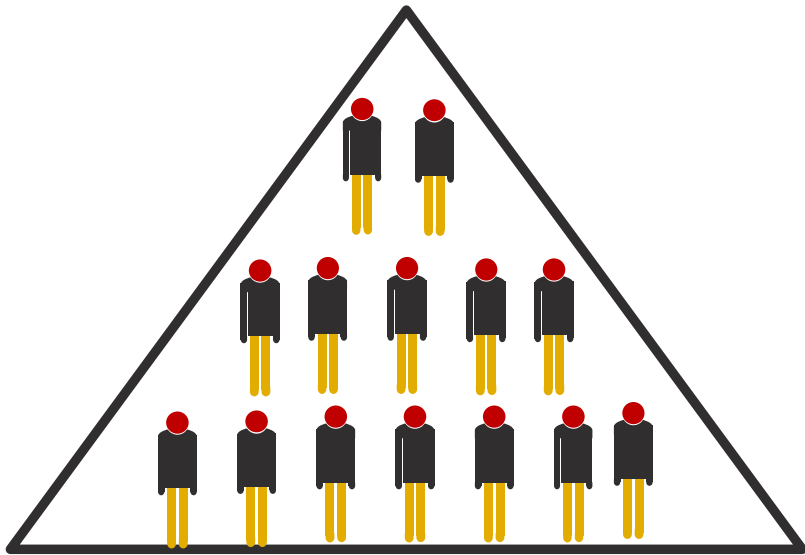
New or Resale

Single-family, Townhome or "Flat"

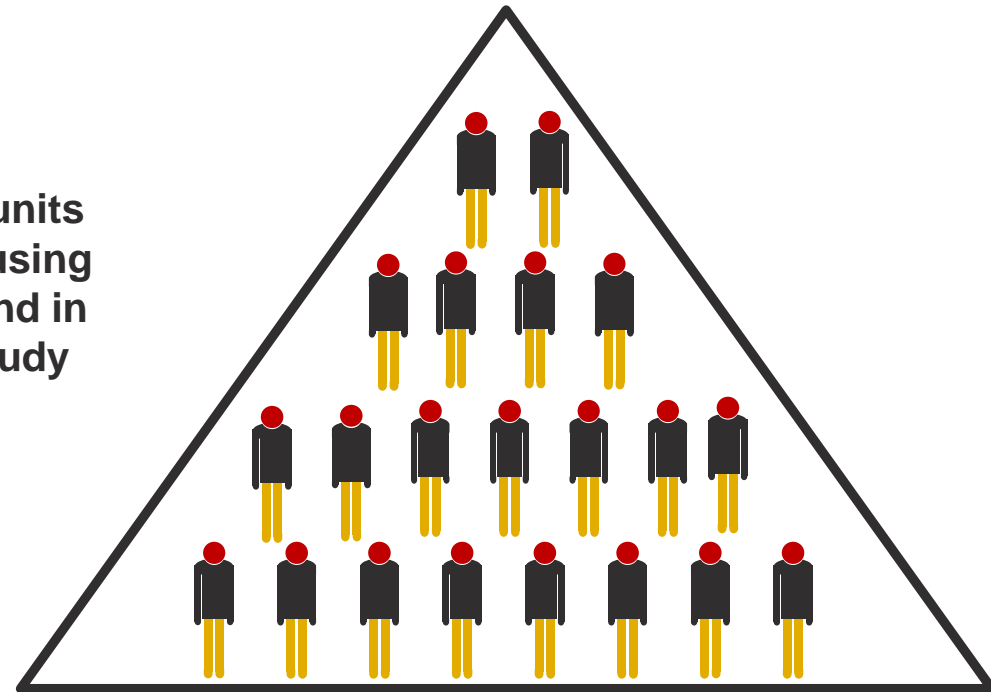
Homeownership by Age and Income



Study Area Housing Demand



= 10 units
of housing
demand in
the Study
Area



Total ANNUAL units of **NEW**
FOR-RENT housing demand in
the Study Area

200-210

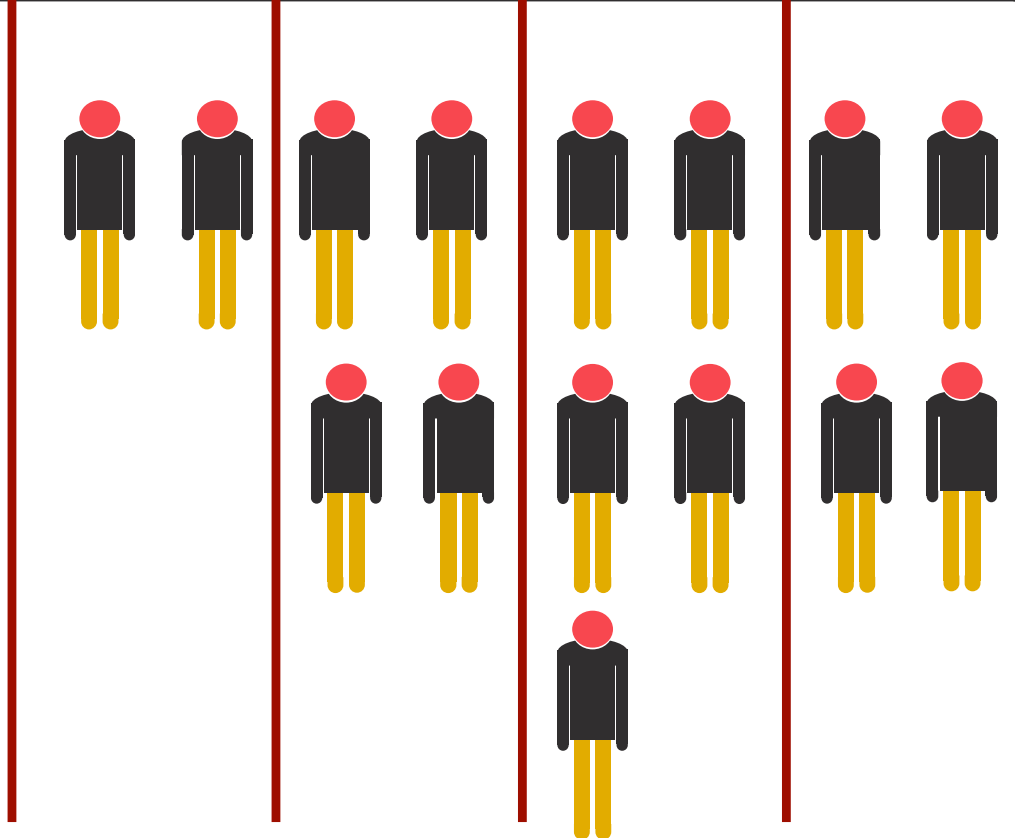
Does not include on-campus student housing

Total ANNUAL units of **NEW**
FOR-SALE housing demand
in the Study Area

135-140

Annual For-Sale Housing Demand Potential

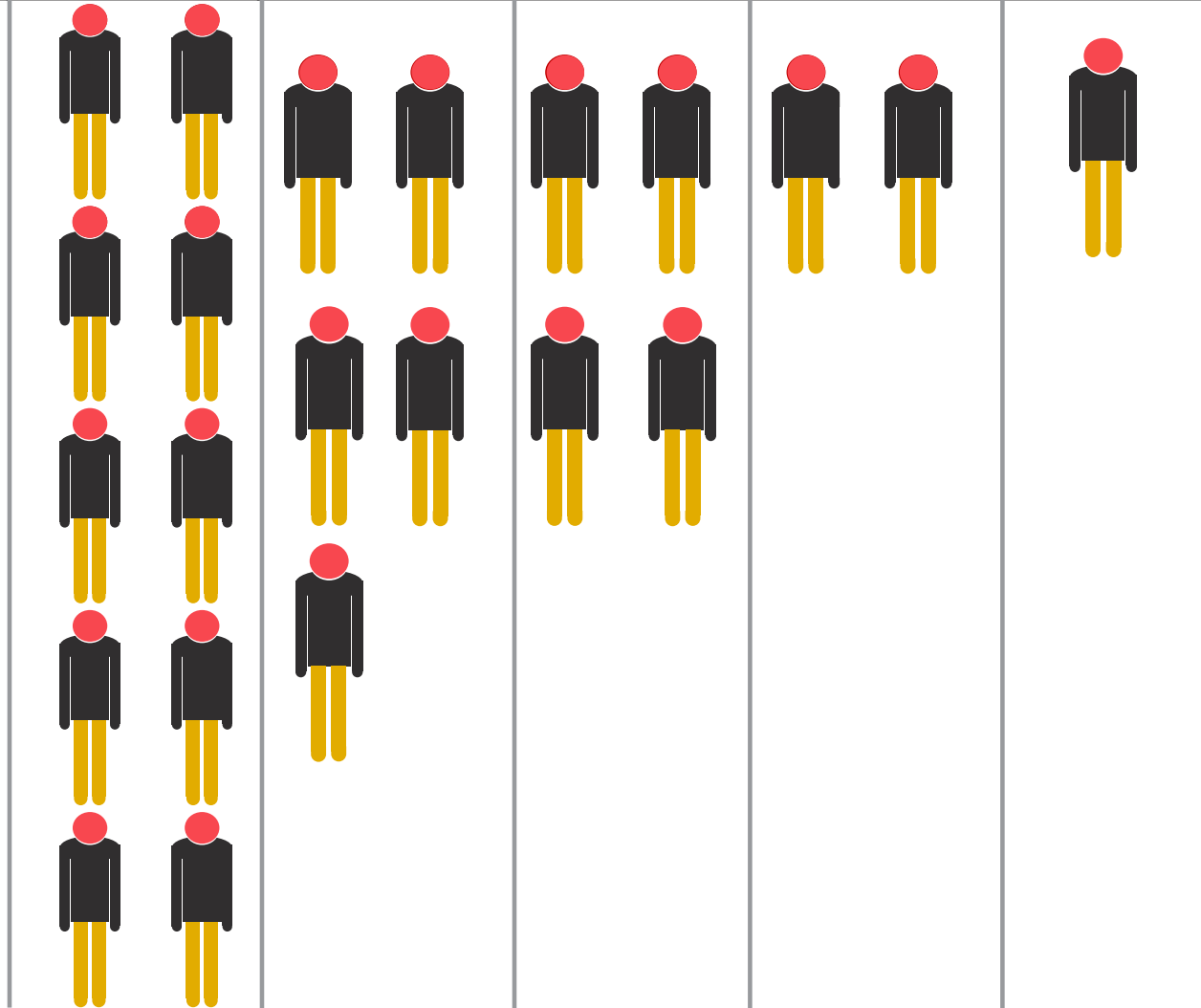
Home Price:	\$90,000 \$160,000	\$160,000 \$280,000	\$280,000 \$360,000	\$360,000 and above
AMI:	30% - 50%	50% - 80%	80% - 120%	> 120%
Income:	\$20,000 \$35,000	\$35,000 \$55,000	\$55,000 \$80,000	\$80,000 and above



 = 10 units of housing demand in the Study Area

Annual For-Rent Housing Demand Potential

Monthly Rent:	Below \$650	\$650 - \$875	\$875 - \$1,375	\$1,375 - \$2,000	\$2,000 and above
AMI:	<30%	30% - 50%	50% - 80%	80% - 120%	> 120%
Income:	Below \$20,000	\$20,000 - \$35,000	\$35,000 - \$55,000	\$55,000 - \$80,000	\$80,000 and above



 = 10 units of housing demand in the Study Area

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Neighborhoods
LIVEABLE CENTERS INITIATIVE

JOIN US FOR OUR LCI SPRING

April 17, 2016

2:00 pm - 6:00 pm

Atlanta Streets Alive!

