

Turner Field Stadium  
**Neighborhoods**  
LIVEABLE CENTERS INITIATIVE

# Mechanicsville Neighborhood Workshop

**March 17, 2016**

**Dunbar Center**



**Tim Keane**, Commissioner,  
Department of Planning and  
Community Development

**Charletta Wilson Jacks**, Director,  
Office of Planning



# Turner Field Stadium Neighborhoods

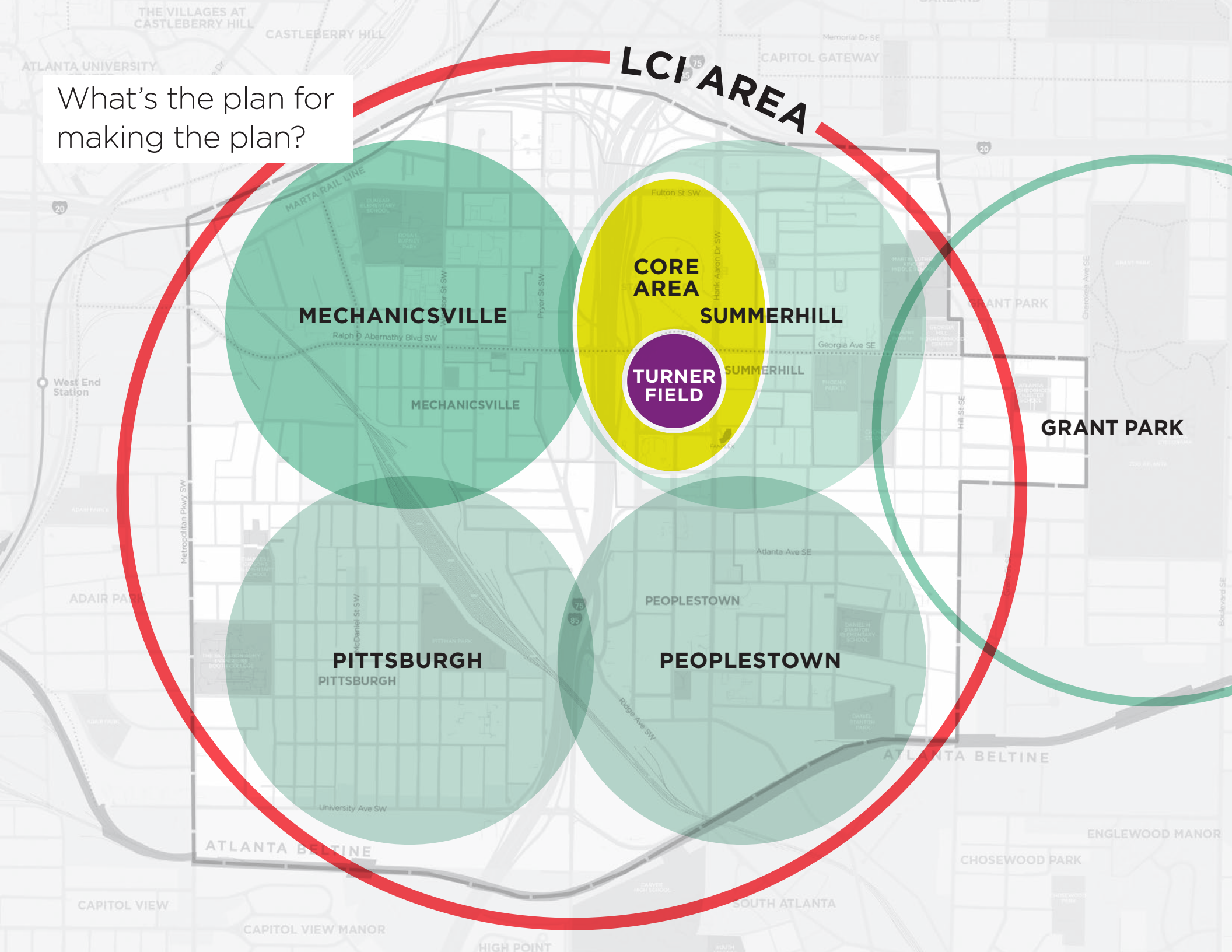
LIVEABLE CENTERS INITIATIVE

## Funding Partners



# Where are we in the LCI process?

What's the plan for making the plan?



**LCI AREA**

**MECHANICSVILLE**

**CORE AREA**

**SUMMERHILL**

**TURNER FIELD**

**GRANT PARK**

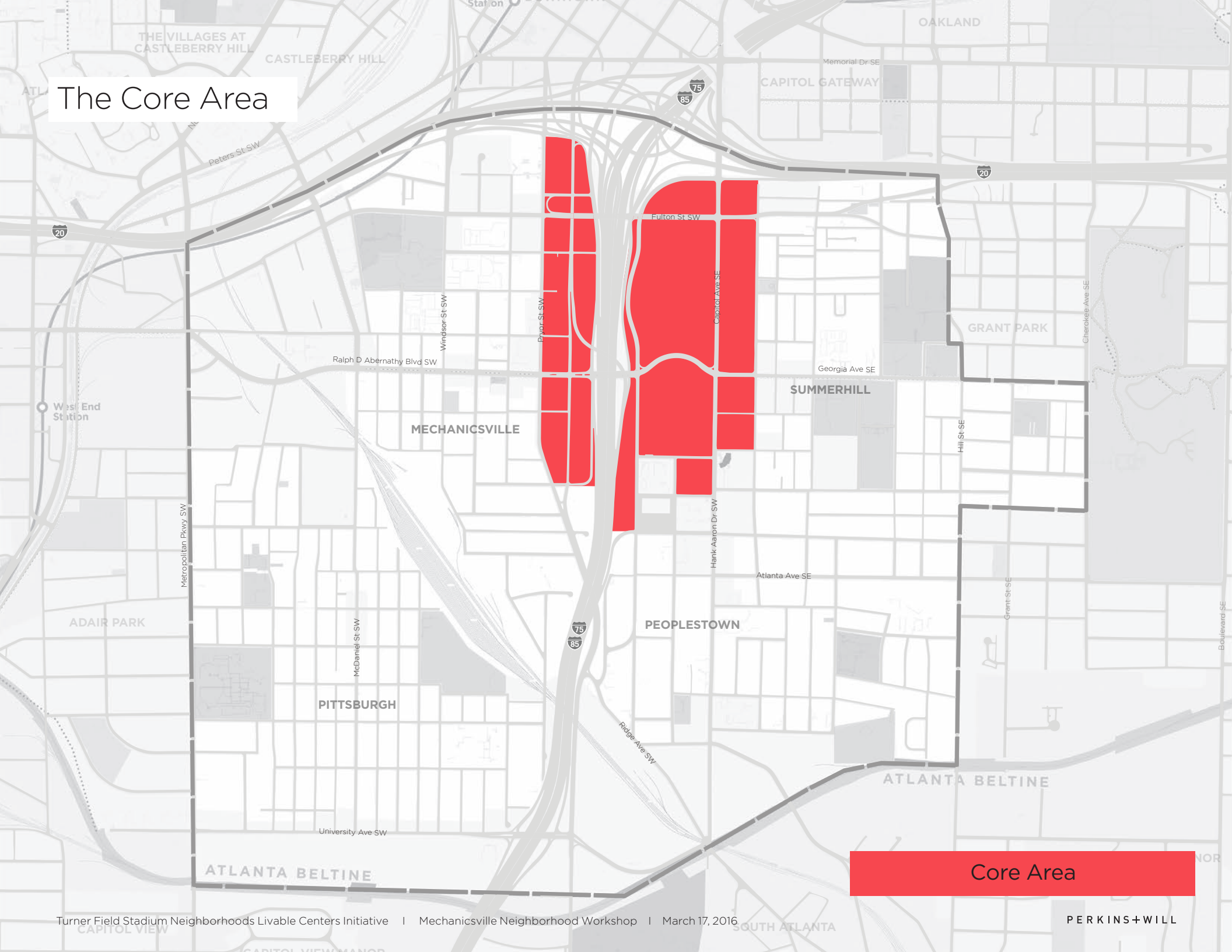
**PITTSBURGH**

**PEOPLESTOWN**



# Core Area Visioning Summary

# The Core Area



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**

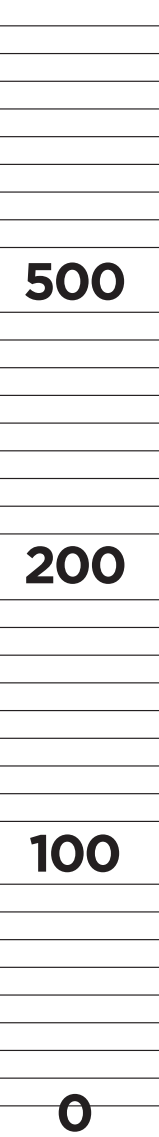
**URBAN VILLAGE**

**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





# 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

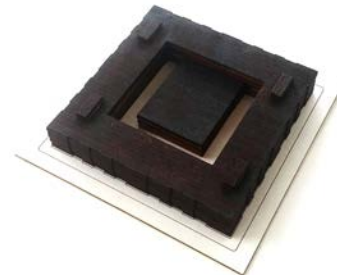
**195** Population  
**34** Jobs  
**87** Dwelling Units

**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



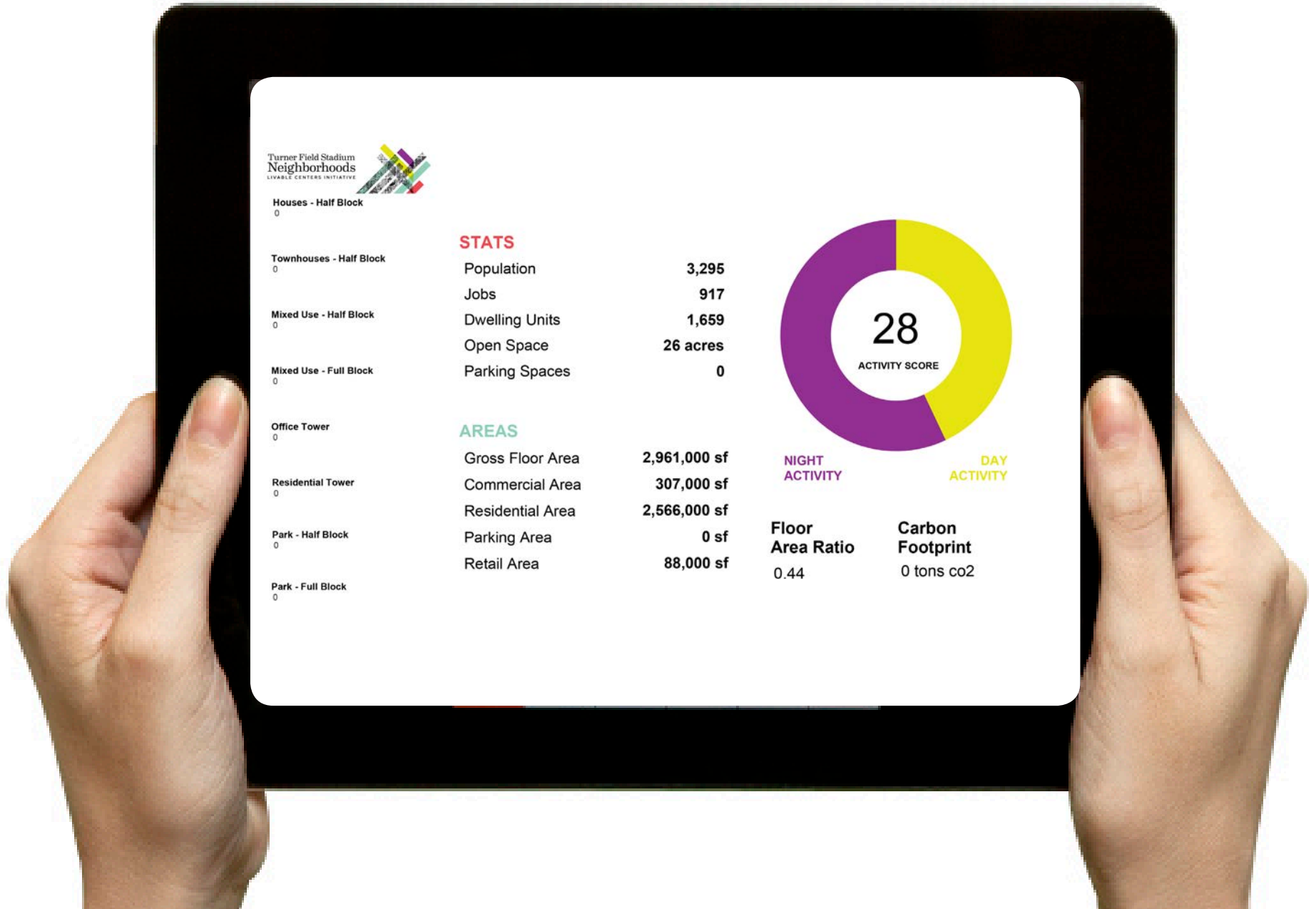
### BUILDING TYPE STATS

**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



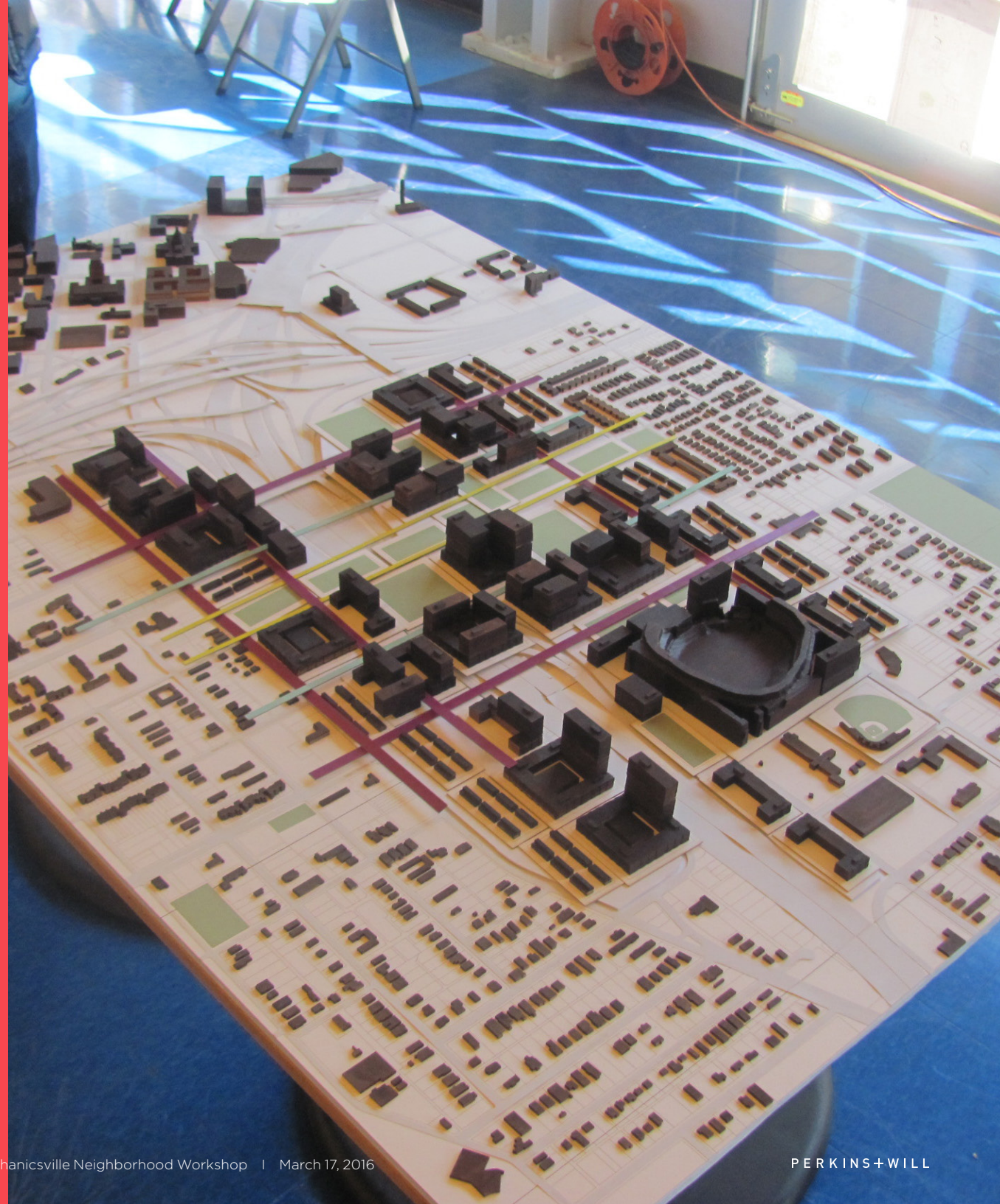
<b>Floor Area Ratio</b>	0.44
<b>Carbon Footprint</b>	0 tons co2

## 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

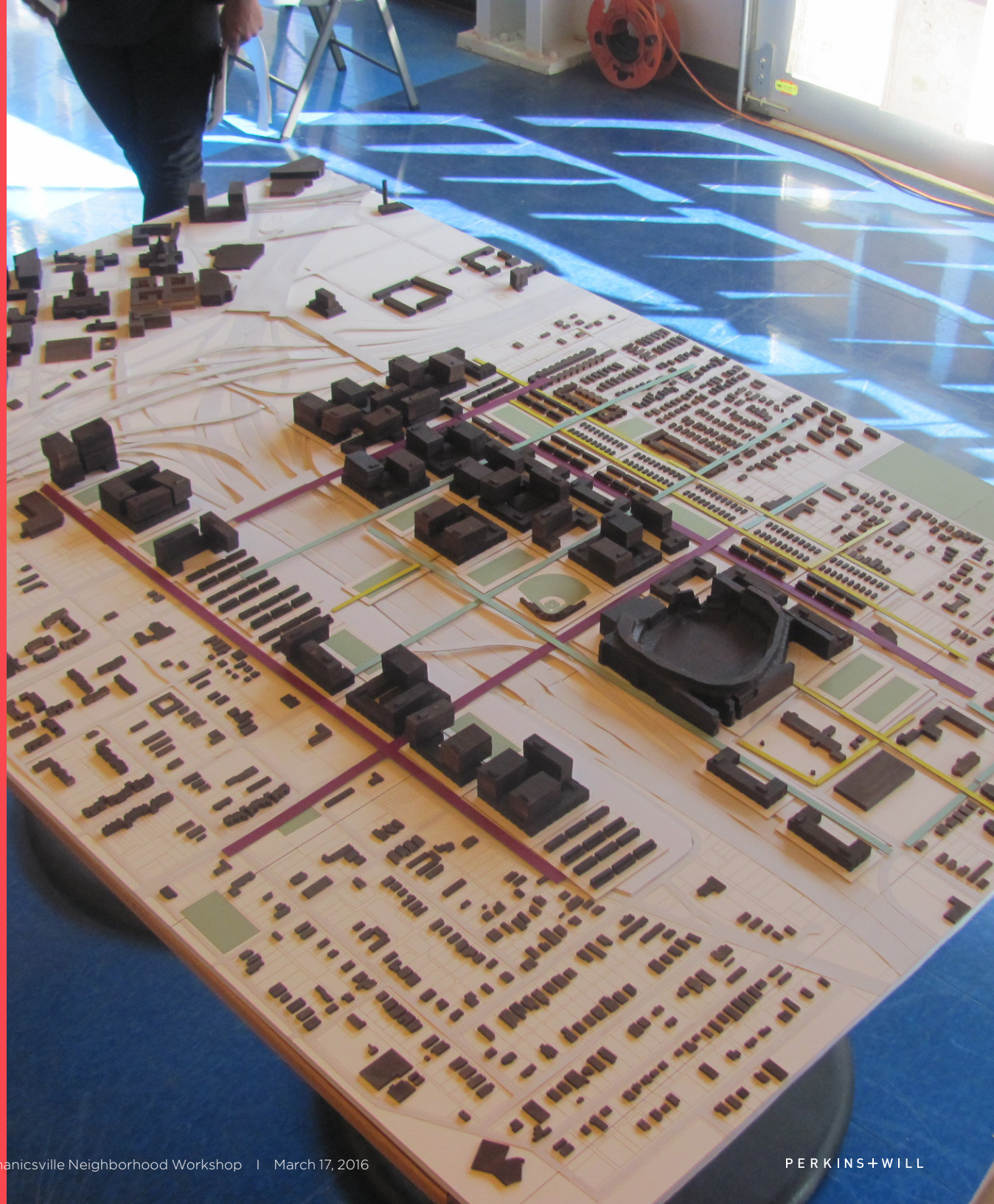


## TABLE 2B KEY ELEMENTS:

- 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

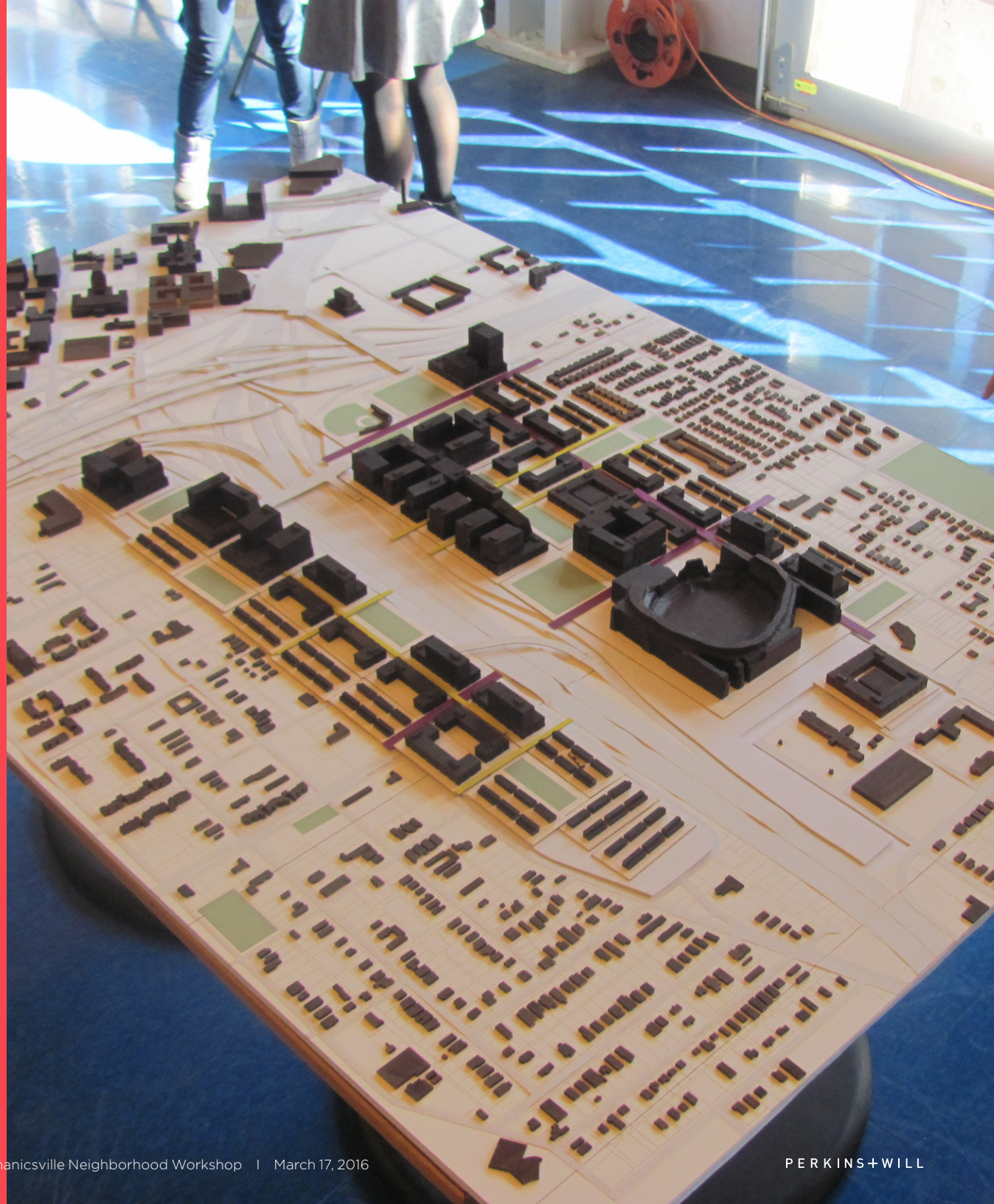


## TABLE 3A KEY ELEMENTS:

- 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!)



What were the major emerging themes? Critical Design Issues:

## Flexibility and Density

- 1.** The development should create maximum flexibility long into the future through a street and block framework, and should be designed as an integral 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 at its edges.

What were the major emerging themes? Critical Design Issues:

## Edges (Neighborhoods and Interstate)

- 3.** The neighborhood edges should respect and seamlessly integrate with the scale, grain and urban fabric of the adjacent neighborhoods. New development should not turn its back on its neighbors.
- 4.** The interstate, its edges and access, should be redesigned to suit the future of the area as a vibrant urban district and, as such, highway infrastructure should not be left in its present state as a relic of outdated land uses and transportation demands.

What were the major emerging themes? Critical Design Issues:

## Public Open Space

5. The infield of the Fulton County Stadium, with its historic significance through Hank Aaron to the City of Atlanta, should be the core of a new fully accessible, public open space.
6. Heritage Park should be incorporated into the core area urban design framework to connect new development with the Summerhill Neighborhood.
7. Public access to the downtown overlook at I-20 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 essential structure of the historic street grid should be reconstituted across the study area and particularly in the core area around Turner Field.
- 11.** Elements of the sports legacy should remain within the site (for example the Hank Aaron statue and Olympic monuments).

What were the major emerging themes? Critical Design Issues:

## Stadium Elements

- 12.** A portion of Turner Field, the stadium site itself, should remain publicly accessible on a daily basis even as GSU occupies the principal 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**

**PEOPLESTOWN  
COMMUNITY  
REDEVELOPMENT  
PLAN**

**PITTSBURGH  
COMMUNITY  
REDEVELOPMENT  
PLAN**

**BELTLINE  
SUBAREA 2  
PLAN**

**BELTLINE  
SUBAREA 2  
PLAN**

How are we making the Plan?

## Previous Planning

Catalyst projects within  
each neighborhood

+

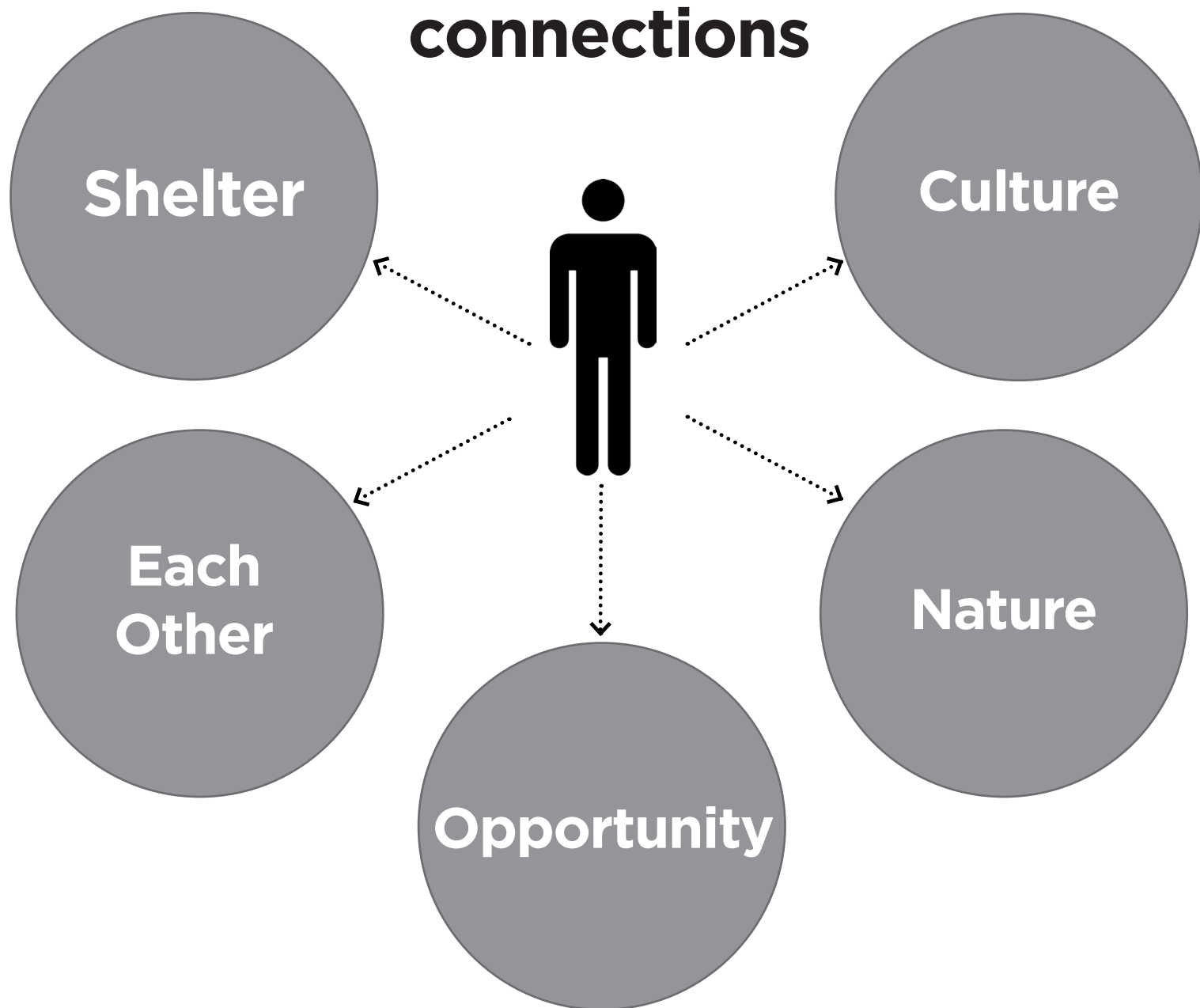
## A Neighborhood's

### DNA

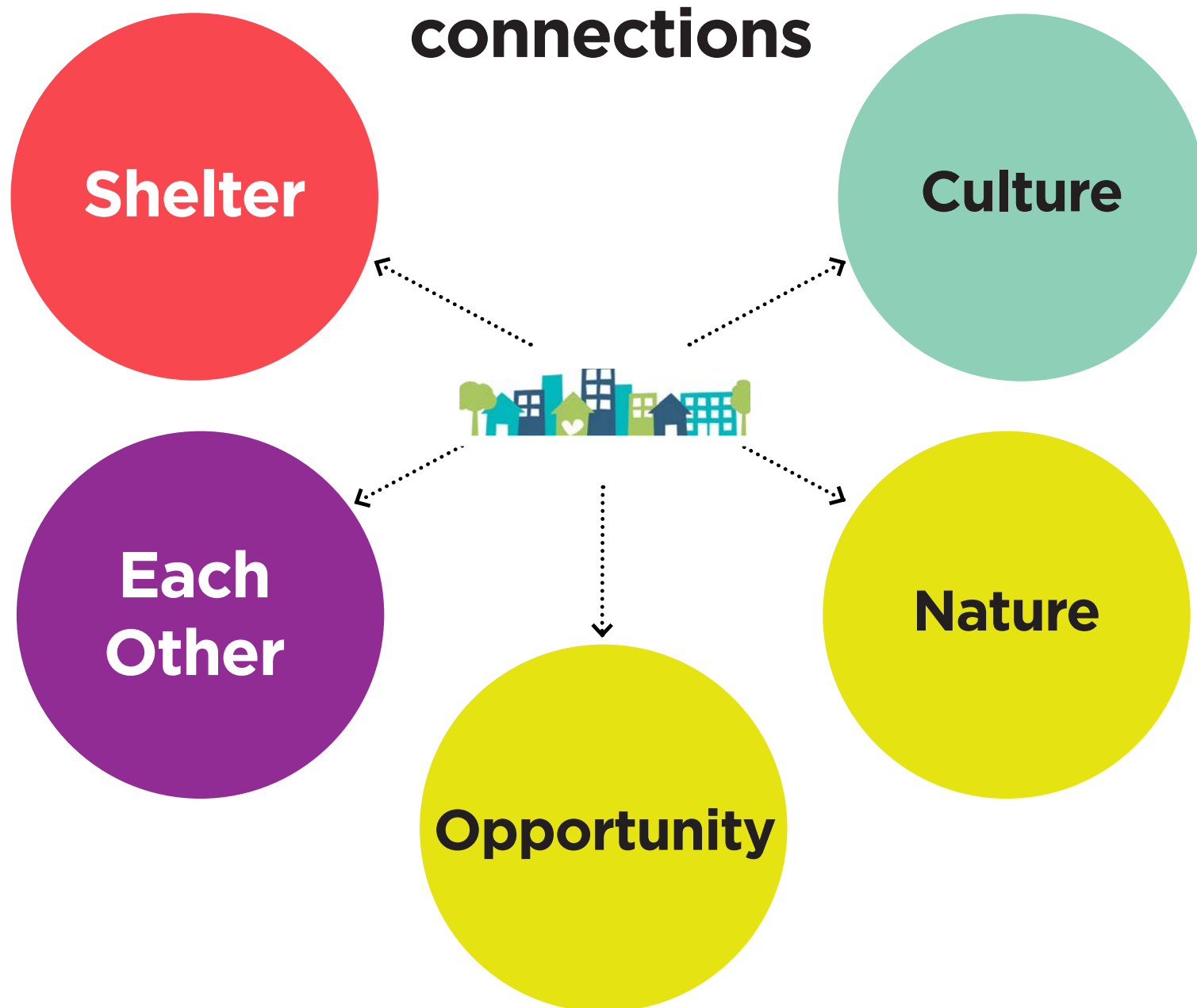
Unique elements  
embedded in a place

# 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**

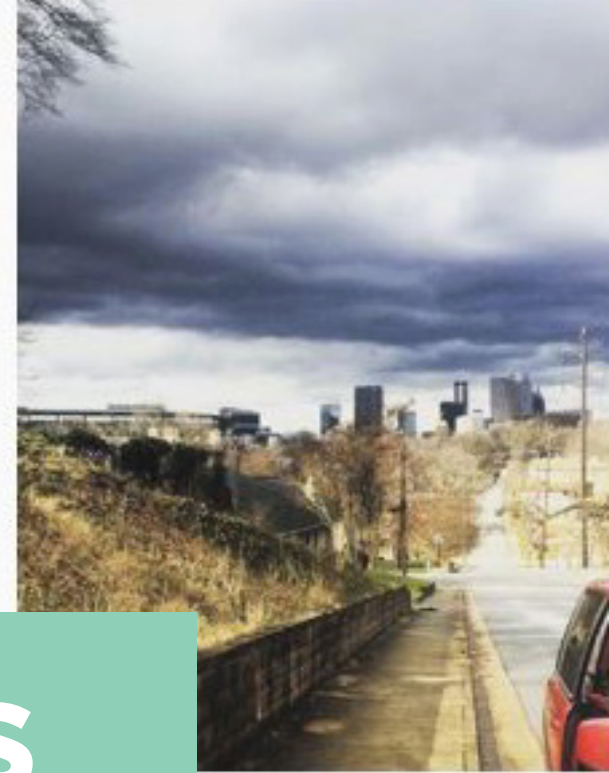
Discuss/validate/modify established future land use objectives to maximize the opportunity of a shared future

## **Connections to Nature**

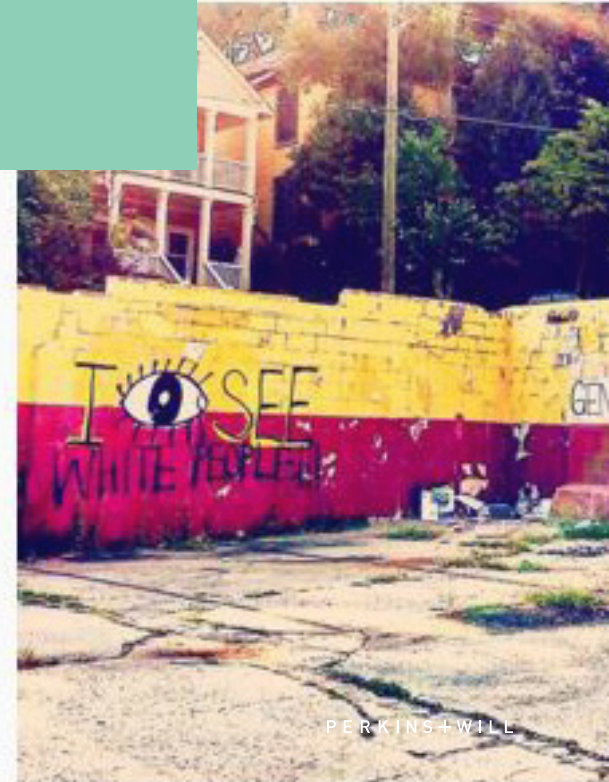
Discuss existing and planned open space objectives to maximize the opportunity of a shared future

## **Connections to Culture**

Begin a conversation about what constitutes a shared culture



# Connections to Culture



# What makes Peoplestown great?

## LOCAL INSTITUTIONS

**WHO ARE THE HISTORIANS AND AMBASSADORS OF MECHANICSVILLE?**



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## THE SCENE

**WHAT ARE THE LANDMARKS AND ICONS OF MECHANICSVILLE?**



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## THE VIBE

**WHERE ARE THE BEST PLACES TO HEAR THE SOUNDS OF MECHANICSVILLE?**



## CREATIVITY

**WHERE ARE THE BEST PLACES TO EXPERIENCE THE ARTS IN MECHANICSVILLE?**



## THE FLAVOR

**WHERE ARE THE BEST PLACES TO EAT AND DRINK IN MECHANICSVILLE?**



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## THE SCENE

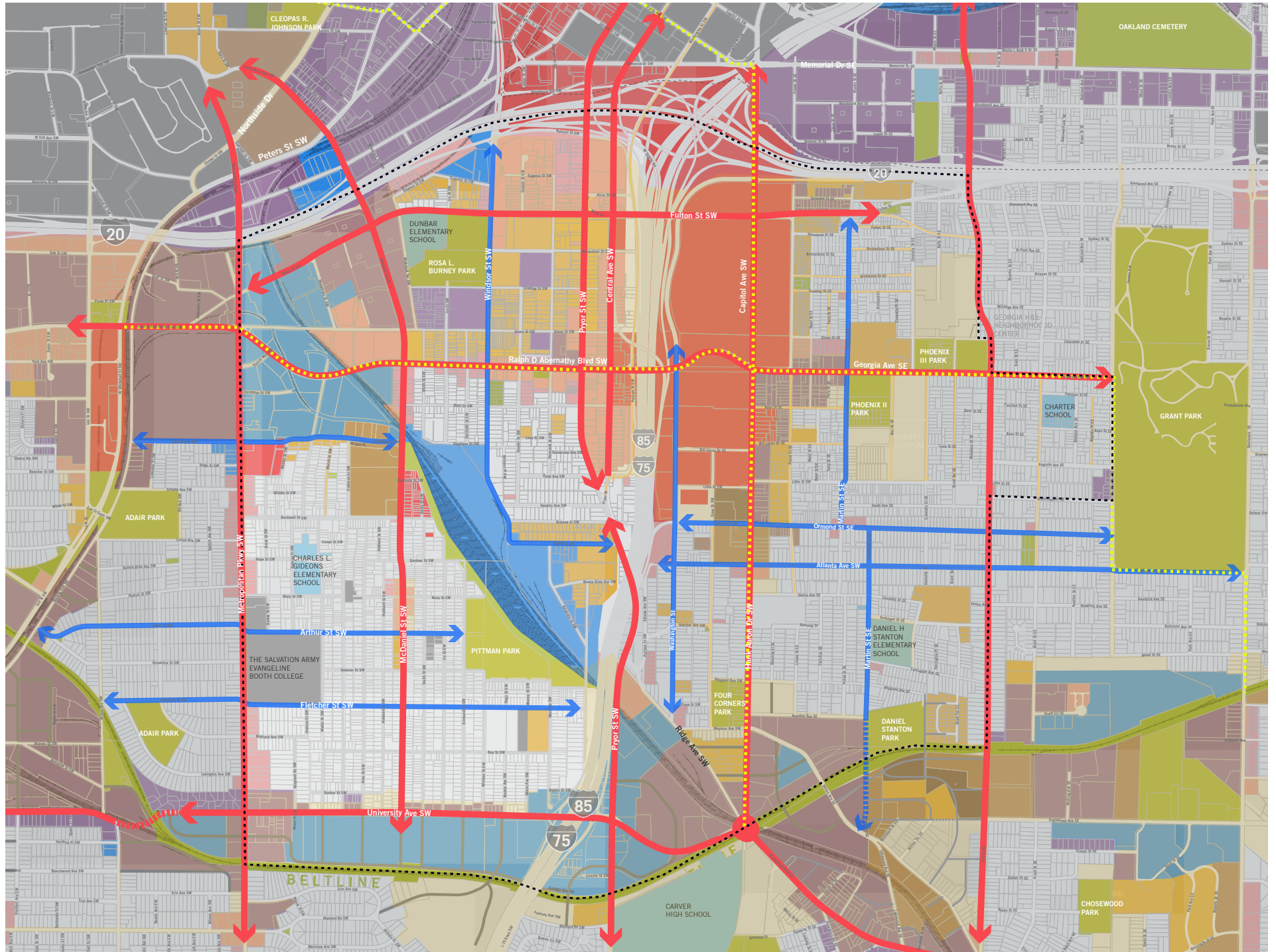
**WHAT MAKES MECHANICSVILLE DIFFERENT AND UNIQUE?**



A nighttime photograph of a modern residential 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 residential building is illuminated, with its lights reflecting on the water. The sky is dark blue, and the overall scene is well-lit by artificial lights.

# Connections to Opportunity and Nature

# LCI Framework Plan Analysis



An aerial photograph of a city, likely Columbus, Ohio, showing a mix of urban buildings, green spaces, and a major highway interchange. A prominent purple rectangular box is centered over the image, containing the title text in white. The background shows a dense urban area with a large highway interchange on the right side, a green park area in the middle, and various city buildings, including a notable one with a golden dome in the lower-left foreground.

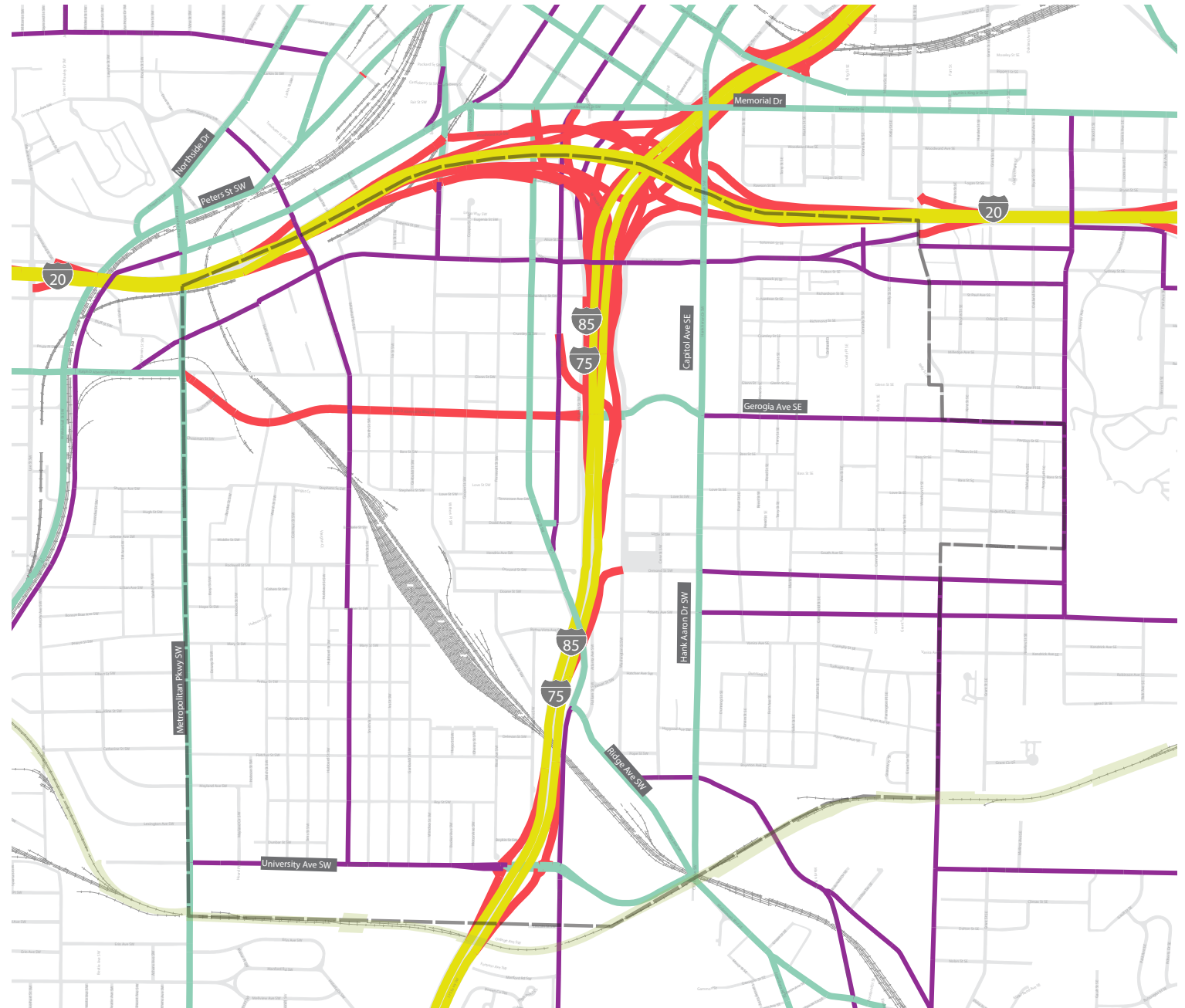
# Connections to Each Other

# Connections to Each Other

## STREET NETWORK

Existing






- Interstate
- Principal Arterial
- Minor Arterial
- Collector




# Connections to Each Other

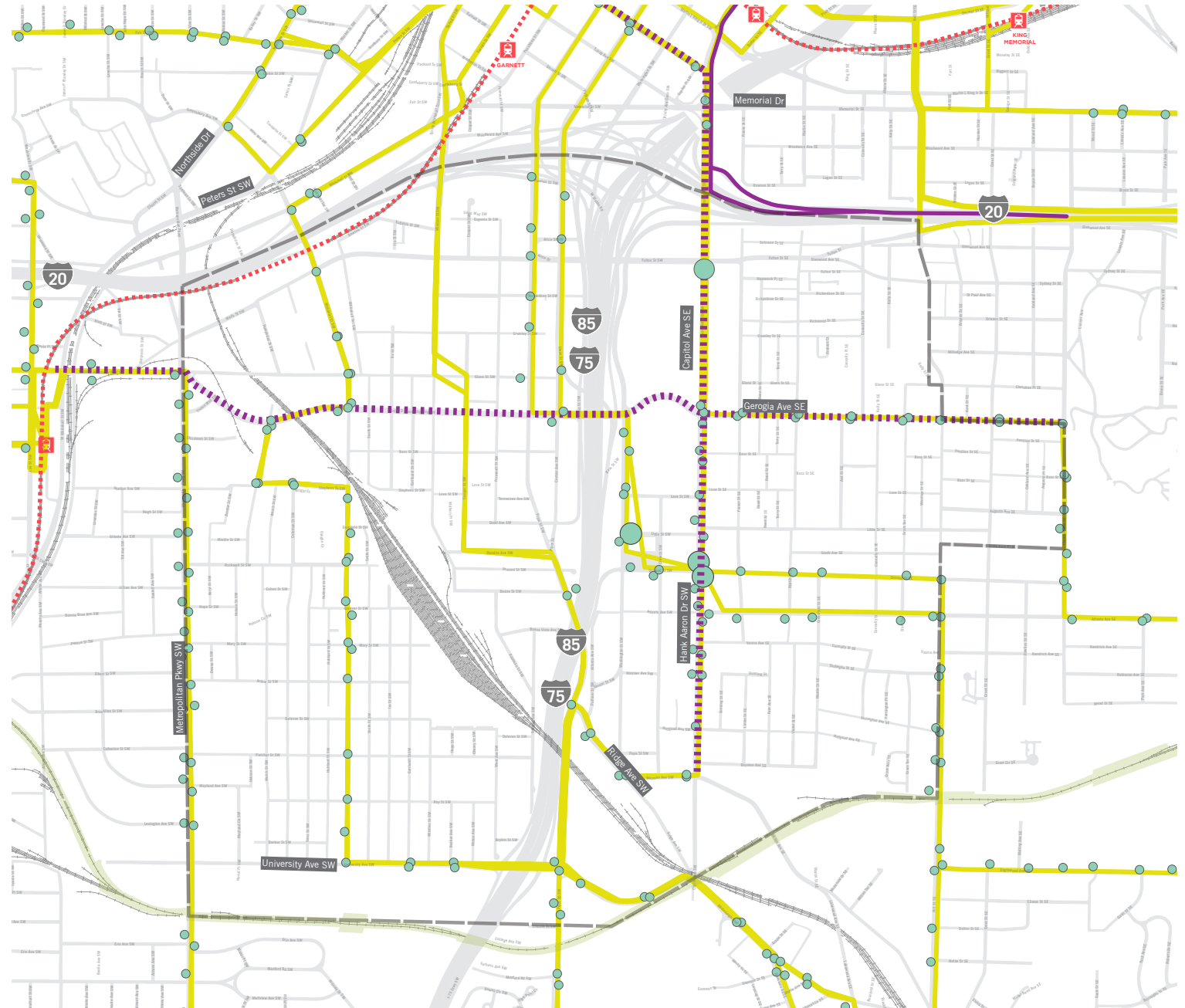
## TRANSIT

### EXISTING

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

### FUTURE / POTENTIAL

-  Bus Rapid Transit
-  Streetcar



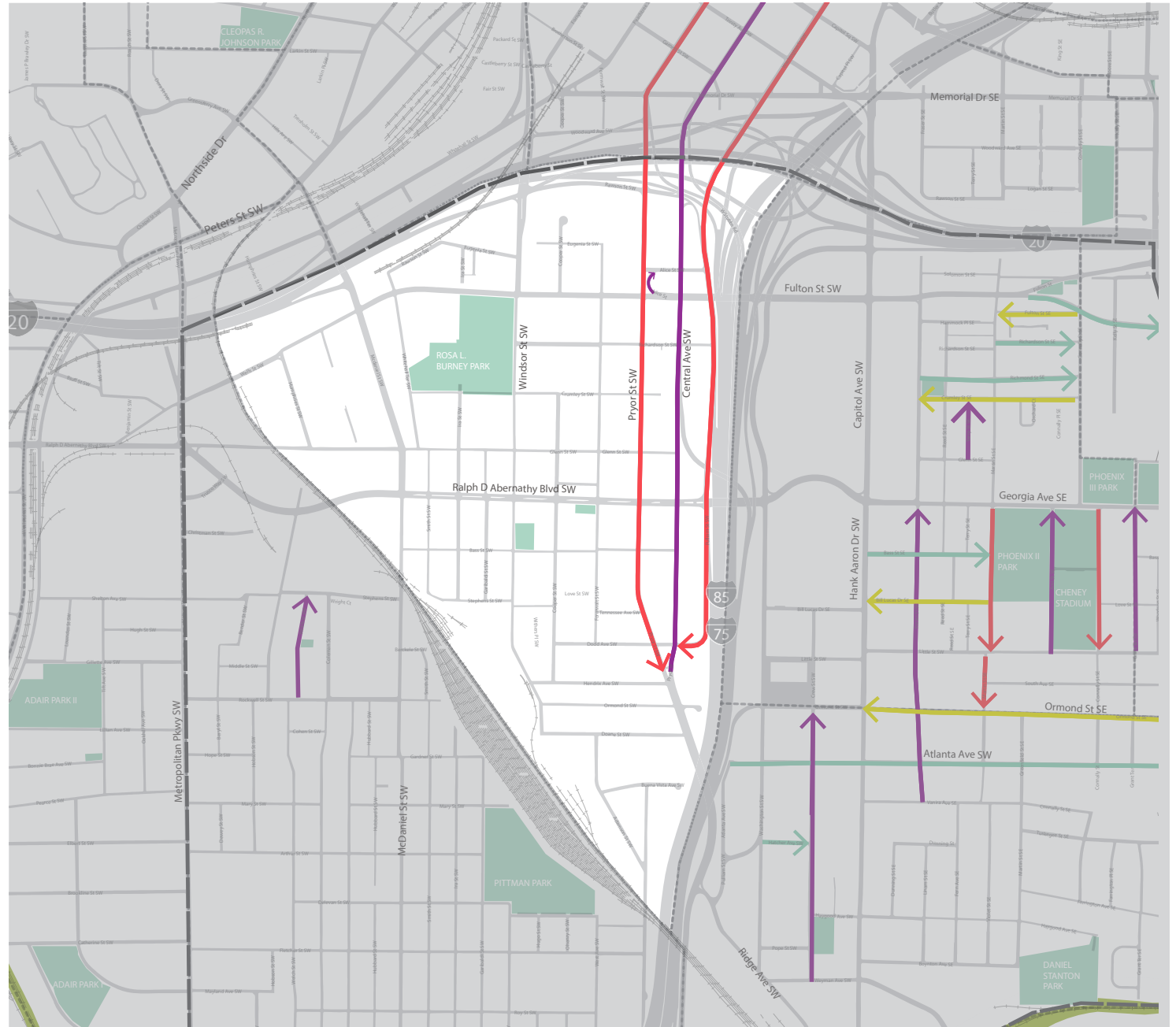


# Connections to Each Other

## ONE-WAY

### EXISTING

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

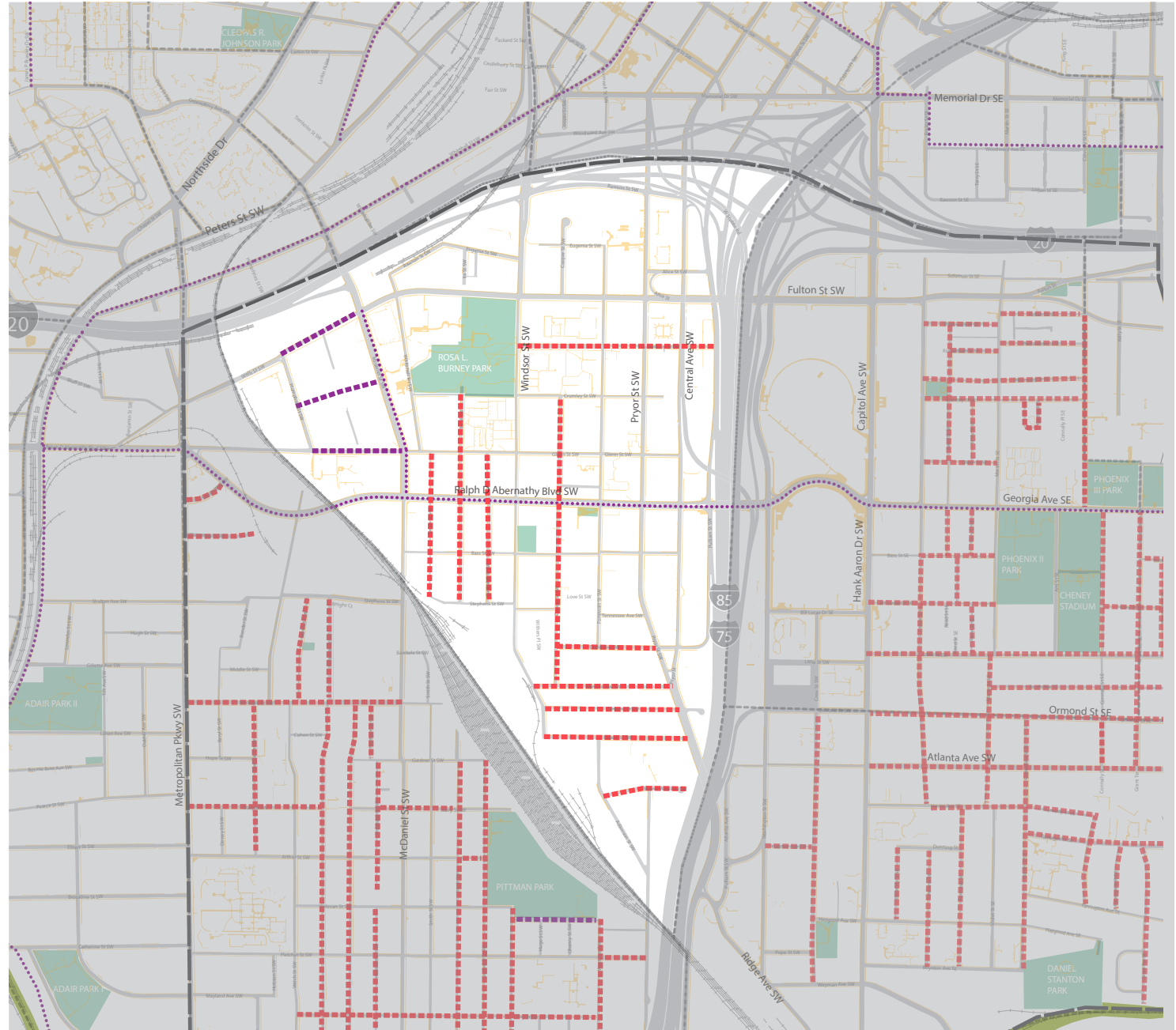


# Connections to Each Other

## BICYCLE SIDEWALKS PARKING

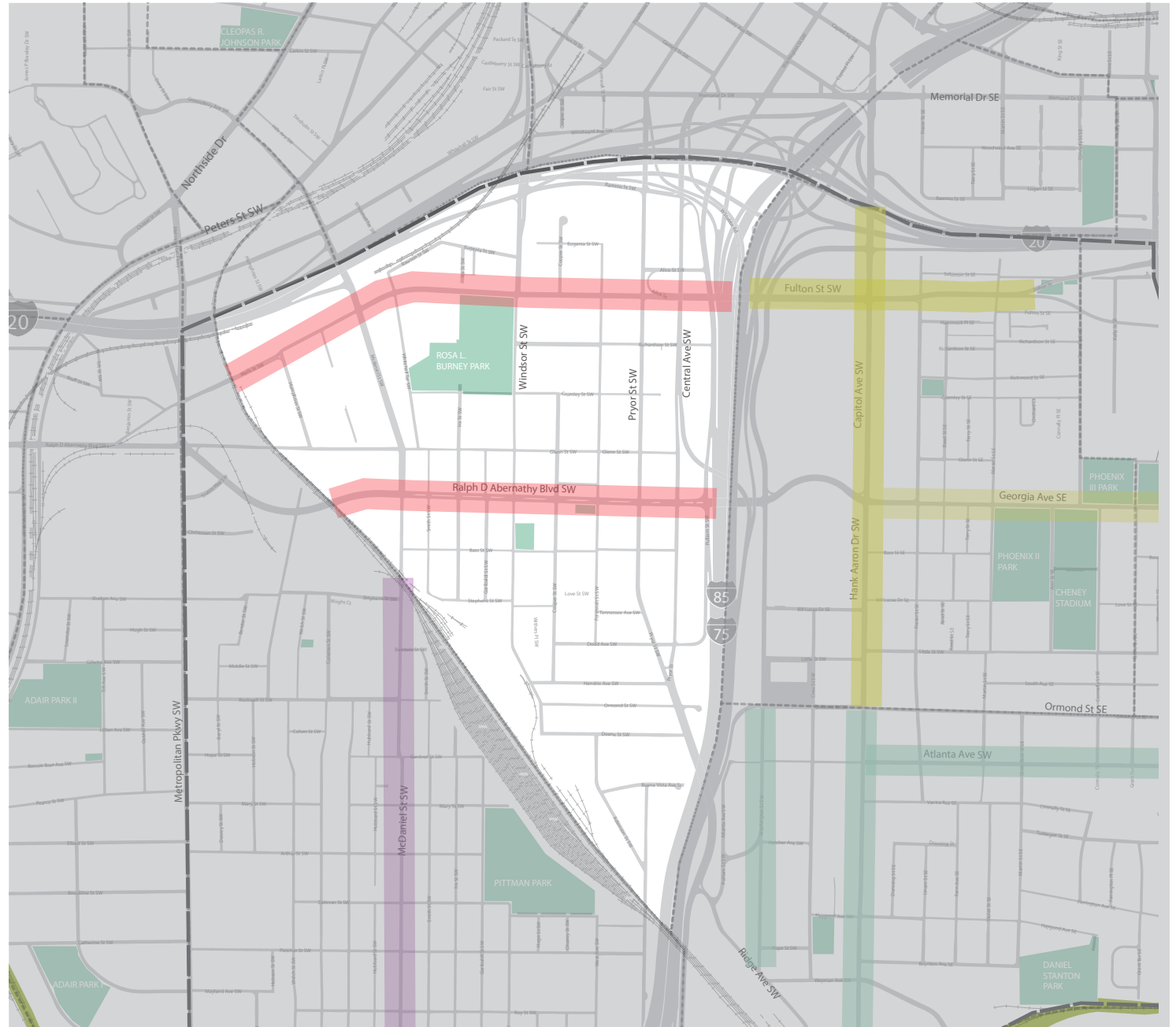
### EXISTING

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



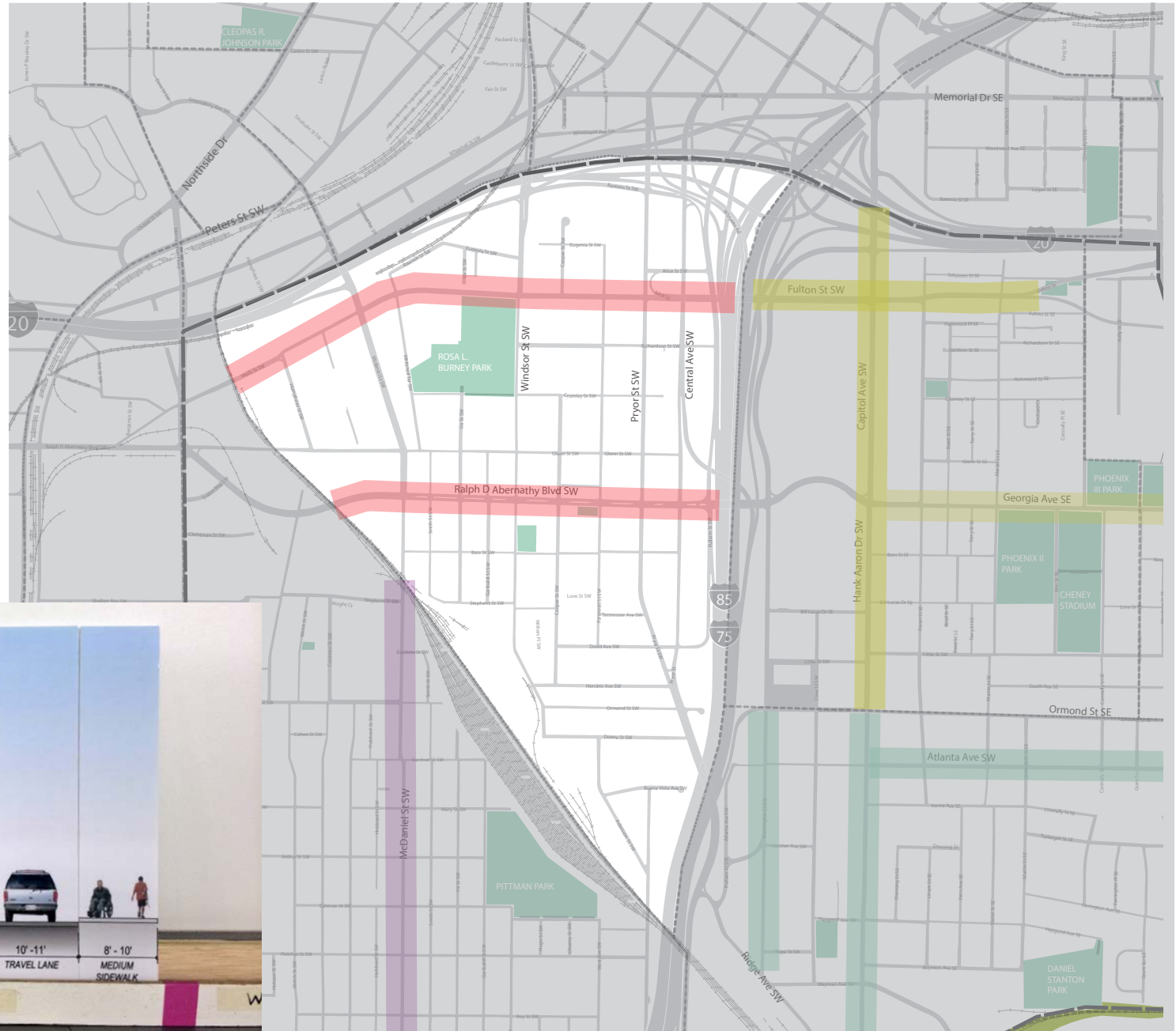
# Connections to Each Other

## STREET BUILDER EXERCISE



# Connections to Each Other

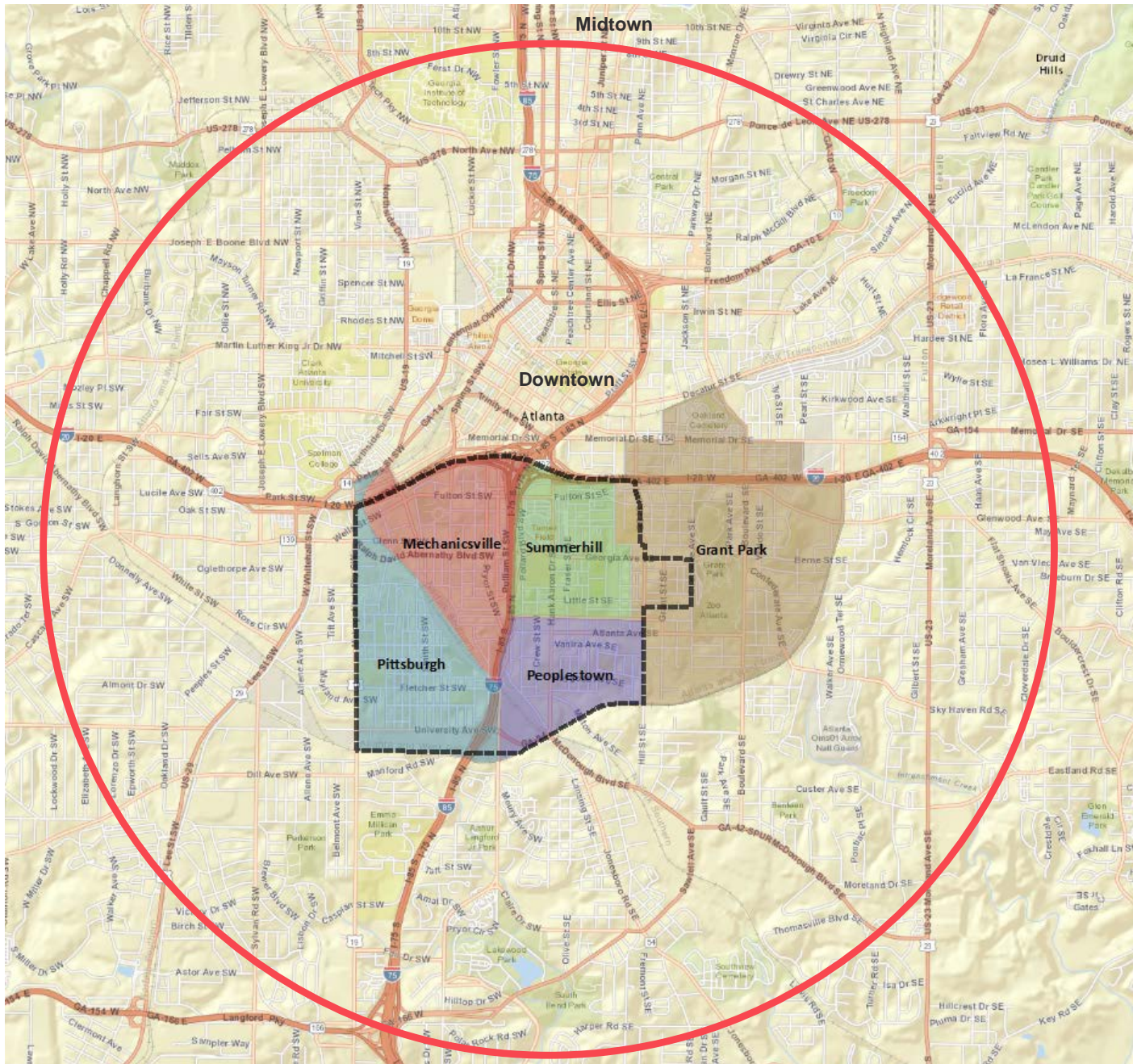
## STREET BUILDER EXERCISE





# Connections to Shelter

# Study Area Context

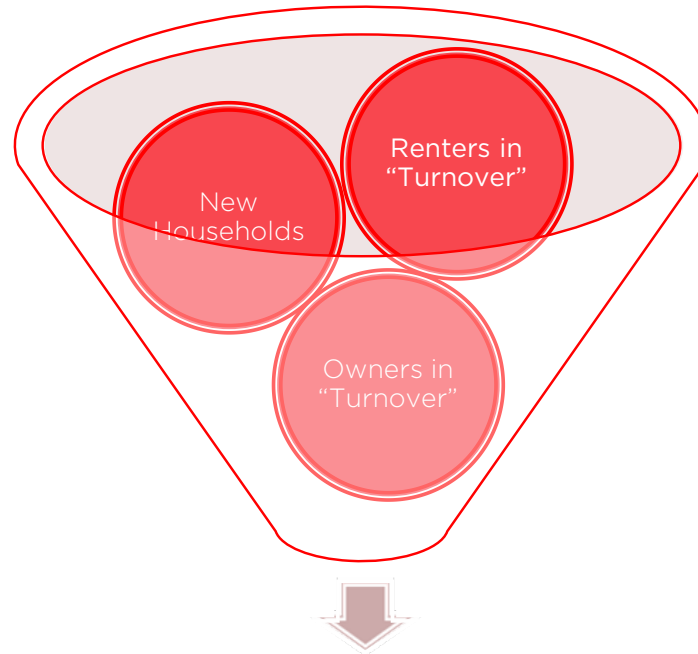


LCI Study Area



3-mile Market Area

# Housing Demand Mix



## 3- Mile Market Area Annual Housing Demand

⊕ Study Area "Capture Rate"



Income = Home Affordability

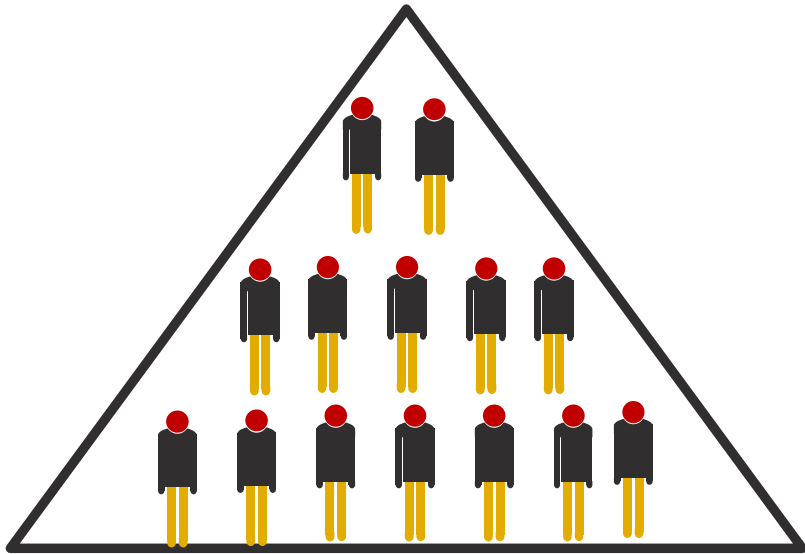
Rent or Purchase

Age of Householder

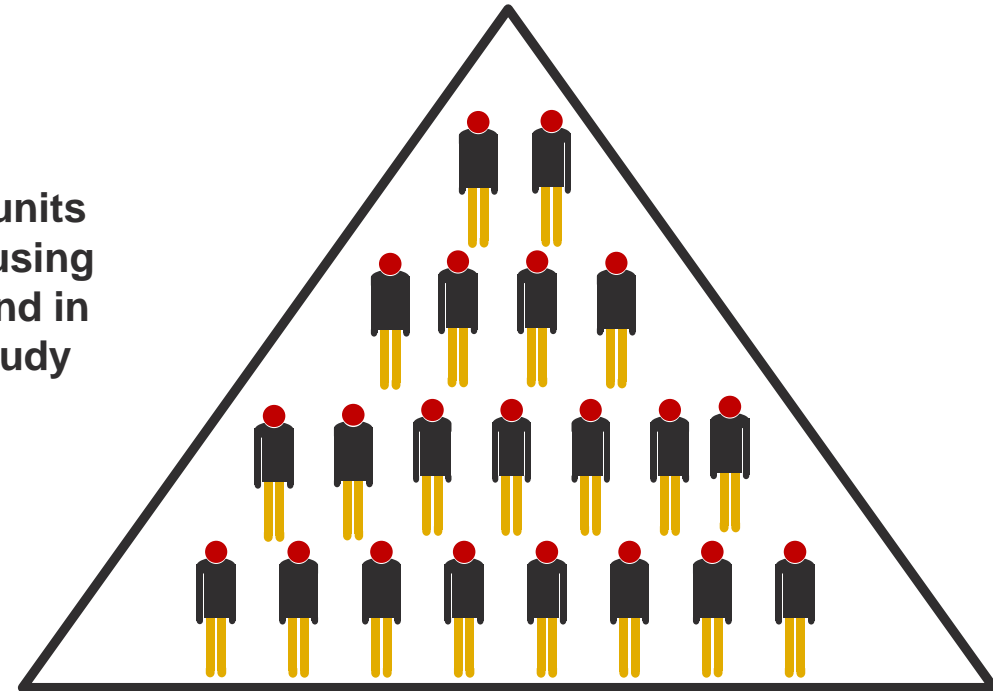
New or Resale

Single-family, Townhome or "Flat"

# 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*

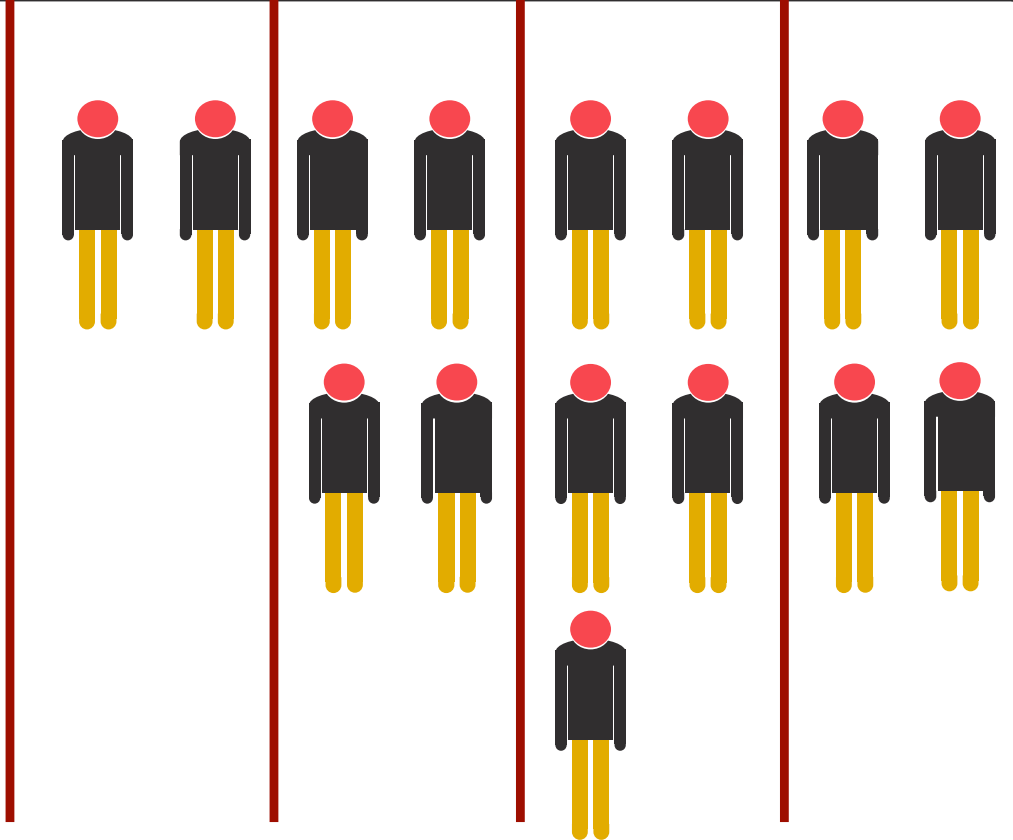
Total ANNUAL units of **NEW** FOR-SALE housing demand in the Study Area

**135-140**



# Annual For-Sale Housing Demand Potential

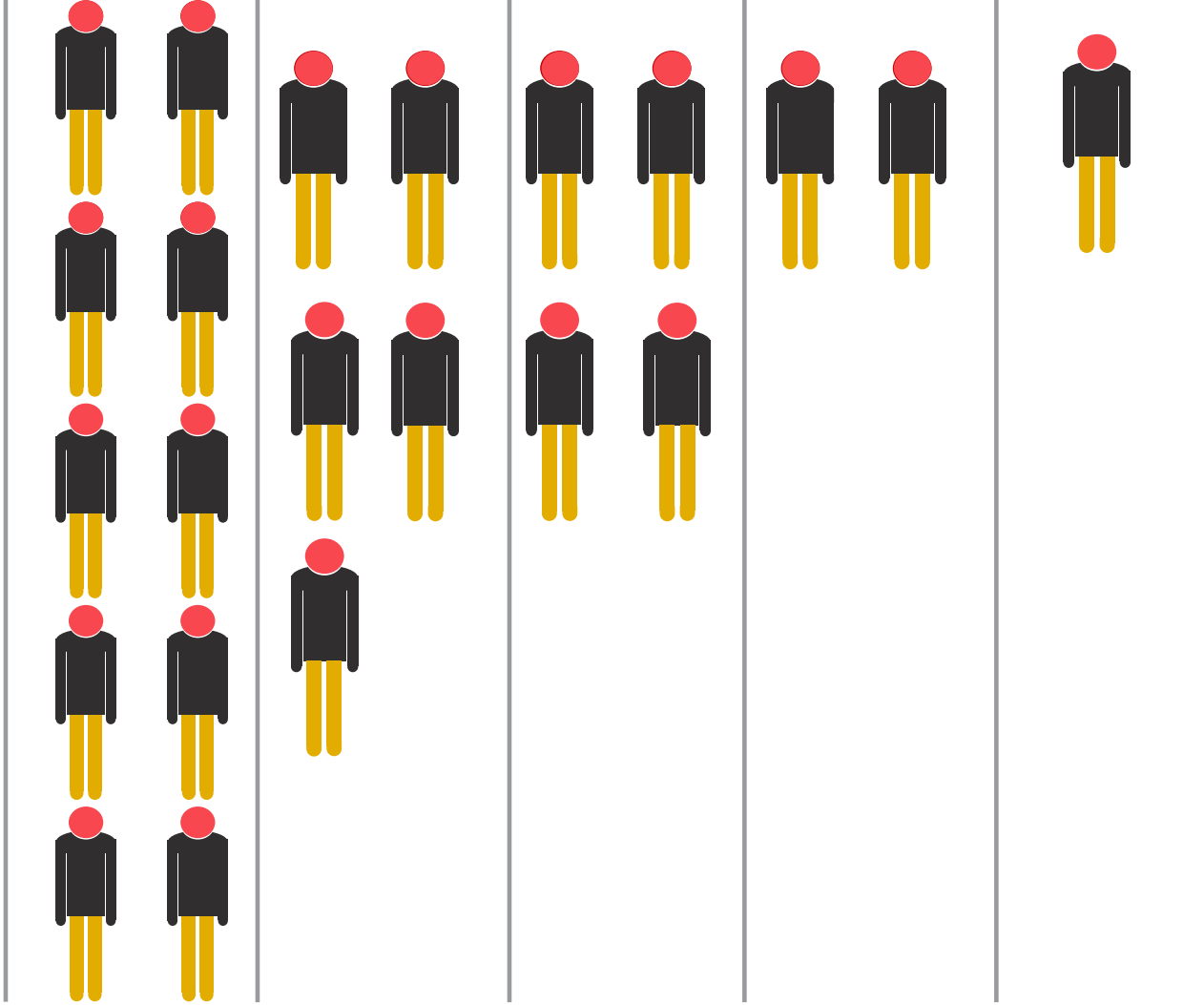
Home Price:	\$90,000 \$160,000	\$160,000 \$280,000	\$280,000 \$360,000	\$360,000 and above
AMI:	30% - 50%	50% - 80%	80% - 120%	> 120%
Income:	\$20,000 \$35,000	\$35,000 \$55,000	\$55,000 \$80,000	\$80,000 and above

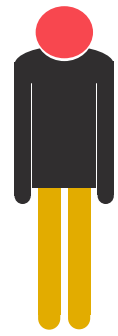


 = 10 units of housing demand in the Study Area

# Annual For-Rent Housing Demand Potential

Monthly	Below	\$650	\$875	\$1,375	\$2,000 and above
Rent:	\$650	\$875	\$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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LIVEABLE CENTERS INITIATIVE

JOIN US FOR OUR LCI SPRING FESTIVAL

**April 17, 2016**

**2:00 pm - 6:00 pm**

**Atlanta Streets Alive!**

