

# Turner Field Stadium Neighborhoods

LIVEABLE CENTERS INITIATIVE

## Grant Park Neighborhood Workshop

**March 19, 2016**



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

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



# Turner Field Stadium Neighborhoods

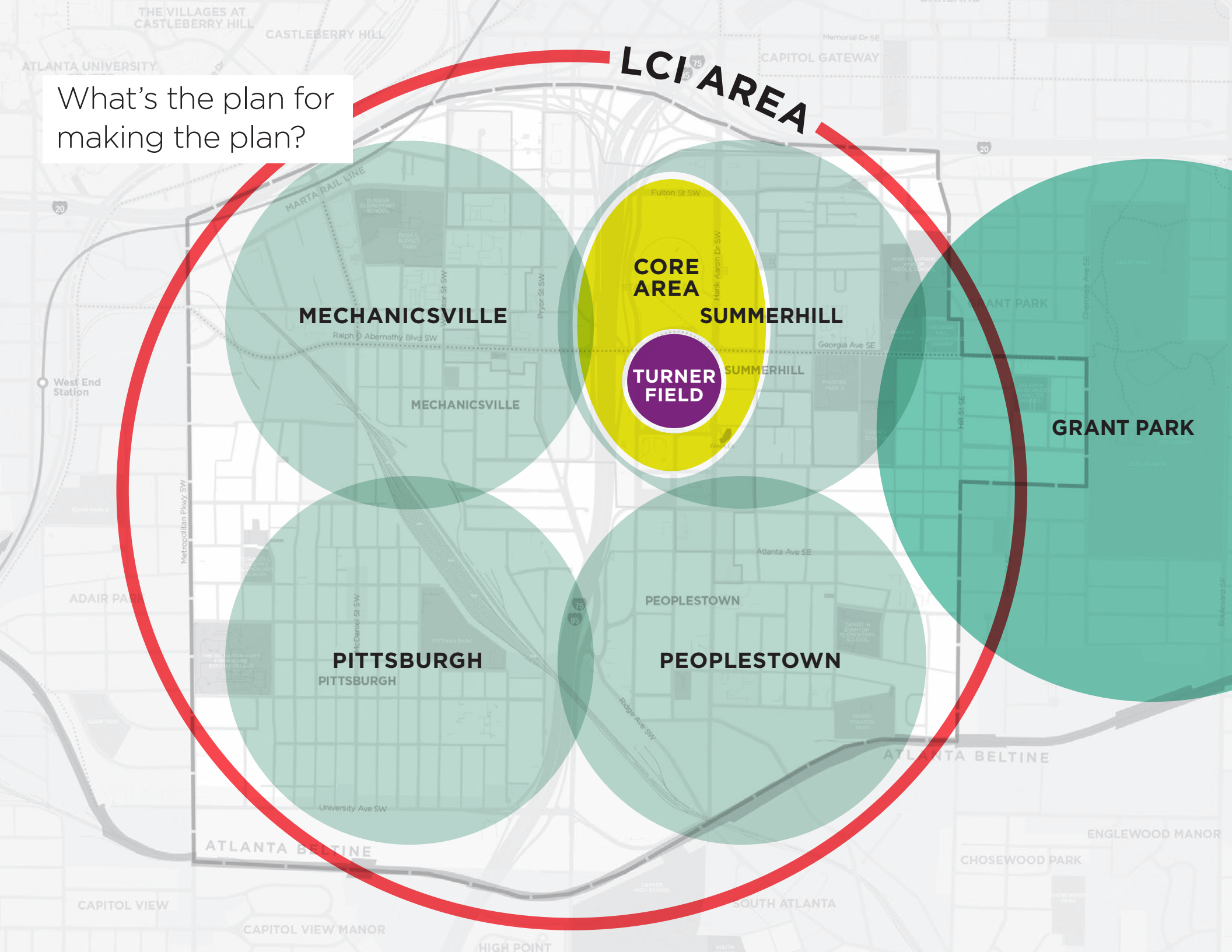
LIVEABLE CENTERS INITIATIVE

## Funding Partners



# Where are we in the LCI process?

What's the plan for making the plan?



**LCI AREA**

**CORE AREA**

**TURNER FIELD**

**MECHANICSVILLE**

**SUMMERHILL**

**GRANT PARK**

**PITTSBURGH**

**PEOPLESTOWN**

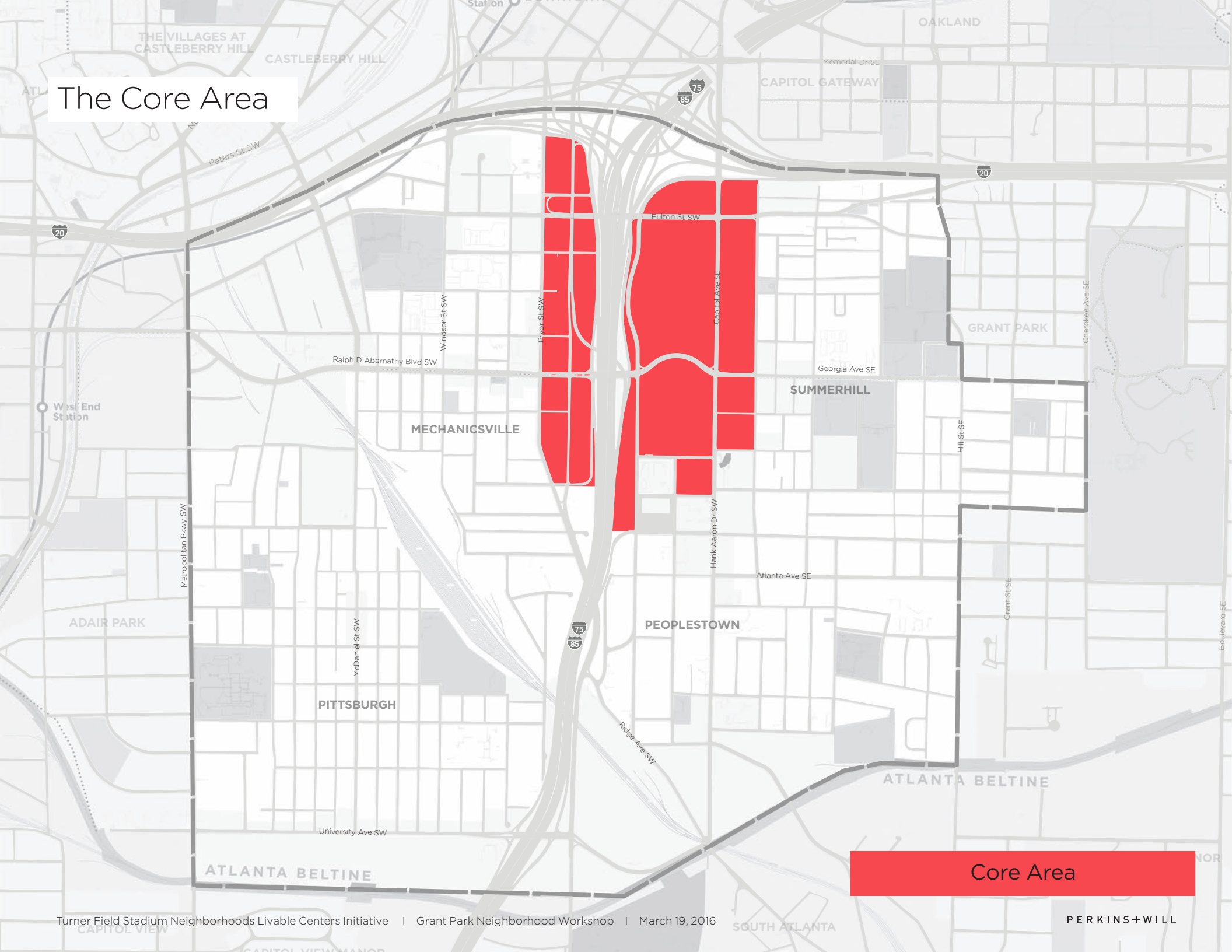




# Core Area Visioning Summary



# The Core Area



MECHANICSVILLE

SUMMERHILL

PEOPLESTOWN

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**

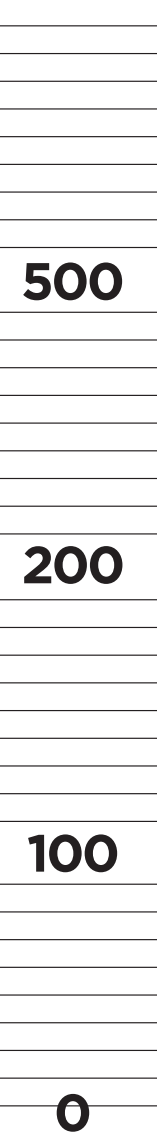
**URBAN VILLAGE**

**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

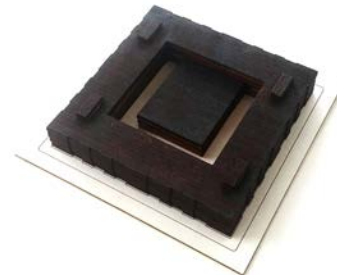
**195** Population  
**34** Jobs  
**87** Dwelling Units

**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

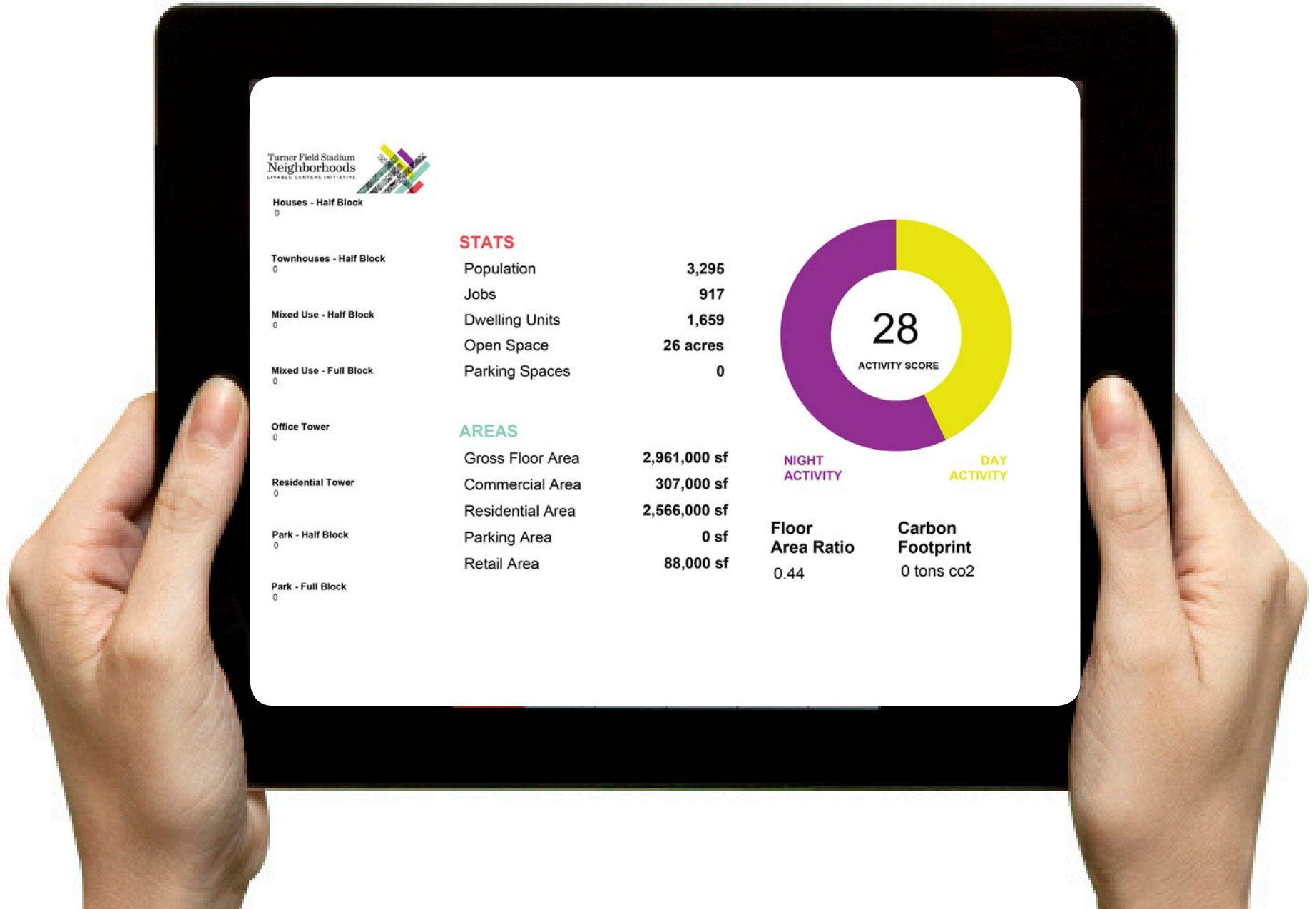
**418** Population  
**69** Jobs  
**187** Dwelling Units

**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



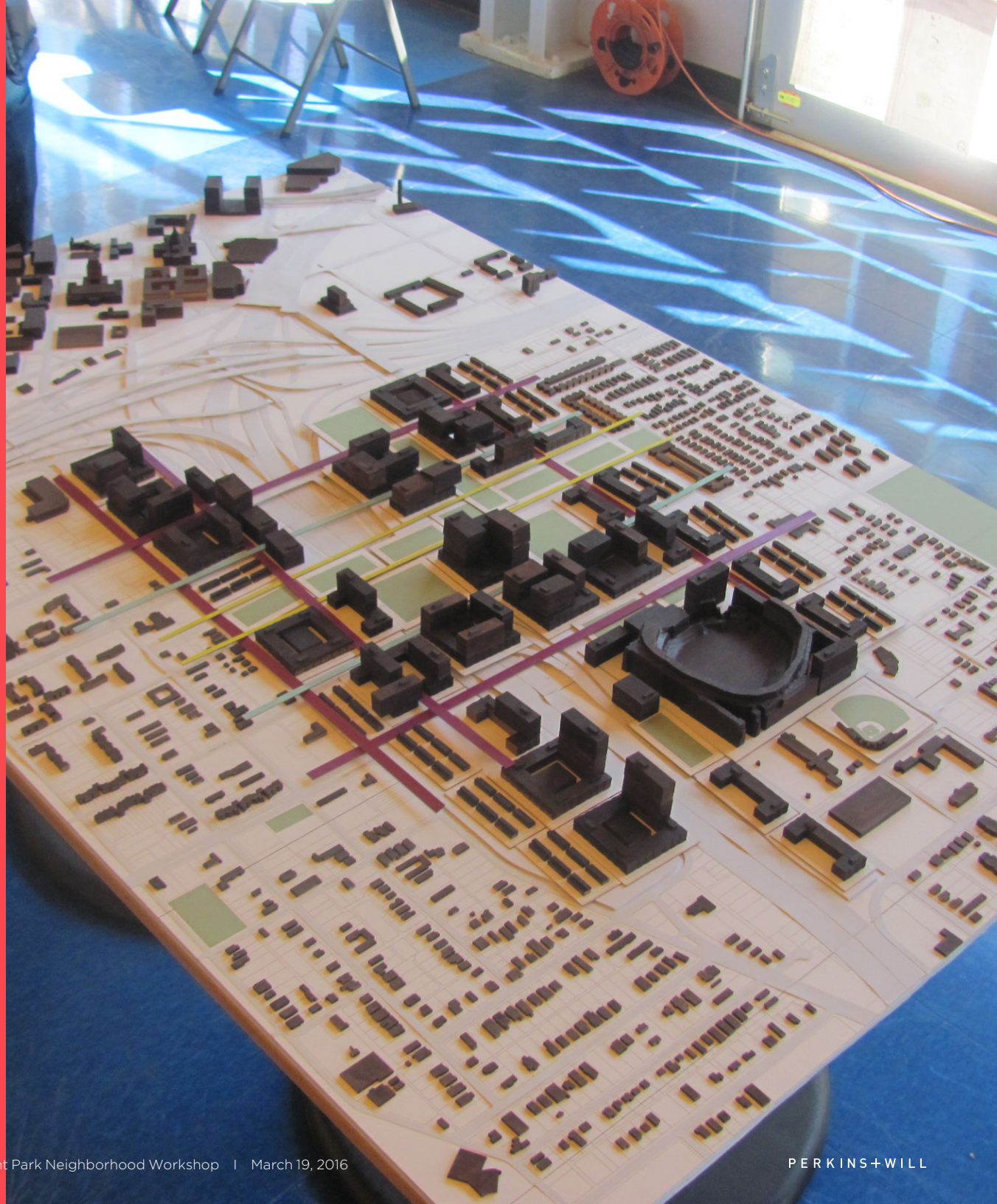
<b>Floor Area Ratio</b>	0.44	<b>Carbon Footprint</b>	0 tons co2
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## TABLE 1A KEY ELEMENTS:

- 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



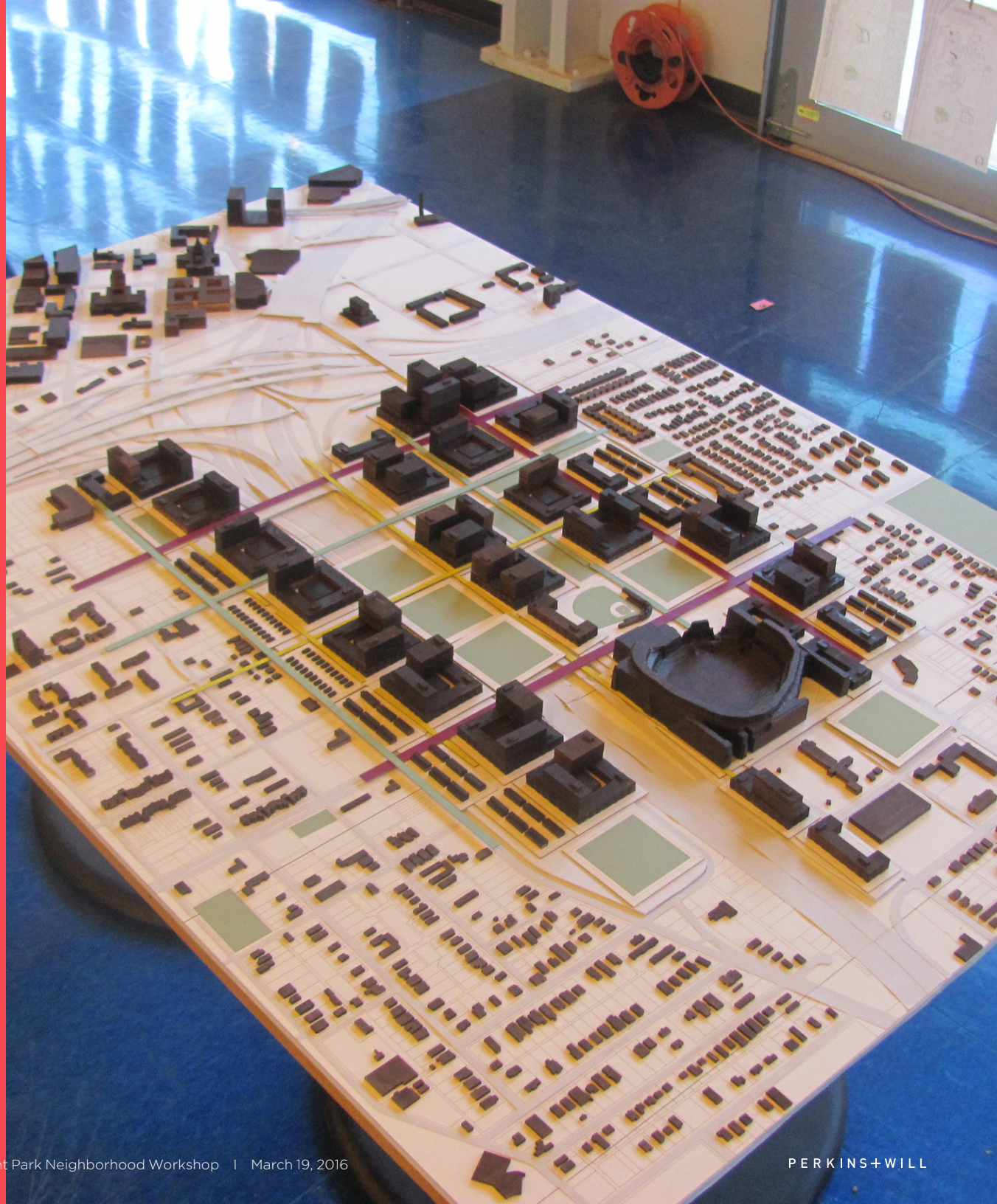


## TABLE 1B KEY ELEMENTS:

- 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



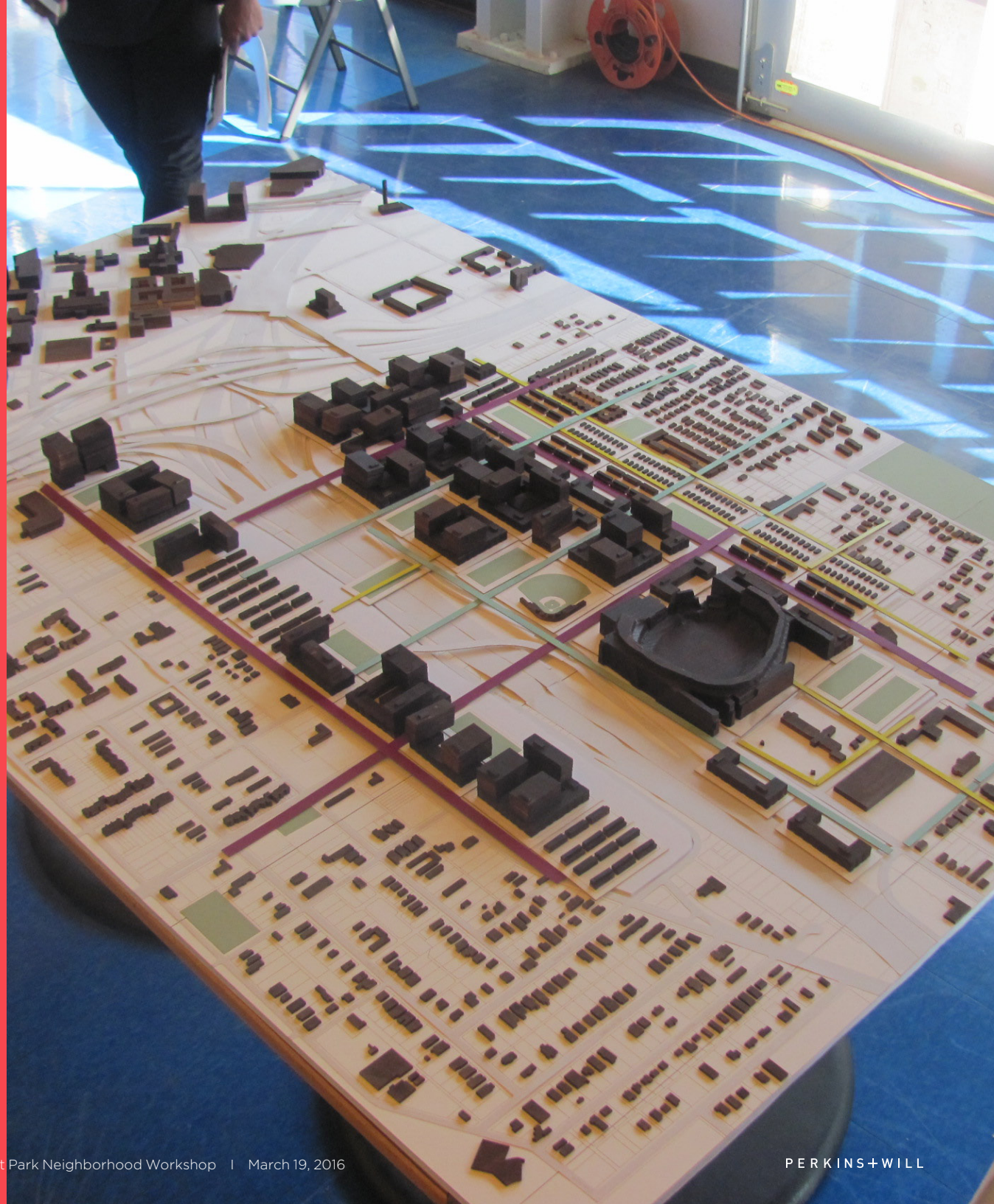


## TABLE 2B KEY ELEMENTS:

- 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



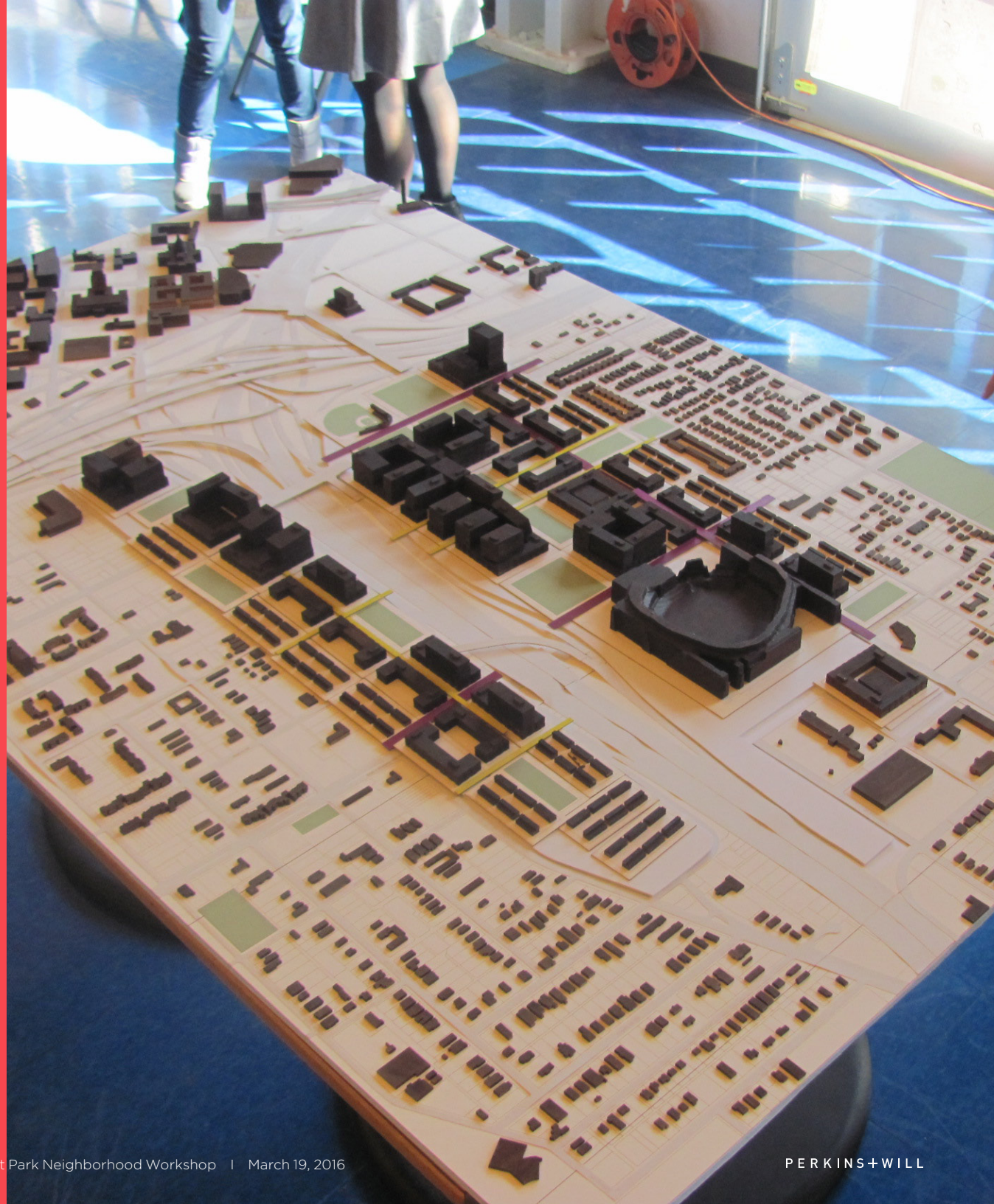


## TABLE 3A KEY ELEMENTS:

- 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!)



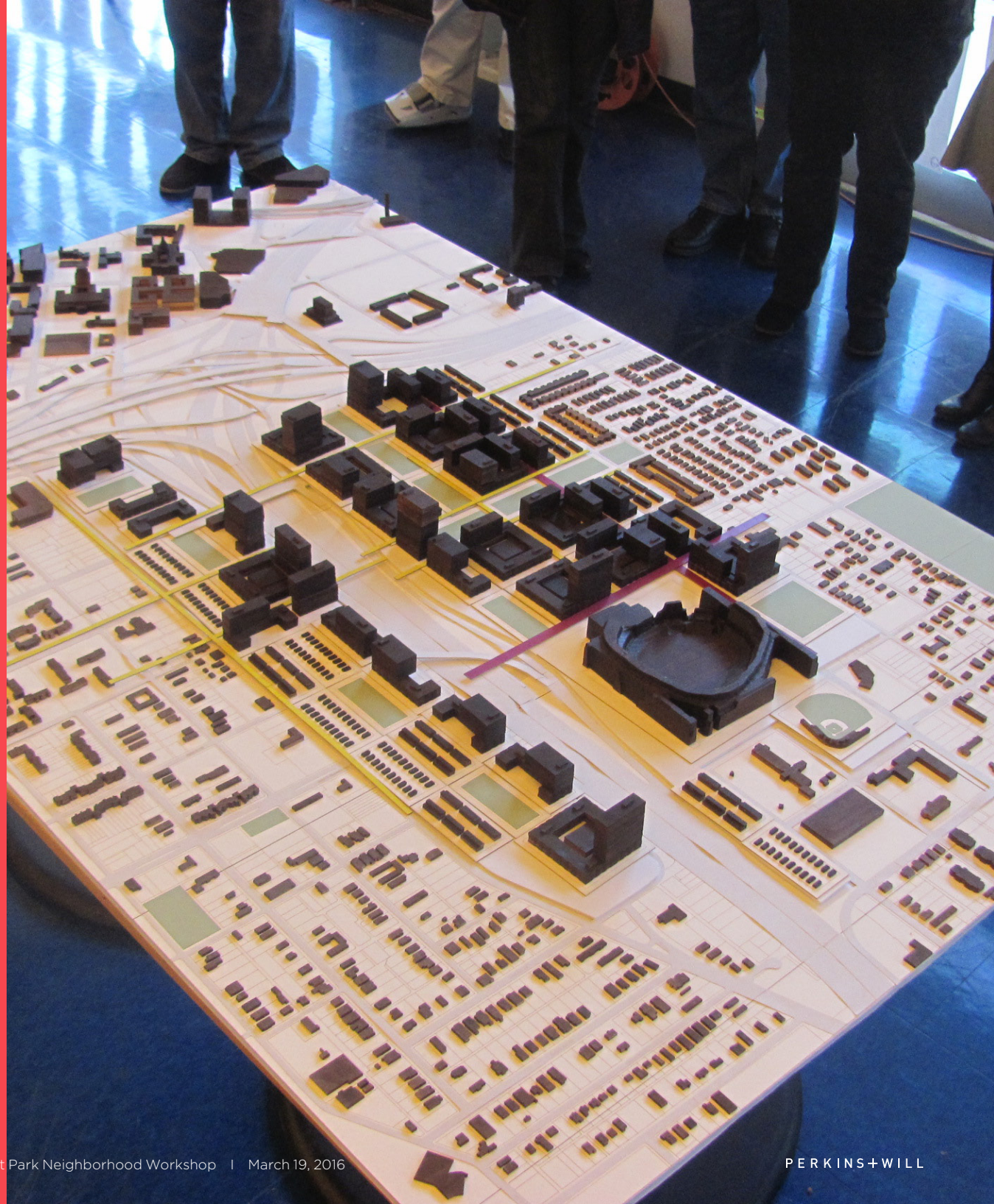


## TABLE 3B KEY ELEMENTS:

- 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



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**

**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

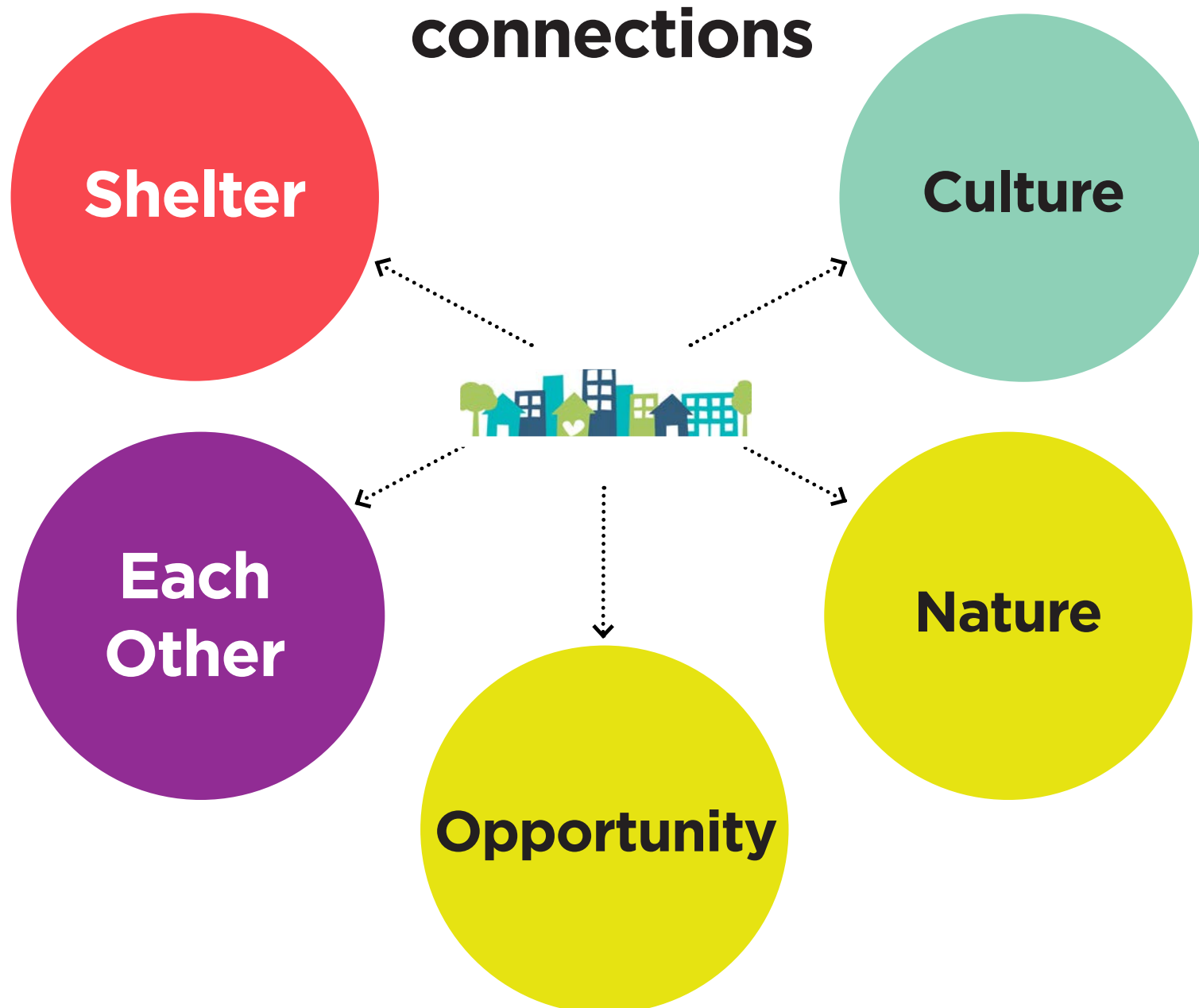
### DNA

Unique elements  
embedded in a place

# What makes a neighborhood complete?



What makes a **neighborhood** complete?





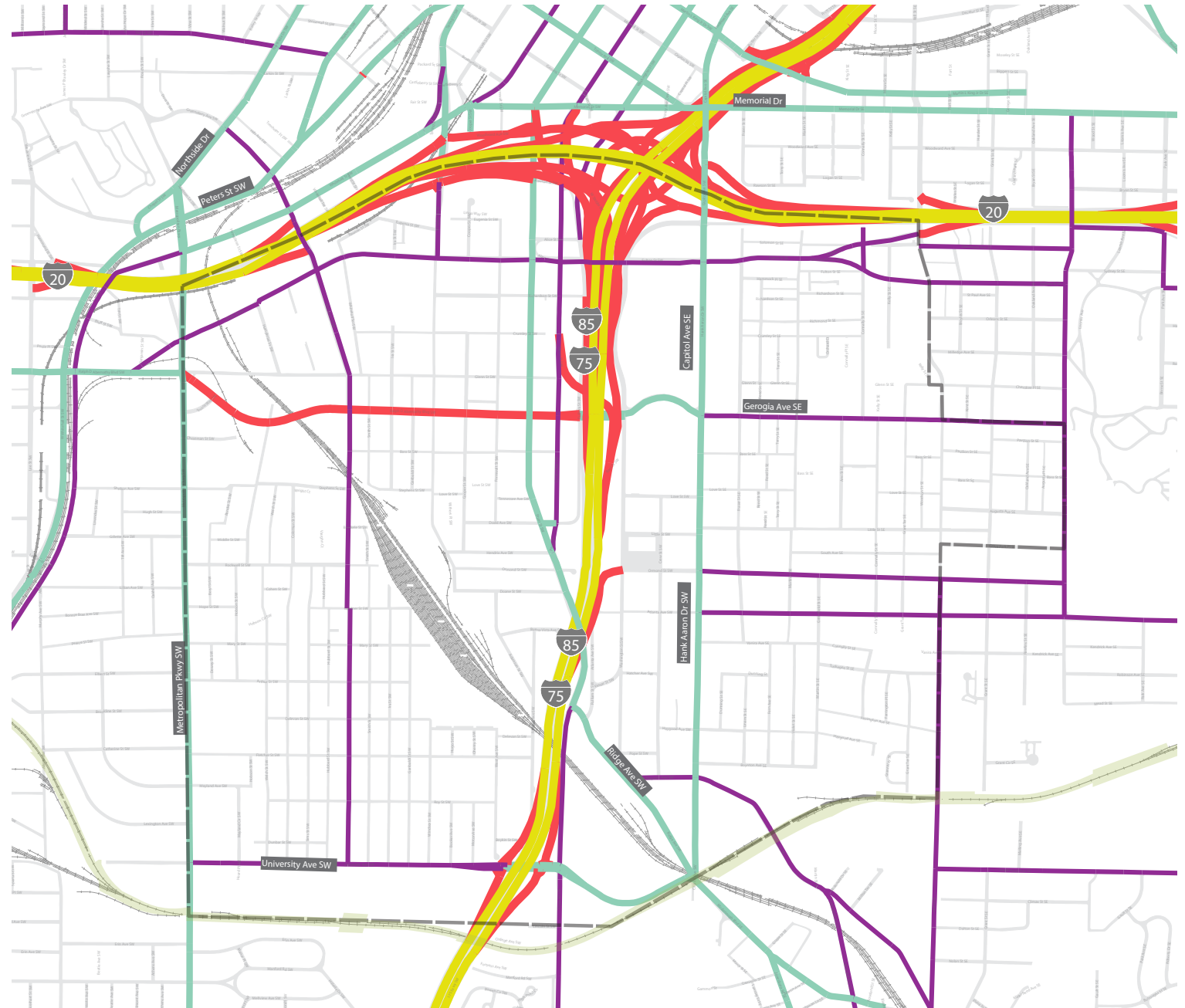
# Connections to Each Other

# Connections to Each Other

## STREET NETWORK

Existing

- Interstate
- Principal Arterial
- Minor Arterial
- Collector






# Connections to Each Other

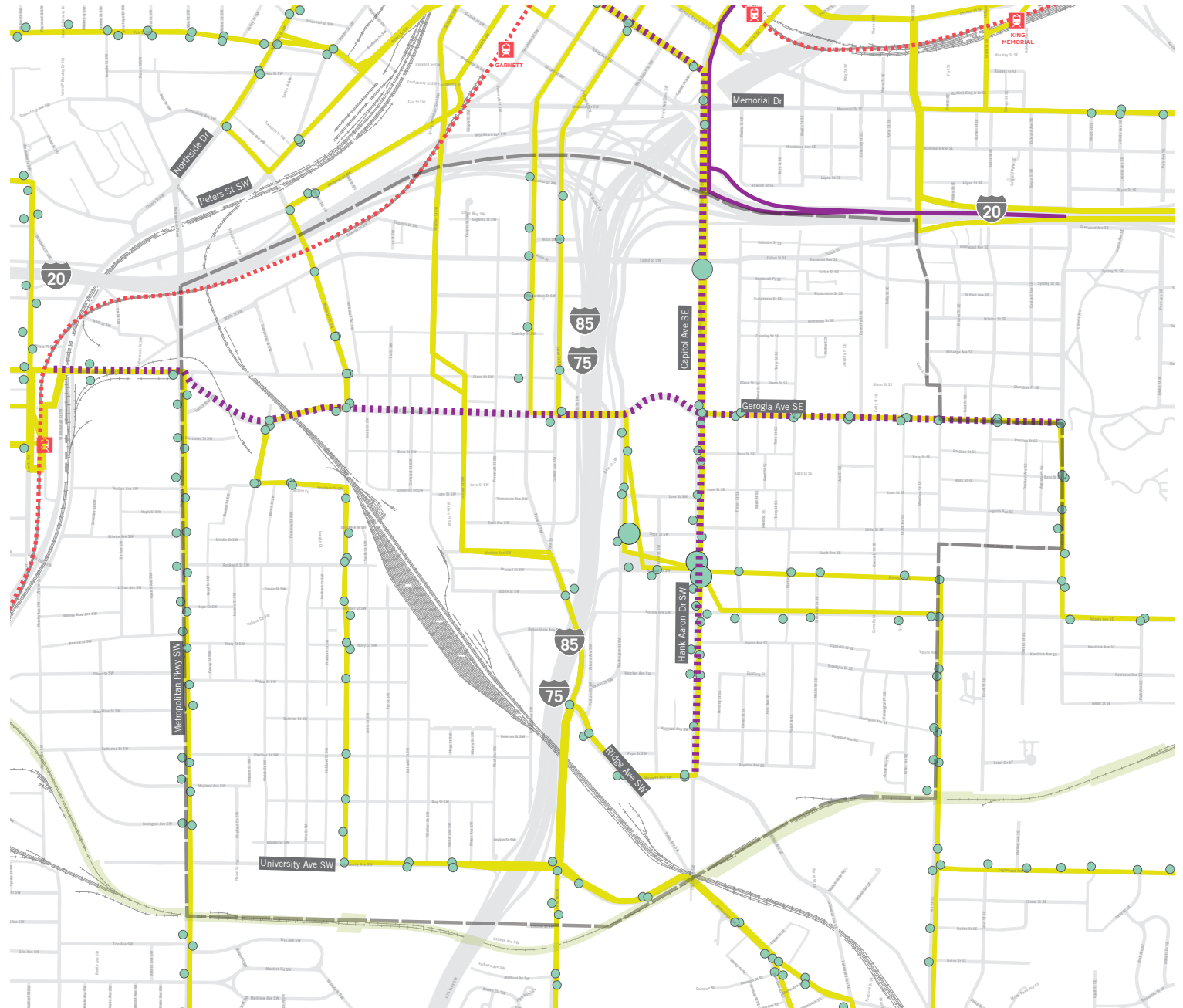
## TRANSIT

### EXISTING

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

### FUTURE / POTENTIAL





- Bus Rapid Transit
- Streetcar

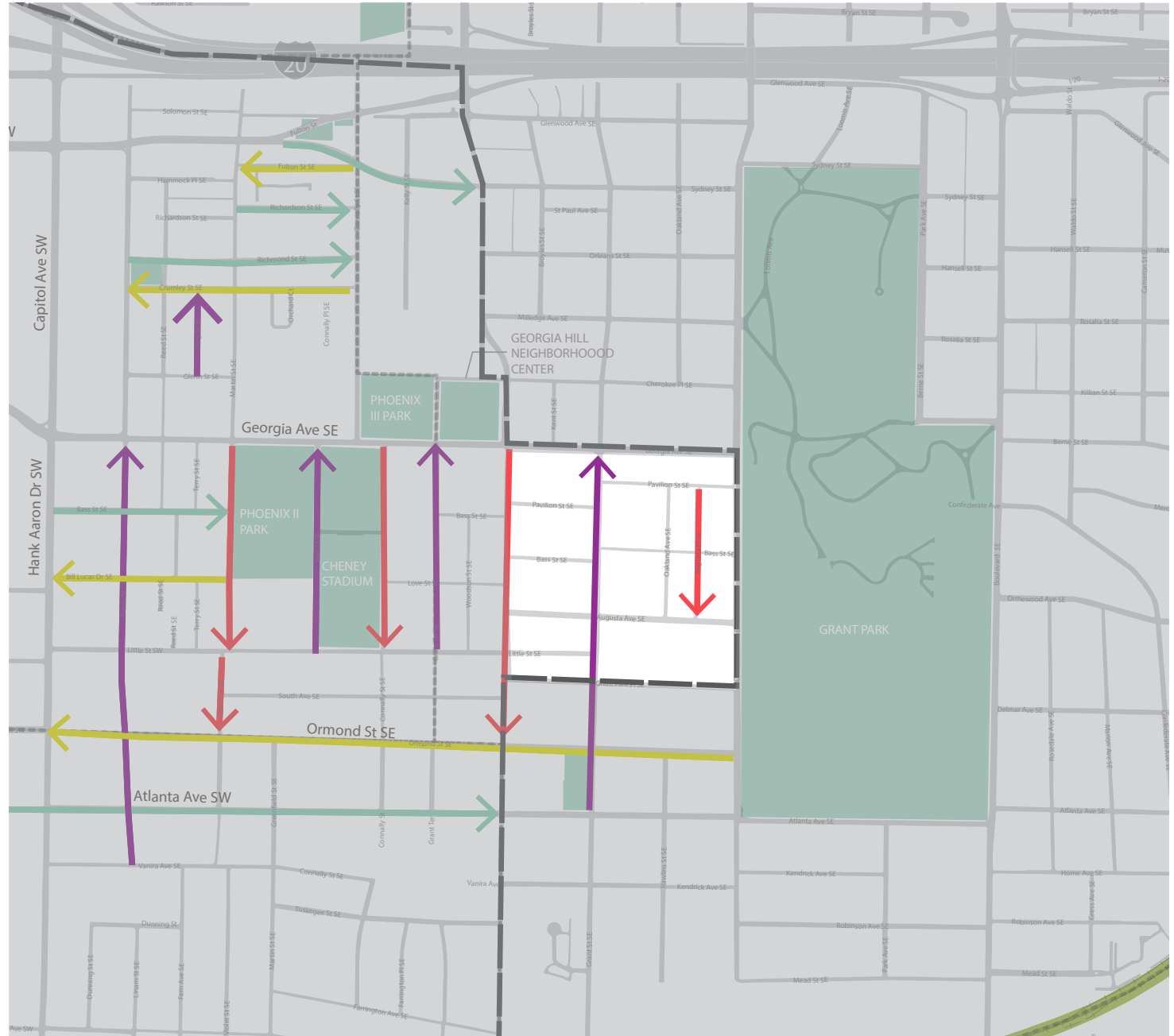


# Connections to Each Other

## ONE-WAY

### EXISTING





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

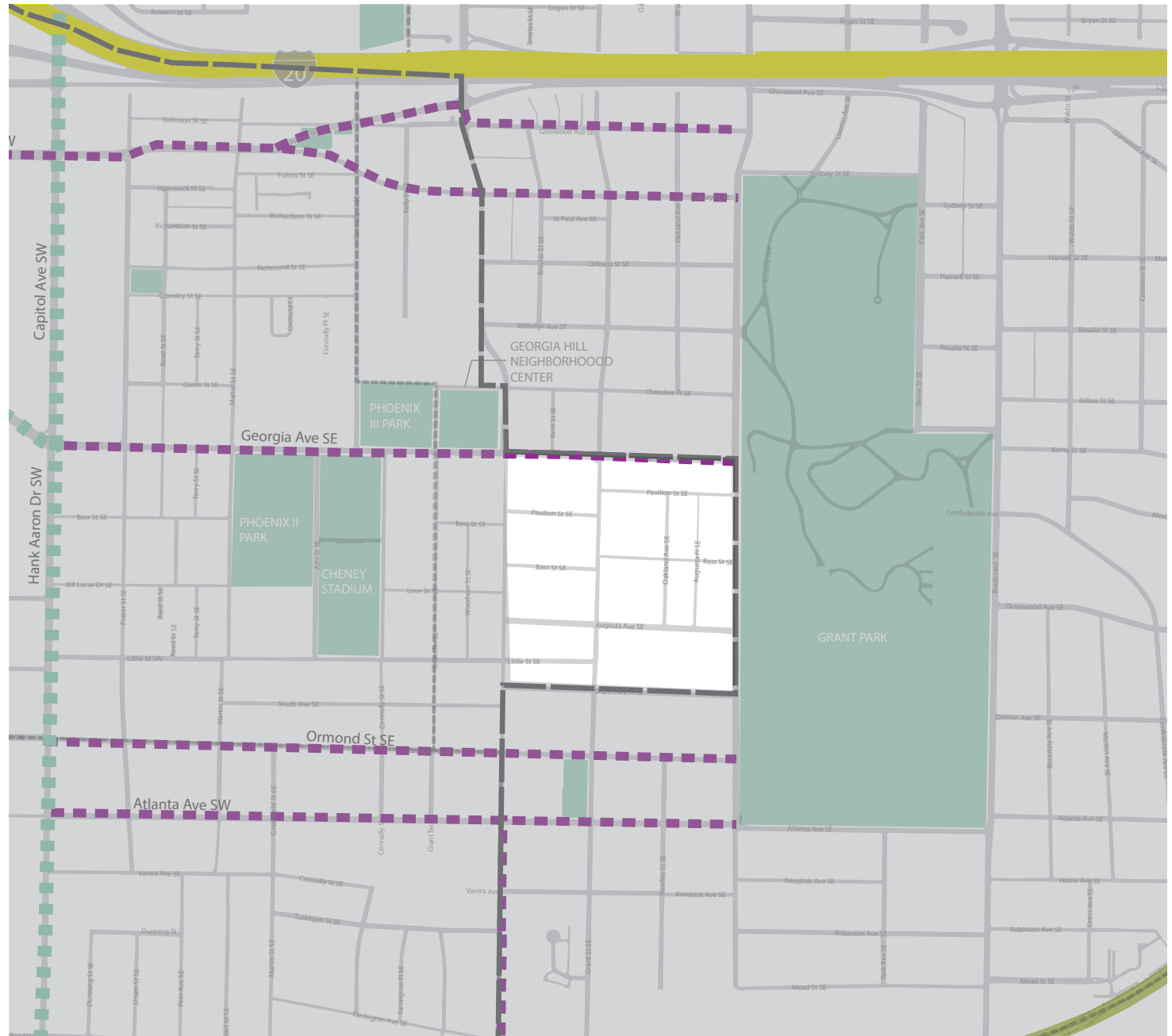


# Connections to Each Other

## MAJOR

### EXISTING

-  Interstate
-  Principal Arterial
-  Minor Arterial
-  Collector



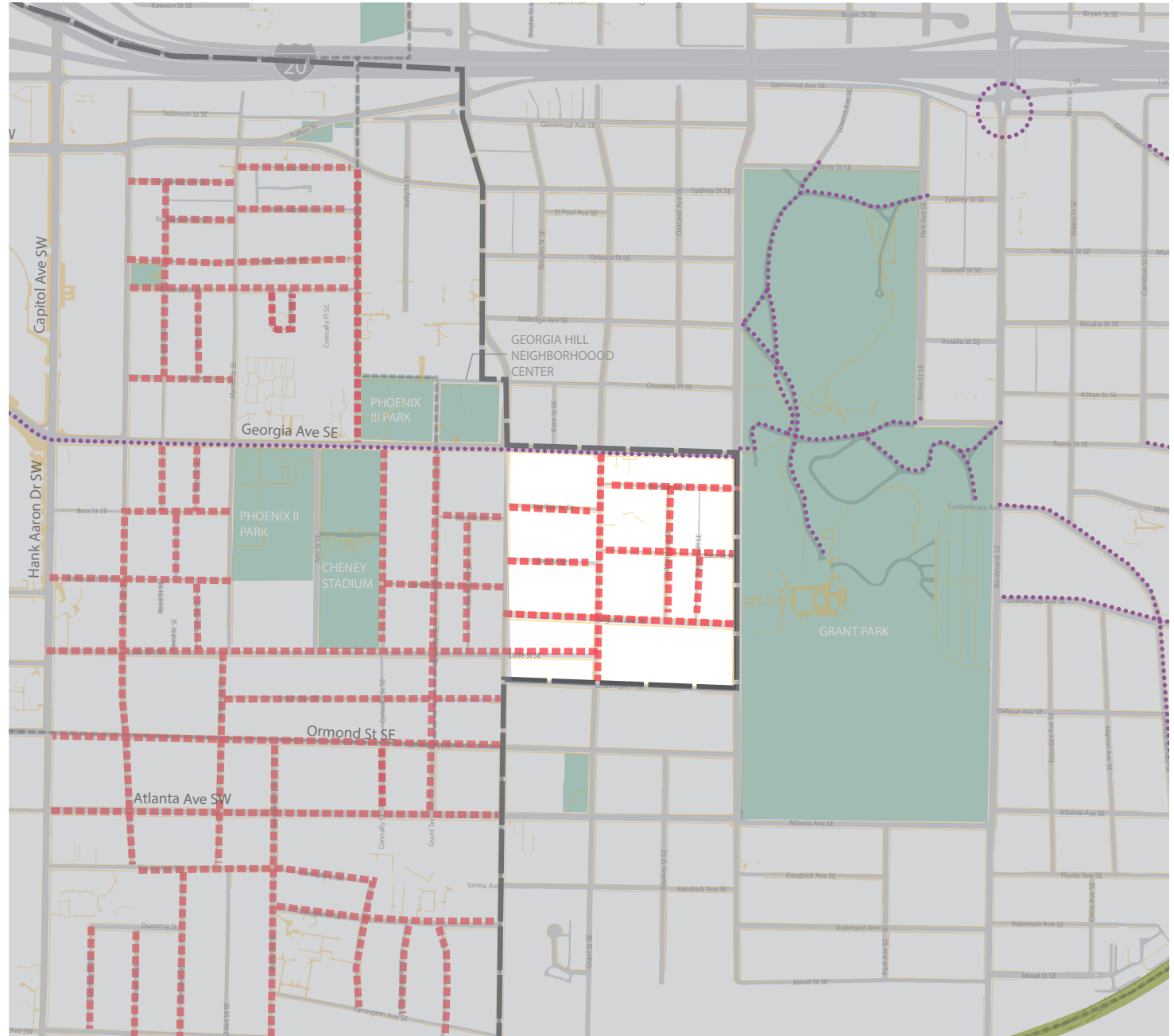


# Connections to Each Other

## BICYCLE SIDEWALKS PARKING

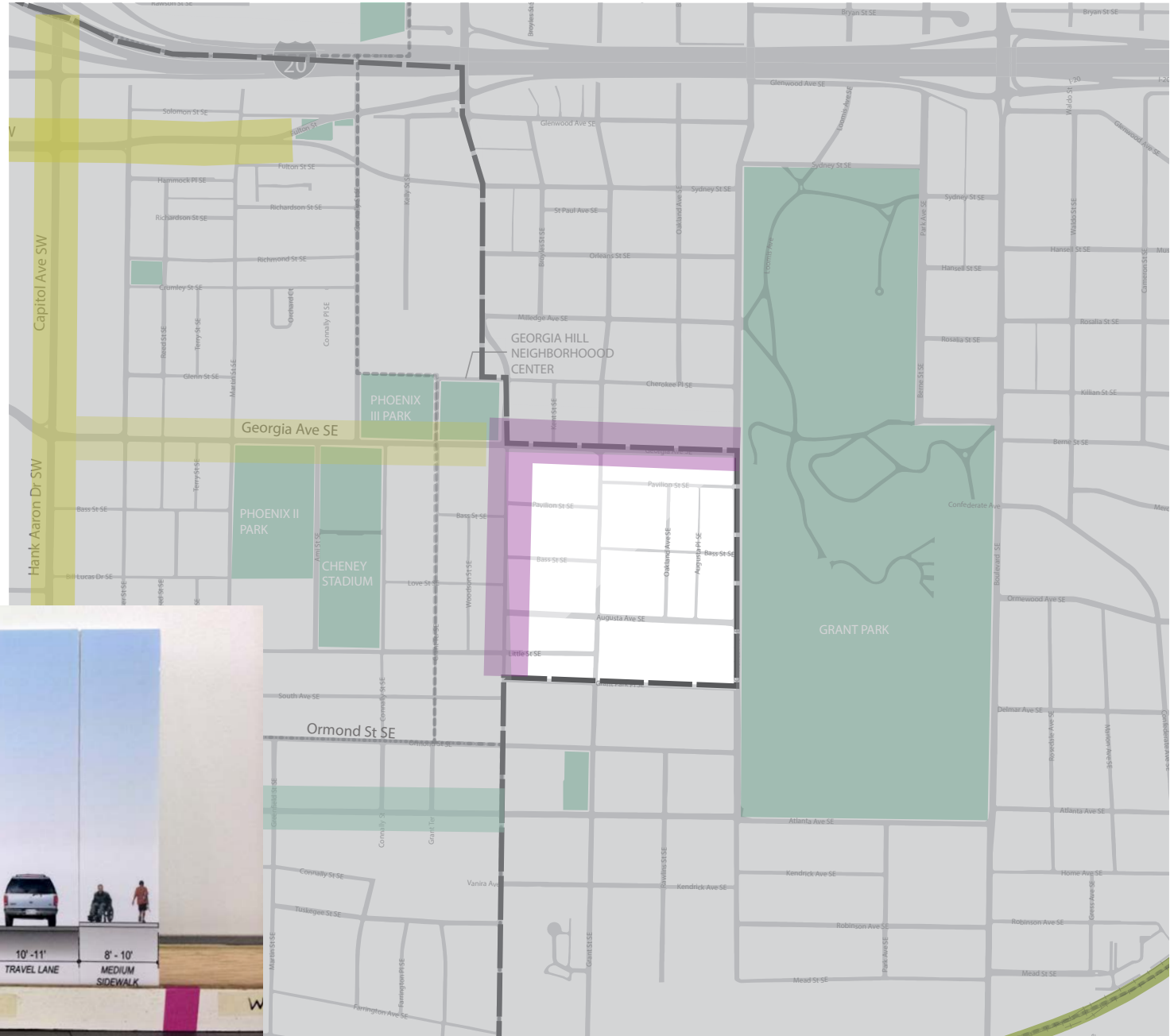
### EXISTING

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



# Connections to Each Other

## STREET BUILDER



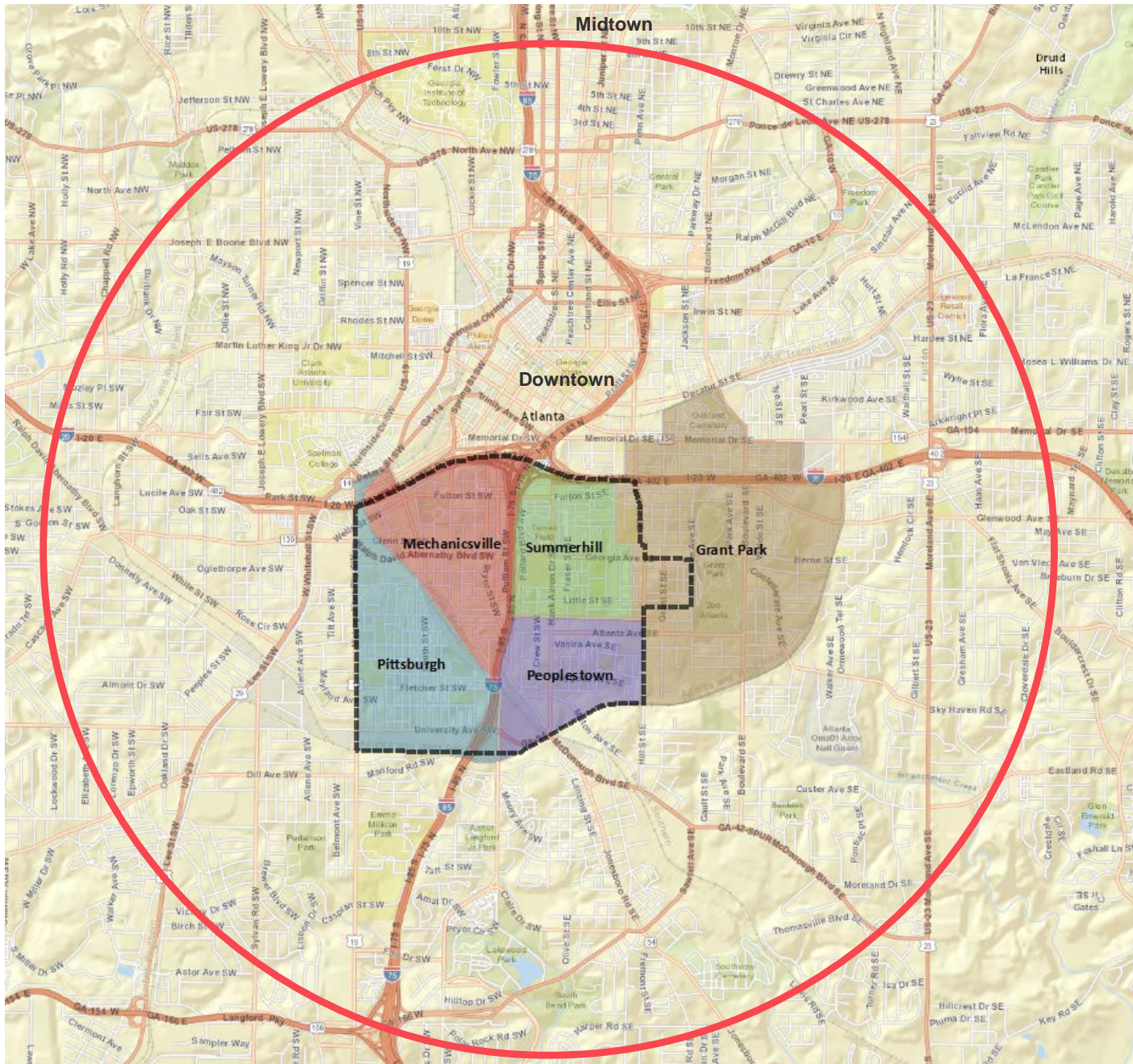




# Connections to Shelter



# Study Area Context

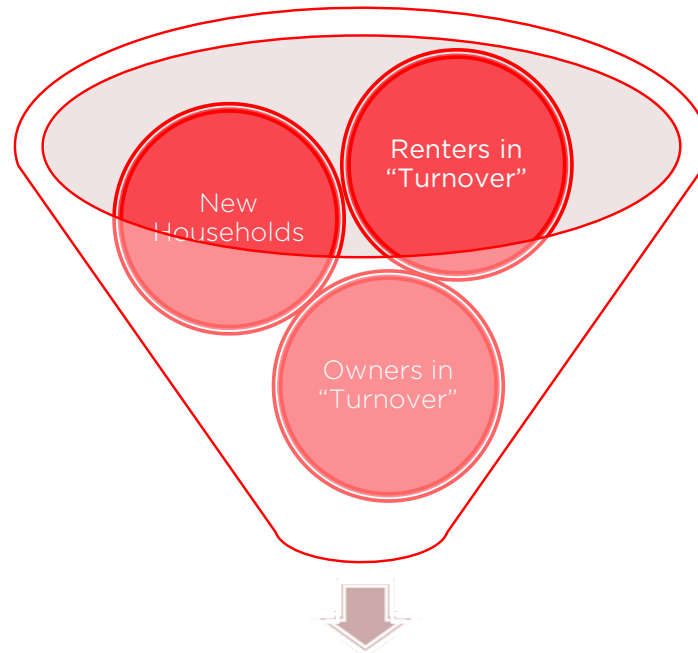


LCI Study Area



3-mile Market Area

# Housing Demand Mix



## 3- Mile Market Area Annual Housing Demand

⊕ Study Area "Capture Rate"



Income = Home Affordability

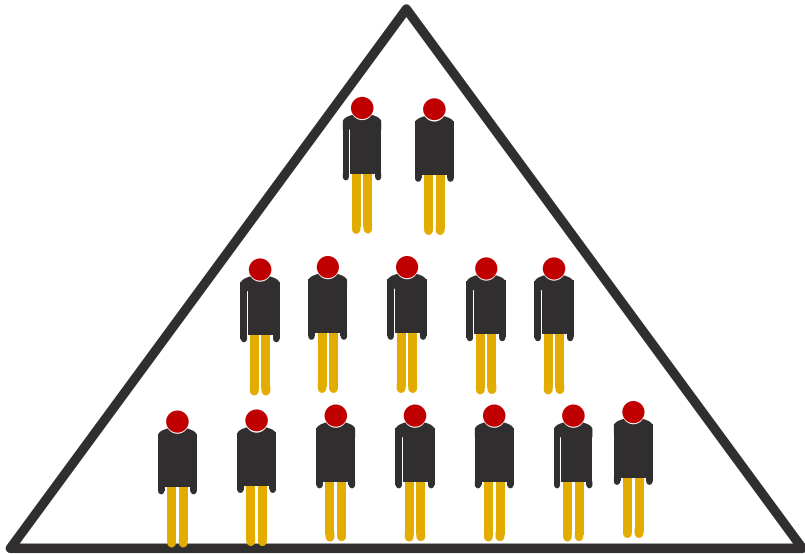
Rent or Purchase

Age of Householder

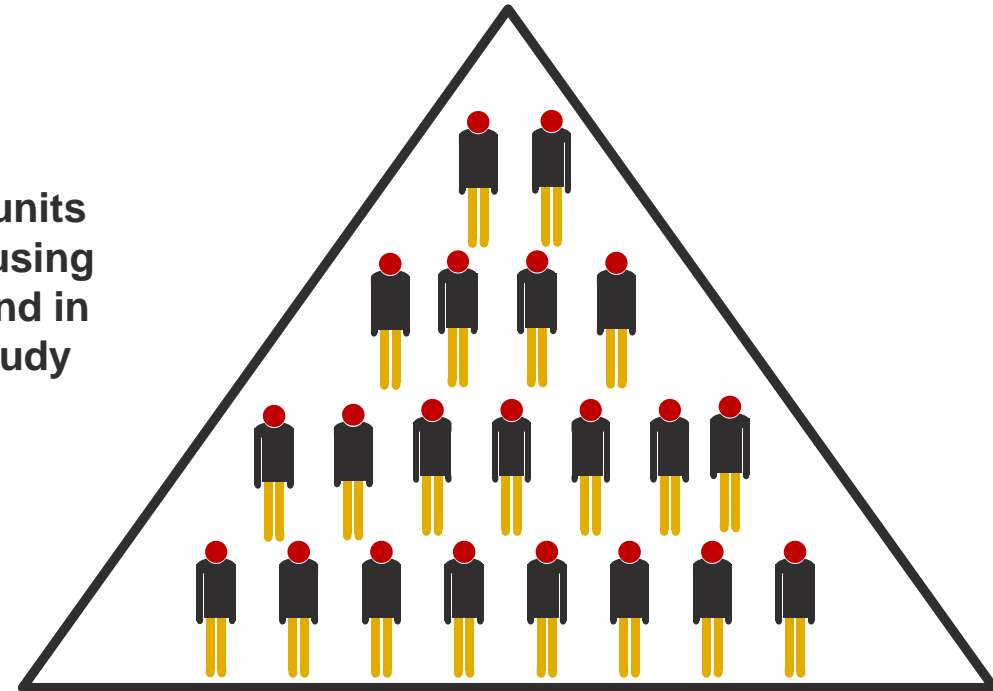
New or Resale

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

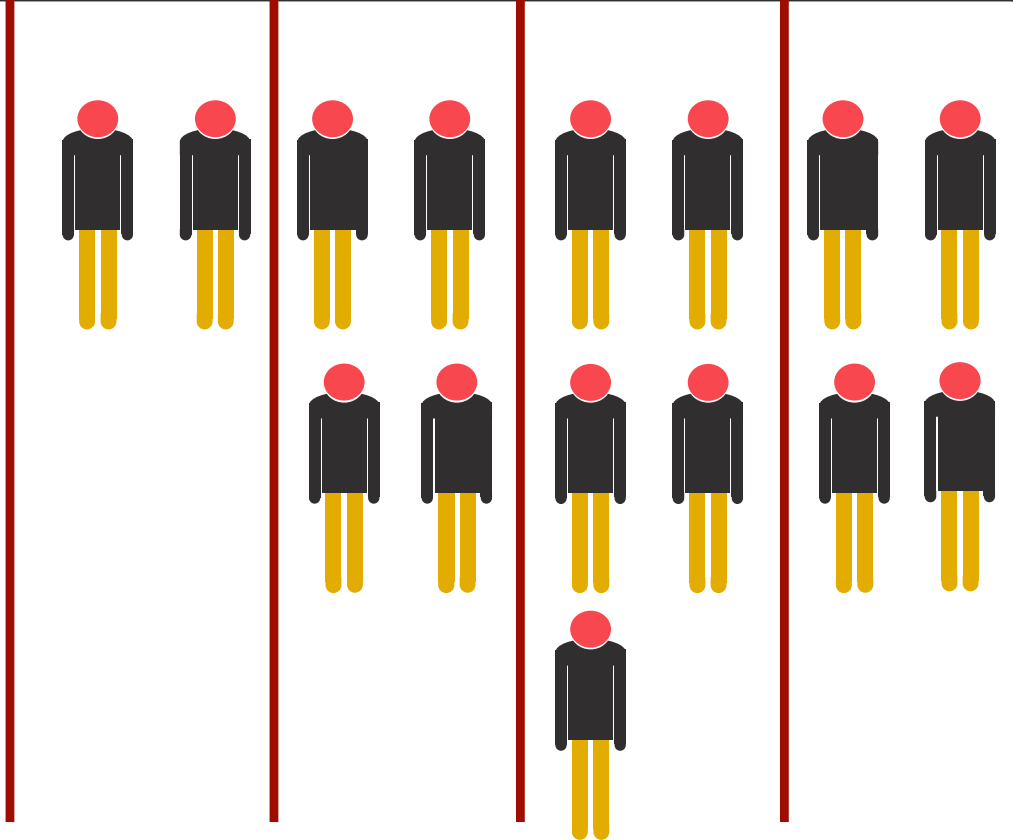
**200-210**

*Does not include on-campus student housing*



# Annual For-Sale Housing Demand Potential

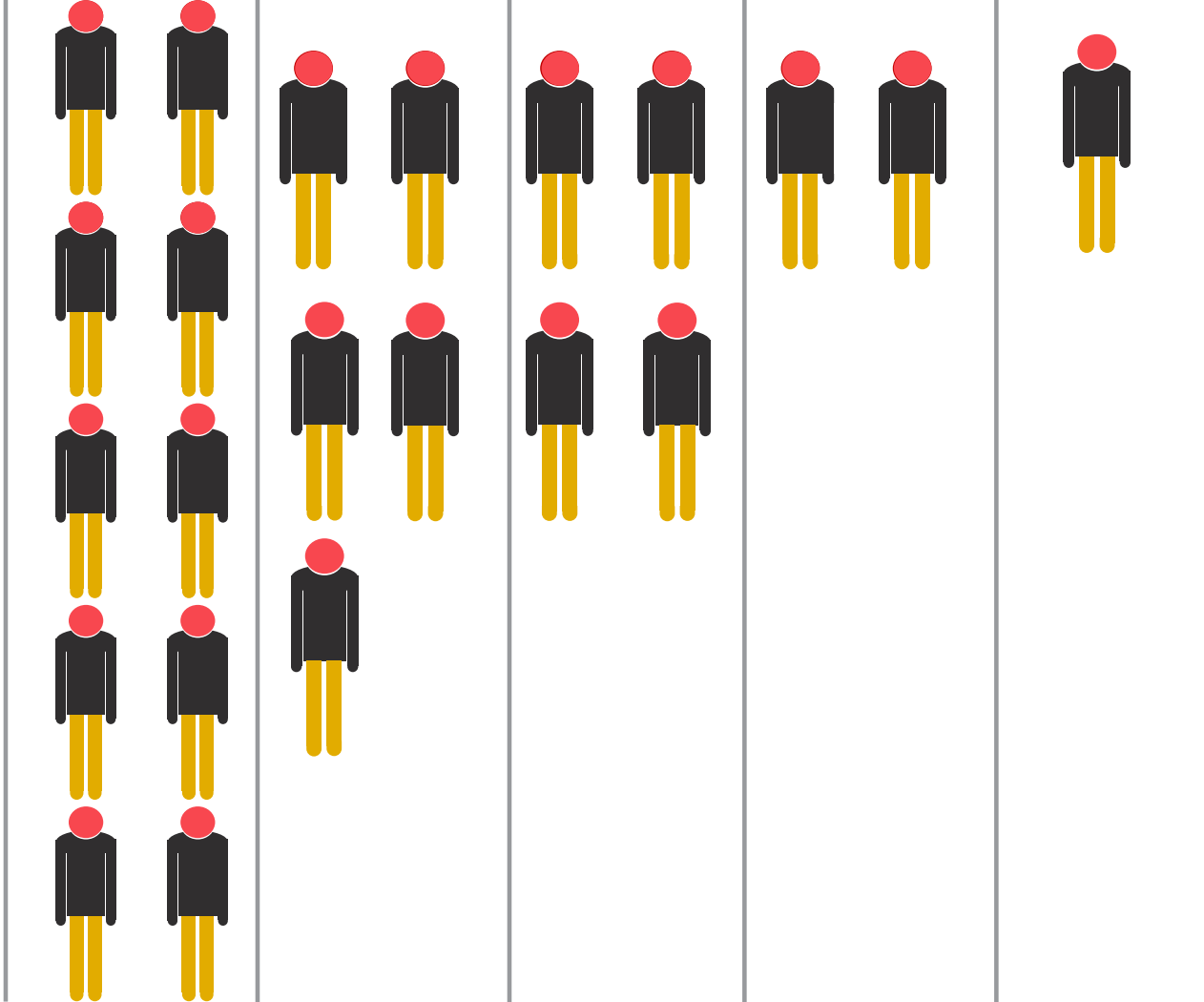
Home Price:	\$90,000 \$160,000	\$160,000 \$280,000	\$280,000 \$360,000	\$360,000 and above
AMI:	30% - 50%	50% - 80%	80% - 120%	> 120%
Income:	\$20,000 \$35,000	\$35,000 \$55,000	\$55,000 \$80,000	\$80,000 and above



 = 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

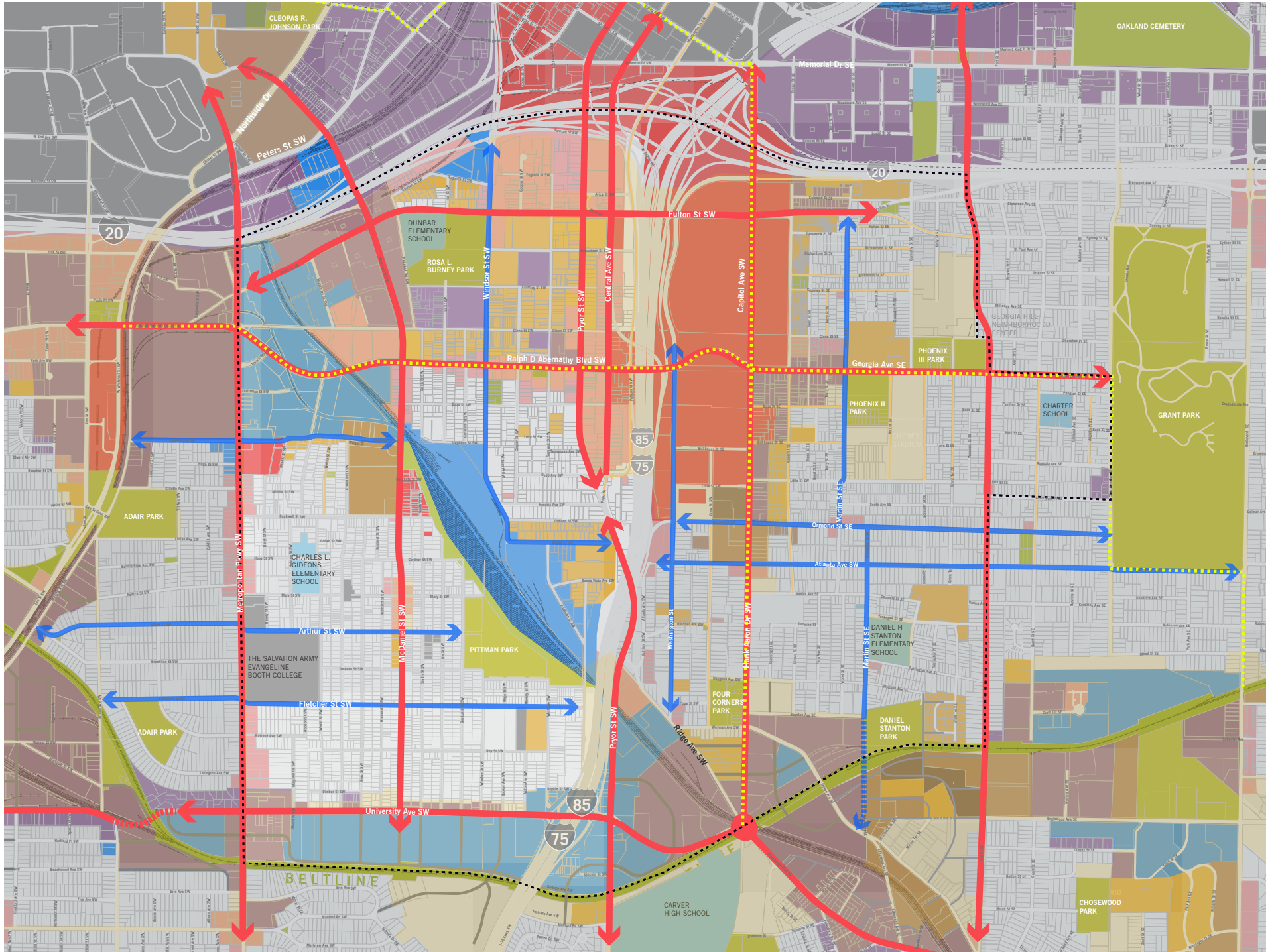


A nighttime photograph of a modern urban development. In the foreground, a paved walkway with a metal railing runs along a body of water. The water reflects the lights from the buildings and streetlights. In the background, a large, multi-story building with many lit windows is visible, surrounded by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

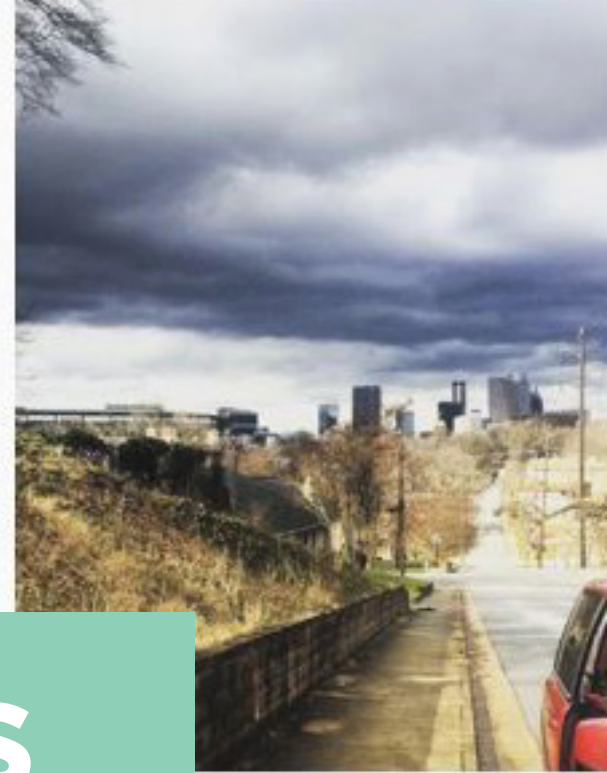
# Connections to Opportunity and Nature



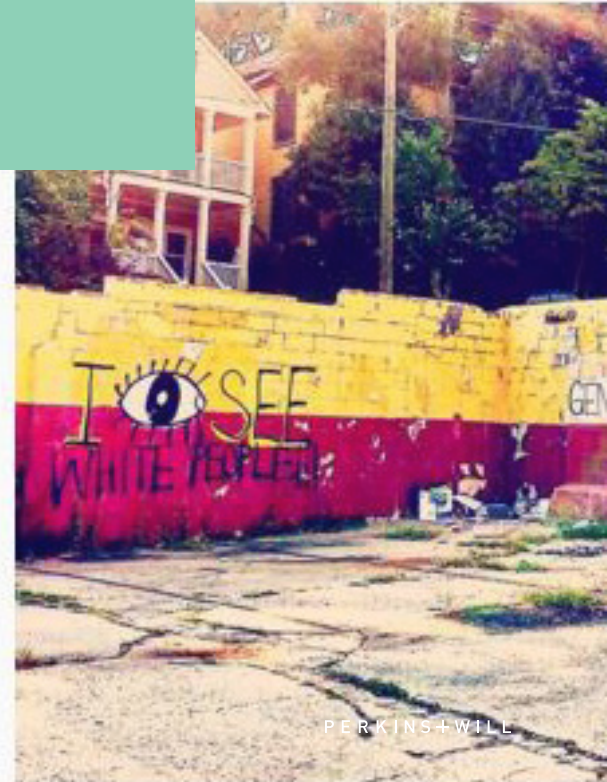
# LCI Framework Plan Analysis







# Connections to Culture



# Turner Field Stadium Neighborhoods

LIVEABLE CENTERS INITIATIVE

JOIN US FOR OUR LCI SPRING FESTIVAL

**April 17, 2016**

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

**Atlanta Streets Alive!**

