

02



Restoring the Core

Defining Success
Designing the Vision
Establishing a New Framework

Great cities do three things very well:
They achieve smart growth.
They do more with less.
They win support for change.

— MCKINSEY & COMPANY, 2013



02 | 01 DEFINING SUCCESS

The redevelopment of Turner Field and the core area presents an unparalleled opportunity to mend some of the unfavorable consequences previous developments have brought to the area while effectively anticipating for the challenges a growing city like Atlanta will continue to face.

From urban renewal to the arrival of the highways, the Fulton County Stadium and Turner Field, the core area has been historically shaped by the interest of single voices – each leaving their mark in the urban fabric of our city. These single voices often disrupt the incremental growth of a place and are inconducive of the diverse, inclusive and multifaceted coalitions that make a city thrive. On the other hand, these voices can also bring progress and catalytic change to the communities where they take place - if done successfully. With that in mind, it became instrumental early in the process to define what success looked like for the stadium neighborhoods.

Was success physically, socially, and culturally weaving back the interrupted dynamics of the neighborhoods surrounding the stadium? Was success recognizing the unique events that made up the site's DNA by celebrating its sports artifacts, Olympics legacy and the essence of its historic streets? Was success building a vision that responded to future market demands and programmatic needs of the development team?

In this LCI, success meant all of them. A successful vision would consider the opportunities that are unique to this place **[site's DNA]**, result from an understanding of current conditions **[market reality]**, and carry the multiple voices and dreams of its inhabitants **[community's vision]**.



The Site's DNA

Every place has a story to tell about its evolution and the chain of events and actors that played a role in what it is today. Even a place like Turner Field, where so much of the past has been erased, has a hidden narrative key to unlocking its genetic code. This DNA differs from principles of Good Urbanism which are based in traditional city forms and design practices and, though highly desirable and marketable, often masquerade as “placemaking”. True and honest pursuit of a site’s DNA can only result from complete understanding of its origins and idiosyncrasies.

The DNA of the core area reveals incremental mutation from a well-shaped and human-scaled neighborhood to a landscape of monuments that have no direct urban context. As can be seen in the maps on the following pages, the subtle hierarchy of

north-south signature streets lined with important civic buildings like the State Capitol, Piedmont Hospital and the Hebrew Orphan’s Home overlaid on the bustling commercial row of Georgia Avenue, is completely lost in the transition from 1949 to 2016. So are the headwaters of Intrenchment Creek suggested by the blue area in the image to the right. Yet Olympic artifacts, the curve in Georgia Avenue, the monumental street wall of Turner Field and the remaining storefront buildings are all elements of code that contribute to legibility and design language of the primary catalyst site. These observations were shared with the public as the visioning began.

Good Urbanism

Elements of great urban communities

ELEMENTS LIKE:

- Walkable connected street networks
- Diverse mixes of uses
- Civic and open spaces
- Community amenities and destinations
- Views and landmarks

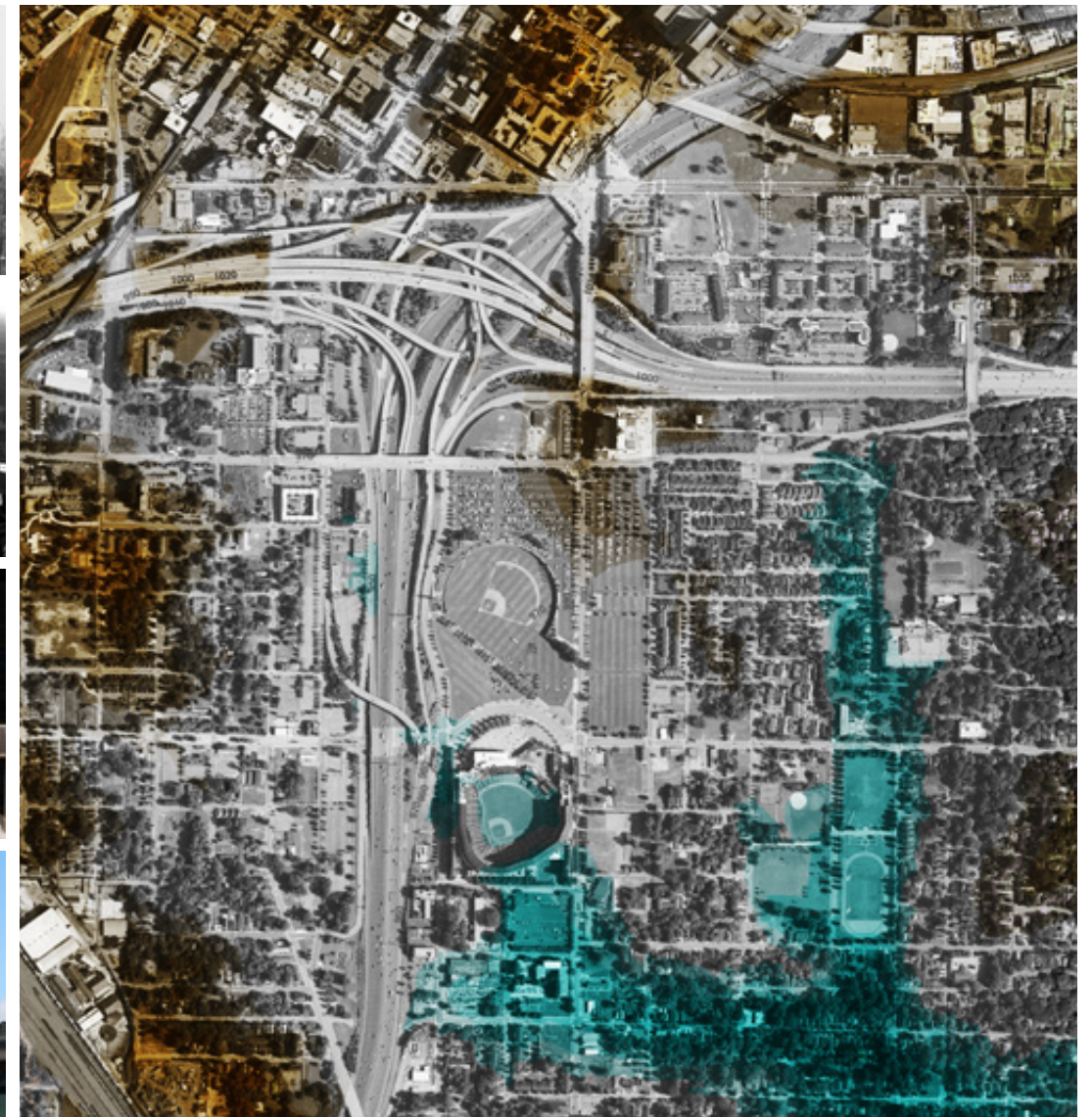
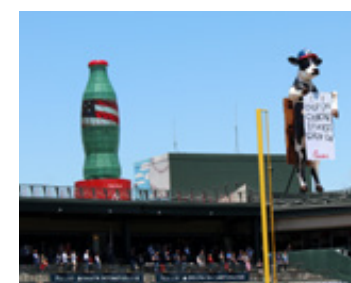


A Site's DNA

Unique elements embedded in a place

ELEMENTS LIKE:

- Landform and topography
- Historic objects and memories
- Major streets and connections



■ Site's Topographic High Point
 ■ Site's Topographic Low Point

From left to right: Piedmont Hospital on Capitol Avenue (1934); Hank Aaron and teammates minutes after historic home run (1974); Siah Armajani (Olympic Cauldron Artist) with model of the cauldron; View of Turner Field's giant Coca-Cola bottle and Chick Fil-A cow (2013); Landform and Topography Map of the LCI study area.

Capitol Avenue Then and Now



- Signature Buildings
- Signature North-South Connections:
Washington Street
Capitol Avenue



- Signature Buildings and Structures
- Turner Field Stadium
- Signature North-South Connection:
Capitol Avenue

Georgia Avenue Then and Now



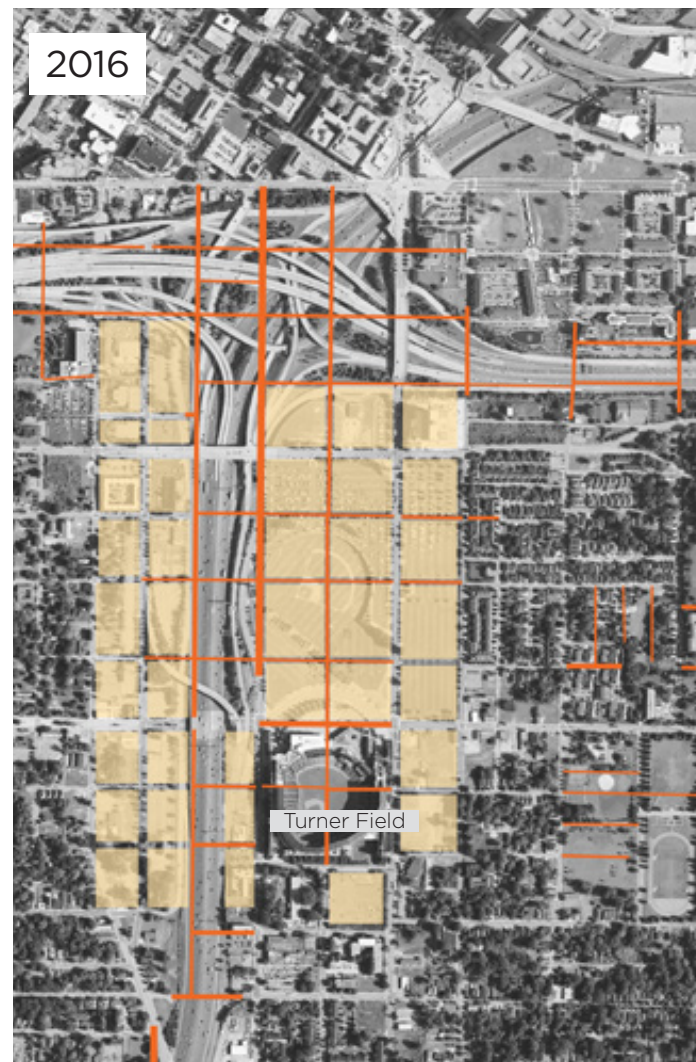
- Commercial Buildings
- Signature East-West Connection:
Georgia Avenue



- Commercial Buildings
- Turner Field Stadium
- Signature East-West Connection:
Georgia Avenue



Historic Street Grid



Historic Street Grid

Community's Vision

On December 21, 2015, The Atlanta Fulton County Recreation Authority (AFCRA) announced that the Georgia State / Carter / Oakwood team had been selected as the winning bidder for the redevelopment of 67 acres of Turner Field and surrounding parking lots. This news was met with a mix of hesitation and optimism by stakeholders who were eager to begin shaping their own vision for the site. To help make this happen, at the end of January, the planning team convened over 250 participants at FanPlex to debate the level of development intensity on the land and translate their preferences into form. This core area visioning workshop sought to build upon the ideas already shared by the community during the kickoff meeting in early December and find consensus.

The planning team provided participants with a series of local and national neighborhood examples which had different activity scores based on their population and development densities (the activity score accounted for residents, employers, number of jobs, shoppers, students and visitors). Based on their activity score, the neighborhoods located on the community character spectrum that captures urban environments from large regional centers to small residential neighborhoods. The spectrum is based on many factors that combined support a different range of services (e.g., bus vs. light rail); see chart on the following page.



Activity Score Application

Community Character



Amenity Index



Activity Score



Community Character / Amenity Index / Activity Score Chart used during the core area visioning workshop.

The community was then encouraged to select their ideal activity score for the core area based on the community character categories and their corresponding amenity index. Using 3D blocks to achieve such score, participants were challenged to balance neighborhood character with urban density. The 3D blocks represented various types of development, from single family houses to mixed-

use buildings to street network and open space; see examples on next page. With the aid of an app developed by the planning team, the final activity score was calculated based on the amount of blocks used to build the development of the core area. Details of the exercise can be found in the Appendix.



From top to bottom: Views of Downtown, Midtown, Decatur and Glenwood Park in Atlanta, GA.

Regional Center	
DOWNTOWN	
POPULATION:	6,058
DWELLING UNITS:	2,998
JOBS:	72,937
RETAIL:	1,504,865
OFFICE:	22,000
OPEN SPACE:	26 ACRES
Active Urban District	
MIDTOWN	
POPULATION:	12,013
DWELLING UNITS:	7,303
JOBS:	21,989
RETAIL:	806,932
OFFICE:	9,344,596
OPEN SPACE:	19 ACRES
Urban Village	
DECATUR	
POPULATION:	5,080
DWELLING UNITS:	2,851
JOBS:	12,617
RETAIL:	757,071
OFFICE:	1,820,516
OPEN SPACE:	31 ACRES
Quiet Neighborhood	
GLENWOOD PARK	
POPULATION:	4,359
DWELLING UNITS:	2,224
JOBS:	833
RETAIL:	149,664
OFFICE:	43,349
OPEN SPACE:	18 ACRES



● **Park** (Full Block)



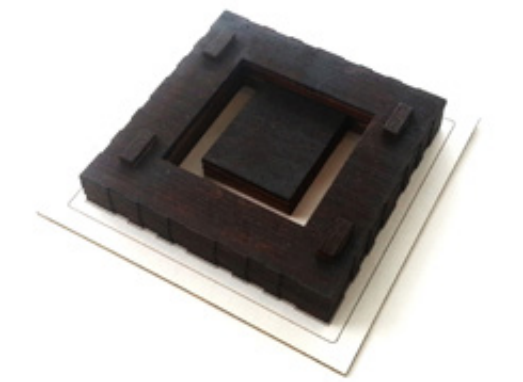
● **Baseball Stadium** (College Size)



Single Family Houses



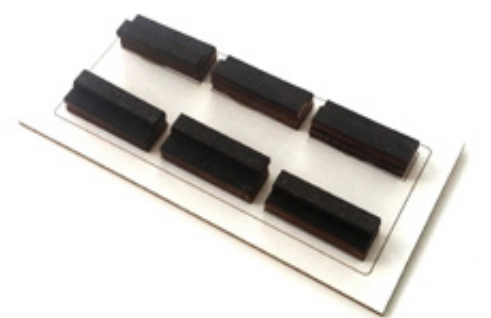
45 Population
0 Jobs
20 Dwelling Units



Mixed Use Residential (Full Block)



418 Population
69 Jobs
187 Dwelling Units



Townhouses (Half Block)



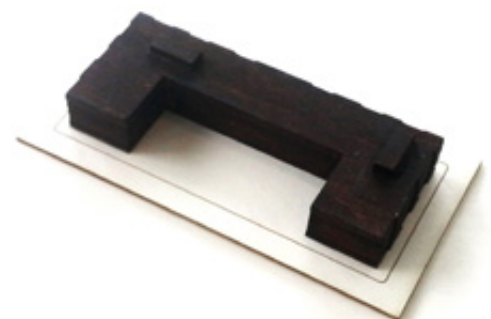
67 Population
0 Jobs
30 Dwelling Units



Commercial Tower



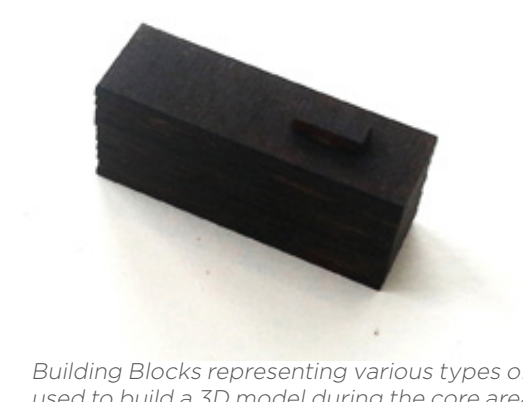
0 Population
571 Jobs
0 Dwelling Units



Mixed Use Residential (Half Block)



195 Population
34 Jobs
87 Dwelling Units



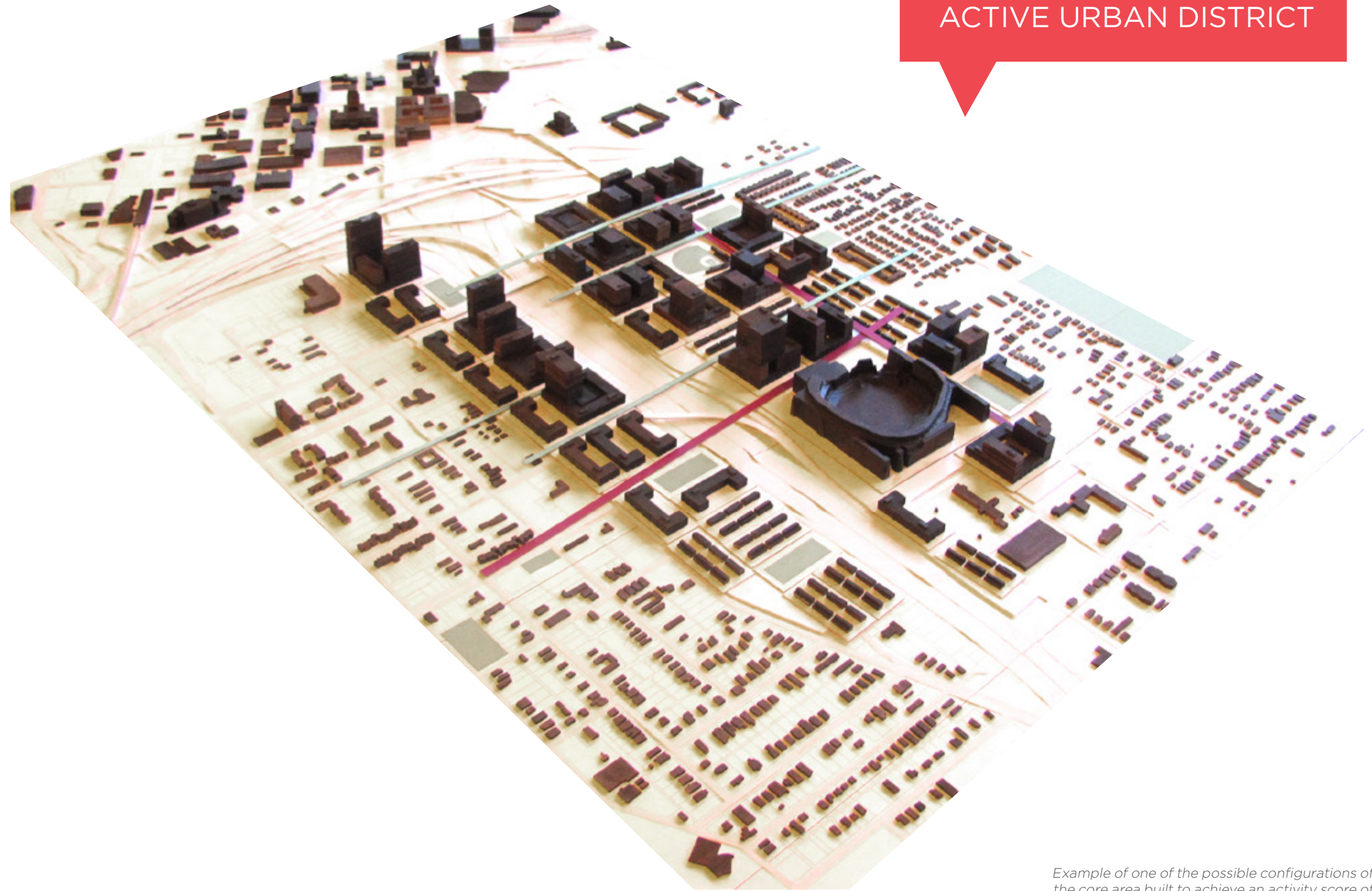
Residential Tower



245 Population
0 Jobs
113 Dwelling Units

Building Blocks representing various types of development used to build a 3D model during the core area visioning

Building Blocks representing various types of development used to build a 3D model during the core area visioning



A total of eight groups, composed of fifteen to twenty stakeholders each, participated in the core area visioning exercise. Participants within each group were challenged to find consensus as they built their model. Details of these results can be found in the Appendix. The average activity score from all the groups was 244: translating into a vision of an active urban district and indicating a desire for density and the amenities that go with it.

Though each model varied in configuration, the planning team identified emerging common themes which served as the basis for creating the core area visioning *design parameters* described later in this chapter. Common themes included:

- Clustering density towards the highways and the main corridors while transitioning down towards the neighborhoods
- Making Capitol Avenue and Georgia Avenue signature corridors
- Continuing Heritage Park into the core area
- Incorporating a central green space
- Creating a connection to Mechanicsville

Example of one of the possible configurations of the core area built to achieve an activity score of 261 during the visioning workshop.

Market Reality

The third important element in what success looked like for the development of the core area was creating a vision that was rooted in market reality. With the prospect of a major university playing a crucial role in the reuse of Turner Field and the future development around it, the planning team drew from other university-driven developments around the country. The following case studies present an example of successfully integrated catalyst projects in communities around the country.

Baltimore, MD
East Baltimore



Baltimore, MD
East Baltimore

Johns Hopkins University played an active role in the revitalization of the East Baltimore neighborhood. Catalytic projects transformed this area into a successful life science district which includes new public space, increased student housing, 80,000 sf of retail and 1,000,000 sf of office.



Chicago, IL
UIC Maxwell Street



Chicago, IL
UIC Maxwell Street

The University of Illinois - Chicago (UIC) created a small, but successful district that caters to both nearby residents and students. Their expansion into a historic street in Chicago increased retail and restaurant offerings in the area.



Los Angeles, CA
Village at USC



Los Angeles, CA
Village at USC

University of Southern California (USC) is redeveloping a series of parking lots and older-suburban retail into a mixed use development which includes retail, open space, and residential. The project includes community-serving retail, including a specialty grocer.



“The cities and mansions that people dream of are those in which they finally live.”

— LEWIS MUMFORD, *THE STORY OF UTOPIAS*



02 | 02 DESIGNING THE VISION

Finding Consensus

The wealth of ideas generated during the visioning workshop made clear two important points: 1) the community was supportive of a level of development approaching that of Midtown Atlanta and 2) the development should embody all the positive aspects that come with careful design and high-quality execution. These aspects were translated into thirteen place-based parameters which evolved into a design brief for the planning team. With these valuable insights, the team set to work on three options that reflect different approaches to achieving the community's desires.

The many voices of LCI stakeholders were critical in raising expectations on the ultimate form of this new part of the city.

Design Parameters

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.

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.

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).

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.



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.

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.

Design Concepts

The diagrams on these pages illustrate how the thirteen parameters were translated into design concepts. Because the amount of underutilized land exceeds the 67 acres of the redevelopment proposal, the planning team consciously included other underdeveloped and vacant parcels that could potentially be redeveloped once the GSU catalyst project moved forward. Each concept addresses three strategic urban design issues: the scale of the street grid / average block size (300-450 square feet), the organization and shape of the park network; and the location of the GSU baseball field. The team also held the amount of active street frontage roughly constant between the three.

The concept on the left places the GSU baseball field on the footprint of the Fulton County Stadium as part of a centralized park / plaza composition that features interactive displays and signature market hall buildings. This concept also proposes widening the cross-section of Hank Aaron Drive into a multifunctional urban plaza or “shared street” like Bell Street Park in Seattle.

The center concept is based on memorializing Hank Aaron’s achievement through axial view corridors to the Capitol dome and the site of the cauldron tower during the Olympics. These corridors dictate the shape of the large park that dominates the design. In this concept the GSU baseball field is placed at the north end of the park to complete the composition (although this land is not part of the Turner Field offering and would need to be acquired).

The concept on the right emulates the small block sizes found in places like Fairlie-Poplar (Atlanta) or the Pearl District (Portland). The open space system is derived from this block layout where parks are substituted for development in key locations. The GSU baseball field is located to take advantage of the curve of Georgia Avenue and the adjacency of both Turner Field and the symbolic bases of Fulton County Stadium.

Ballpark Plaza



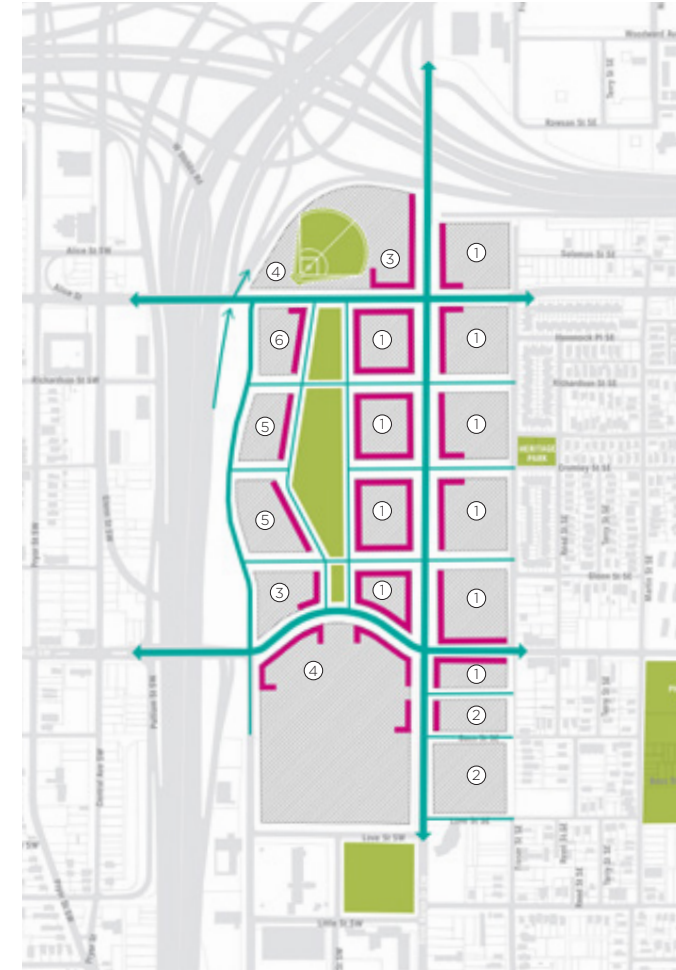
General Building Use

- 1 Mixed Use
- 2 Multifamily Housing
- 3 Office and Academic
- 4 Sports and Entertainment
- 5 Student Oriented Housing
- 6 Dedicated District Parking

Graphic Legend

- Parks & Open Space
- Urban Block
- Active Street Frontages
- + Streets

Big Park



General Building Use

- 1 Mixed Use
- 2 Multifamily Housing
- 3 Office and Academic
- 4 Sports and Entertainment
- 5 Student Oriented Housing
- 6 Dedicated District Parking

Graphic Legend

- Parks & Open Space
- Urban Block
- Active Street Frontages
- + Streets

Neighborhood Squares



General Building Use

- 1 Mixed Use
- 2 Multifamily Housing
- 3 Office and Academic
- 4 Sports and Entertainment
- 5 Student Oriented Housing
- 6 Dedicated District Parking

Graphic Legend

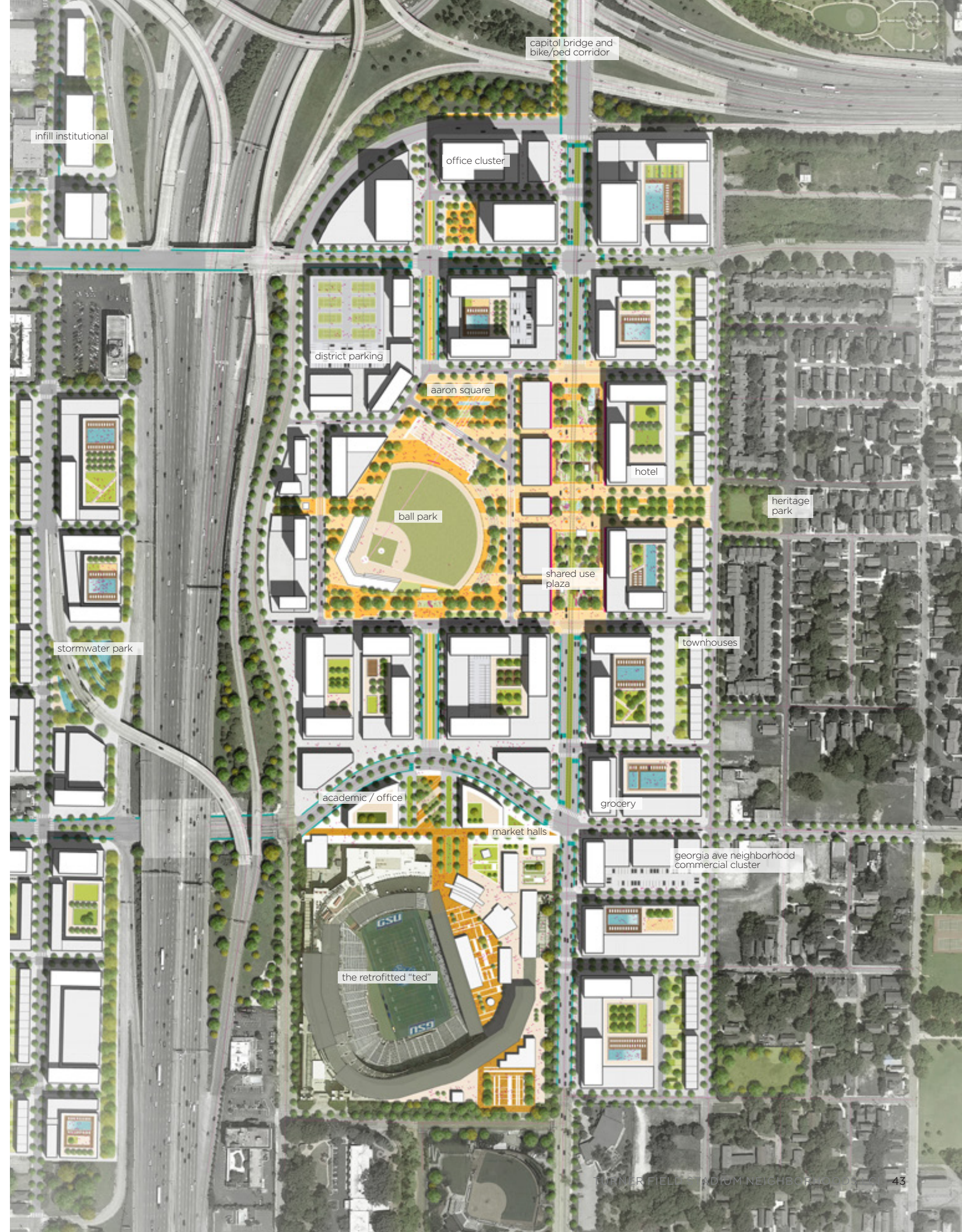
- Parks & Open Space
- Urban Block
- Active Street Frontages
- + Streets

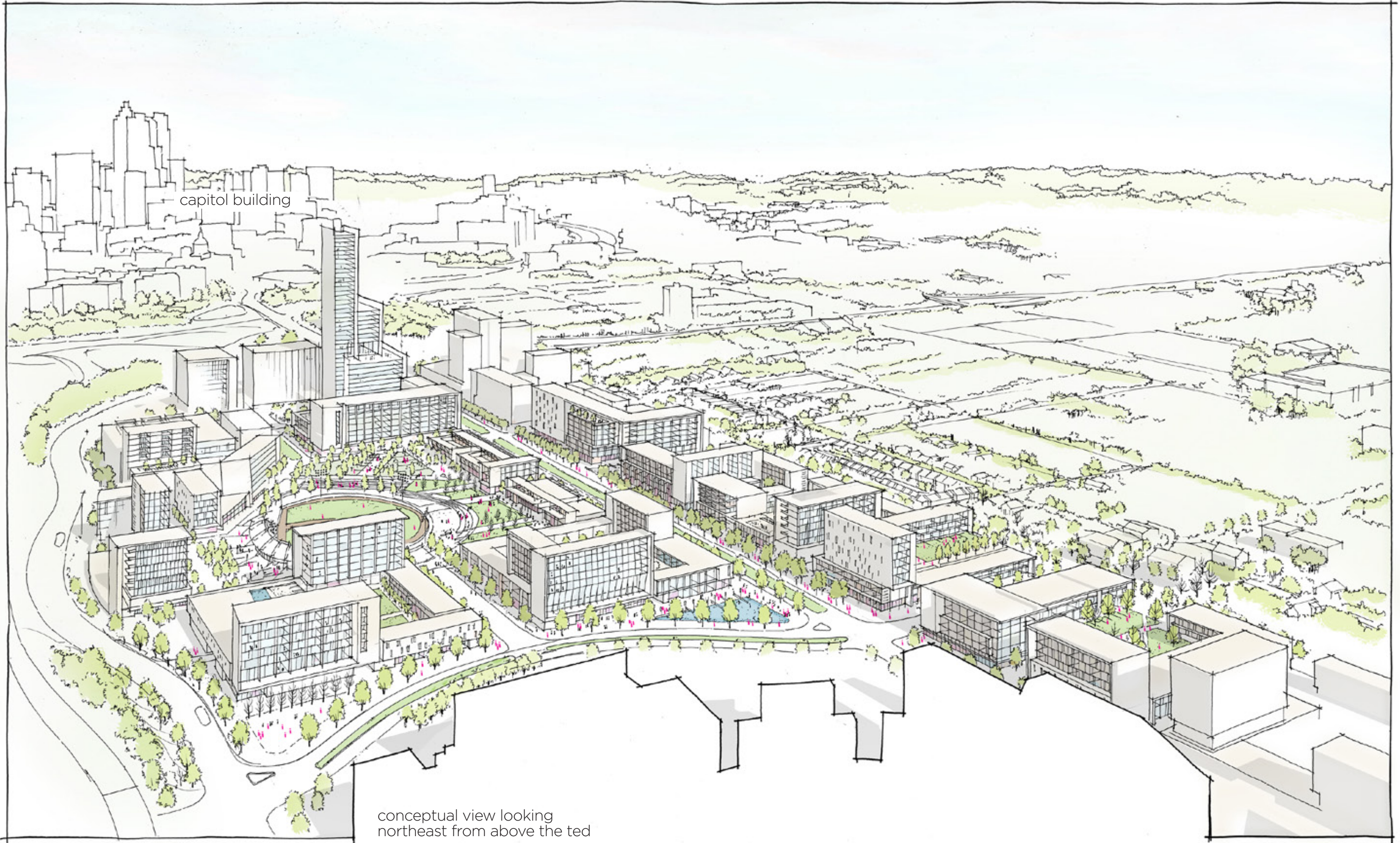
Ballpark Plaza

This concept creates a central plaza on Hank Aaron Drive that combines transit and bikepaths with outdoor cafes and kiosks. To the west, a companion public square dedicated to Hank Aaron's homerun connects to GSU's baseball field. Market pavilions separate the two shared spaces and provide a home for neighborhood retail and restaurants.



From left to right: Mariahilfer Straße, Vienna, Austria; New Road, Brighton & Hove, England; Monash University Caulfield Campus Green, Melbourne, Australia.





capitol building

conceptual view looking
northeast from above the ted

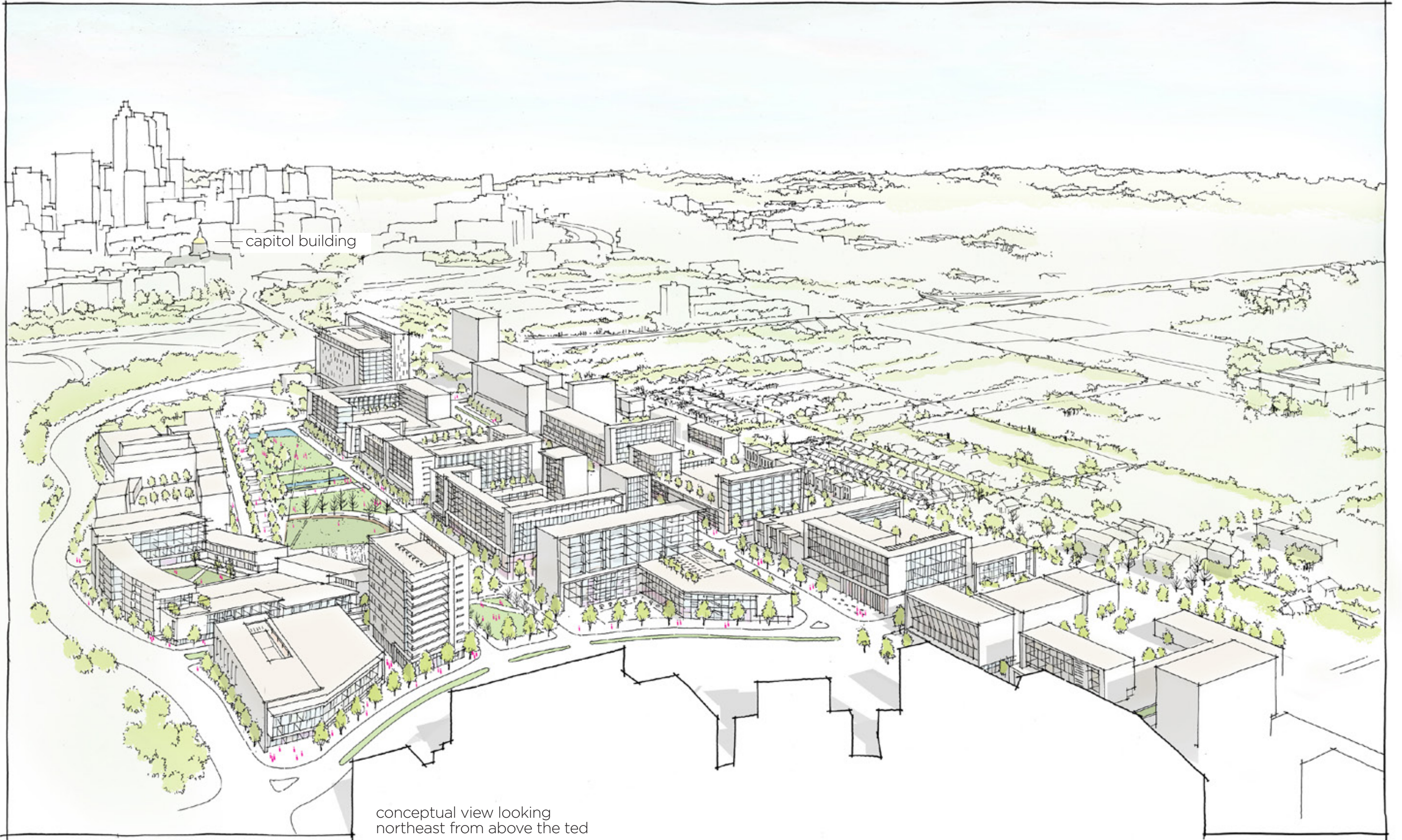
Big Park

Through a large formal mall preserving sight lines to the Gold Dome and a relocated Olympic Cauldron, this concept visually connects Hank Aaron's historic homerun to Atlanta's Civil Rights legacy, and Muhammed Ali's torch lighting at the 1996 Games. Celebration Mall creates a unique space for commemorative sculpture and public gatherings.



From left to right: Cloud Gate Sculpture, Chicago, IL; Klyde Warren Park shade structure and birdseye view, Dallas, TX.



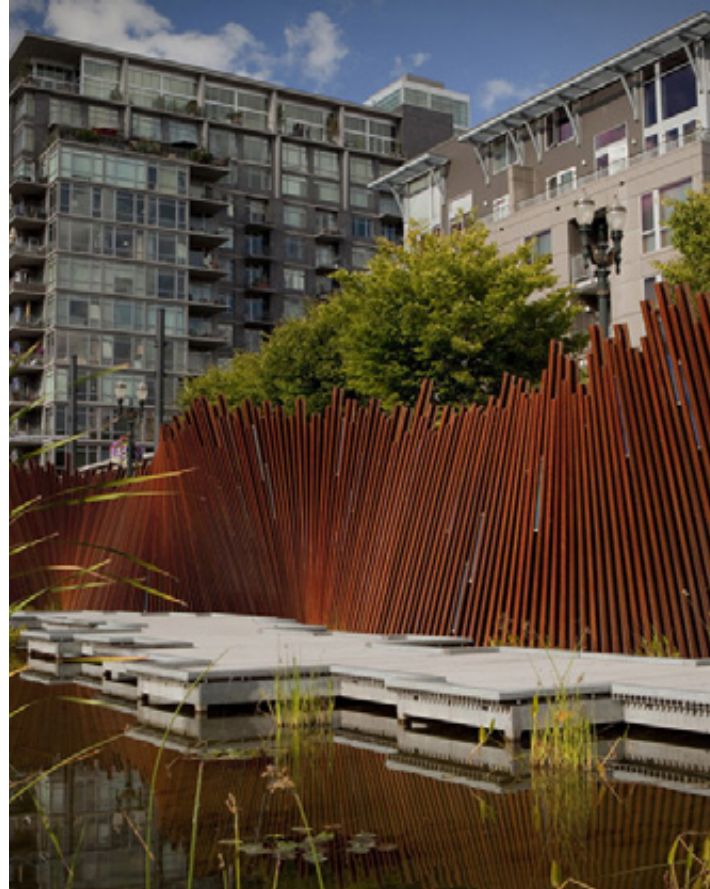


capitol building

conceptual view looking
northeast from above the ted

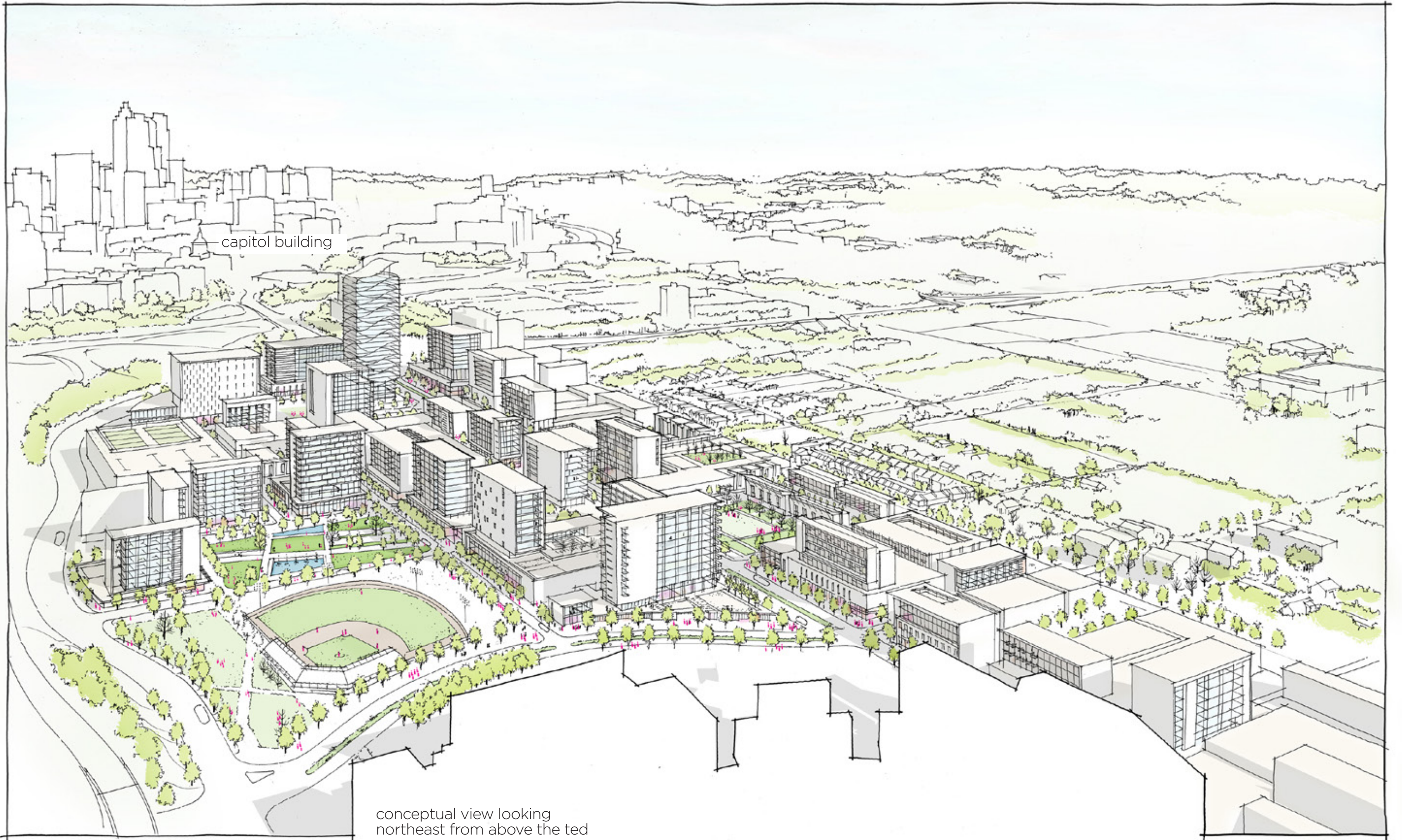
Neighborhood Squares

This concept emphasizes a return to the historic neighborhood scale of the site by creating a series of small public squares. Each distinct square marks a site important to the story of the surrounding community. To acknowledge Hank Aaron's legacy, one square encloses the Fulton County Stadium infield as a parallel to GSU's baseball field, which is located along Georgia Avenue.



From left to right: Tanner Springs Park, Portland; Hank Aaron during unveiling of his statue (1982), Atlanta.





capitol building

conceptual view looking
northeast from above the ted

Concepts People's Choice Award

On April, 2016 the planning team participated in Atlanta Streets Alive, a street festival sponsored by the Atlanta Bicycle Coalition, to unveil and receive feedback on the three development concepts for the core area. The LCI display tent was staged at the corner on Hank Aaron Drive and Georgia Avenue just north of Turner Field, in the center of the event route that crossed through the LCI study area. As a street activation activity, the planning team recreated French's Ice Cream, a business that was located on Georgia Avenue from 1921 to 1964. The popup ice cream parlor offered free ice cream to participants who participated in the People's Choice Award voting.

The voting ballot included an image with the three concepts and a series of superlatives they could choose from to describe each concept. Over 400 people voted and the results can be found in the opposite page.



Unveiling of the Core Area Concepts during Atlanta Streets Alive

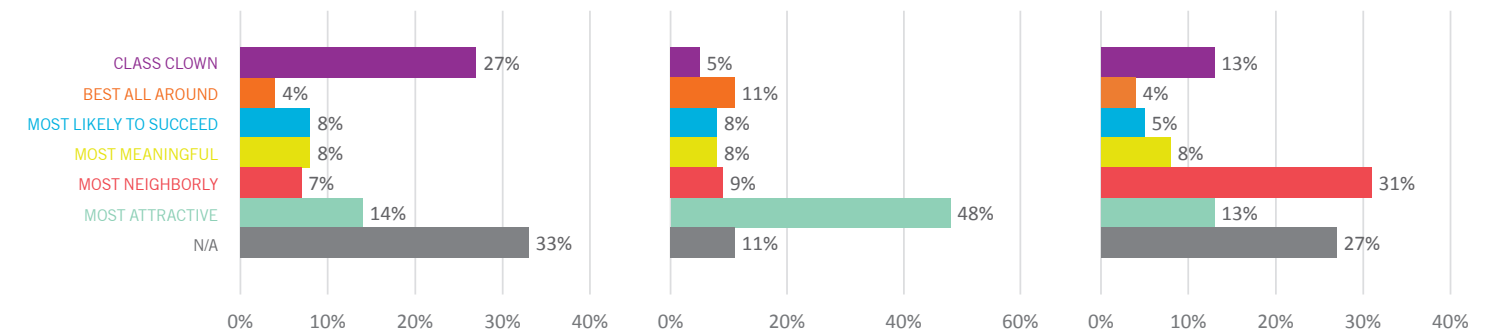
BALLPARK PLAZA



BIG PARK



NEIGHBORHOOD SQUARES



People's Choice Award Results (400+ votes) - Core Area Concepts unveiled during Atlanta Streets Alive



Birdseye view illustrating the development potential of the core area. Artistic illustration of planning recommendations.



Proposed new public park and memorial commemorating Hank Aaron, his athletic achievements and cultural legacy in Atlanta. Artistic illustration of planning recommendations.



Proposed streetscape improvements and development along Hank Aaron Drive.
Artistic illustration of planning recommendations.



Proposed streetscape improvements and development along Hank Aaron Drive.
Artistic illustration of planning recommendations.



Proposed streetscape improvements and development along Georgia Avenue, including the reuse of Turner Field. Artistic illustration of planning recommendations.

“A great city is a connected city — with a large number of opportunity-spawning, face-to-face, physical interactions between its inhabitants.”

— THE ROYAL SOCIETY, 2015



02 | 03 ESTABLISHING A NEW FRAMEWORK

Enhanced Mobility

Mobility and connectivity improvements for the Turner Field Stadium Neighborhoods area were defined to integrate various users, reconnect the fabric of the Turner Field site to its original, historic pattern where possible, and enhance the connection of anticipated improvements and development to the region and adjacent neighborhoods.

Several strategies have been identified to address these needs including transit services, multimodal corridor improvements, enhancing walkability and bikeability, and ensuring parking measures are in place to responsibly manage the vehicular demands on the site.



Key Corridors

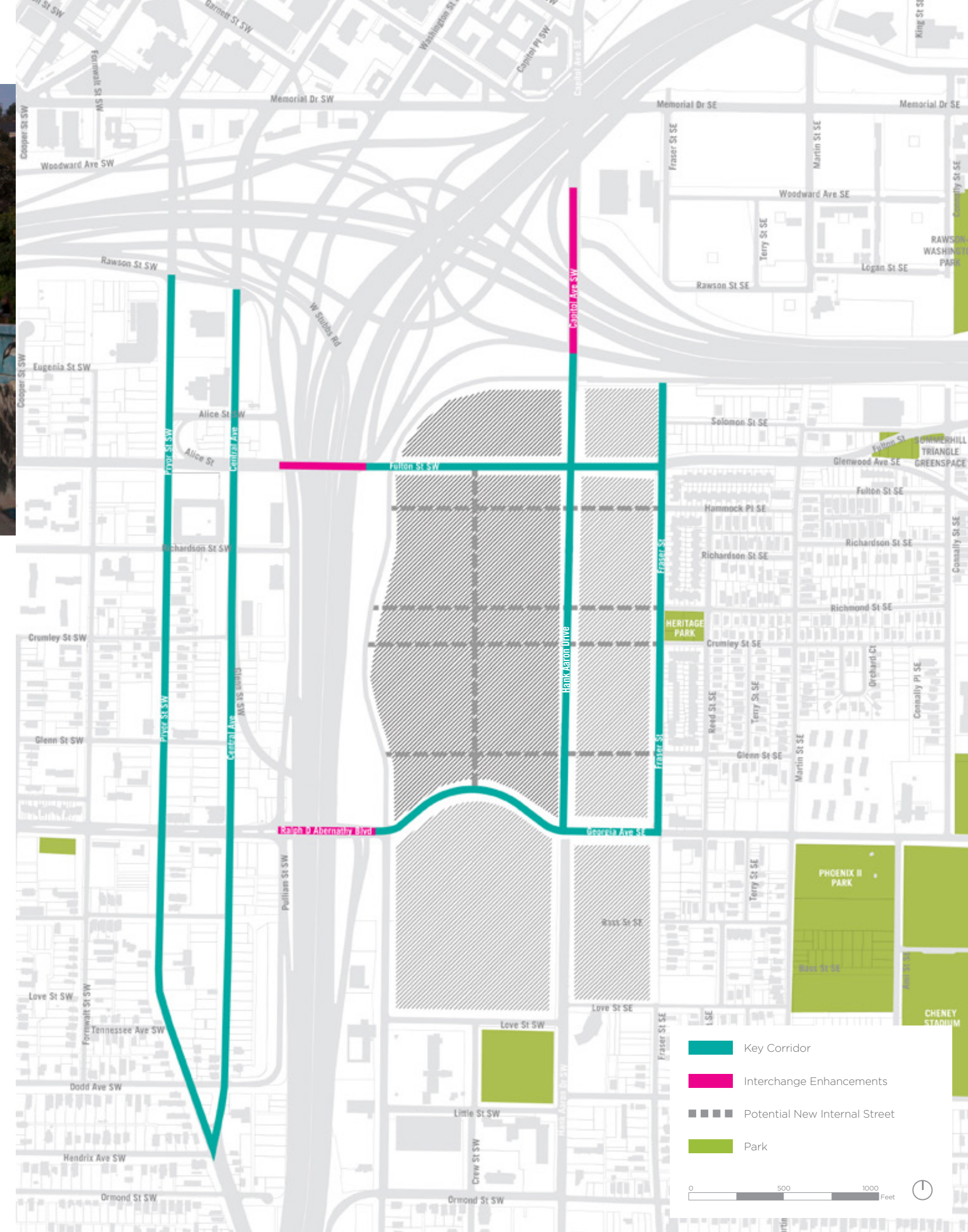
CAPITOL AVENUE / HANK AARON DRIVE: This is the main corridor connecting the Turner Field Core Area to Downtown on the north and the BeltLine on the south. Improvements to Hank Aaron Drive will be critical to maintaining traffic flow while enhancing bicycle, pedestrian, and transit activity. As redevelopment occurs, Hank Aaron Drive should be designed as the area's "front door" and provide a full multi-modal environment that balances the needs of automobiles, pedestrian, bicyclist, and transit, and fosters a truly outstanding retail and restaurant environment.

GEORGIA AVENUE / RALPH DAVID ABERNATHY BLVD: Georgia Avenue and Ralph David Abernathy Boulevard are and will continue to be a critical east-west connection, providing safe automobile, transit, bicycle and pedestrian connections between the Core Area, adjacent neighborhoods, the West End MARTA station and Grant Park / Atlanta Zoo.

FULTON STREET: While northbound and southbound ramps to I-75/85 should remain, Fulton Street will require significant upgrades to provide a safe bicycle and pedestrian connection between the Core Area and areas west of the Downtown Connector.

PRYOR STREET / CENTRAL AVENUE: This one-way pair of streets provides direct access to and from Downtown Atlanta. In the short-term, high quality bicycle facilities should be added to these streets to connect the west side of the Downtown Connector and neighborhoods to Downtown and the Capitol Avenue corridor. As economic reinvestment occurs near the intersections of Pryor, Central and Georgia Avenue, additional study and analysis should be conducted to consider two-way operations on these corridors, while maintaining high quality, dedicated bicycle paths in the area.

FRASER STREET: To complement north-south flow along Capitol Avenue, Fraser Street should be converted to two-way operations for its entire length in Summerhill. Suitable pedestrian paths should be provided connecting the Summerhill and Peoplestown neighborhoods to Capitol Avenue and the Turner Field Core Area.



Walkability / Bikeability

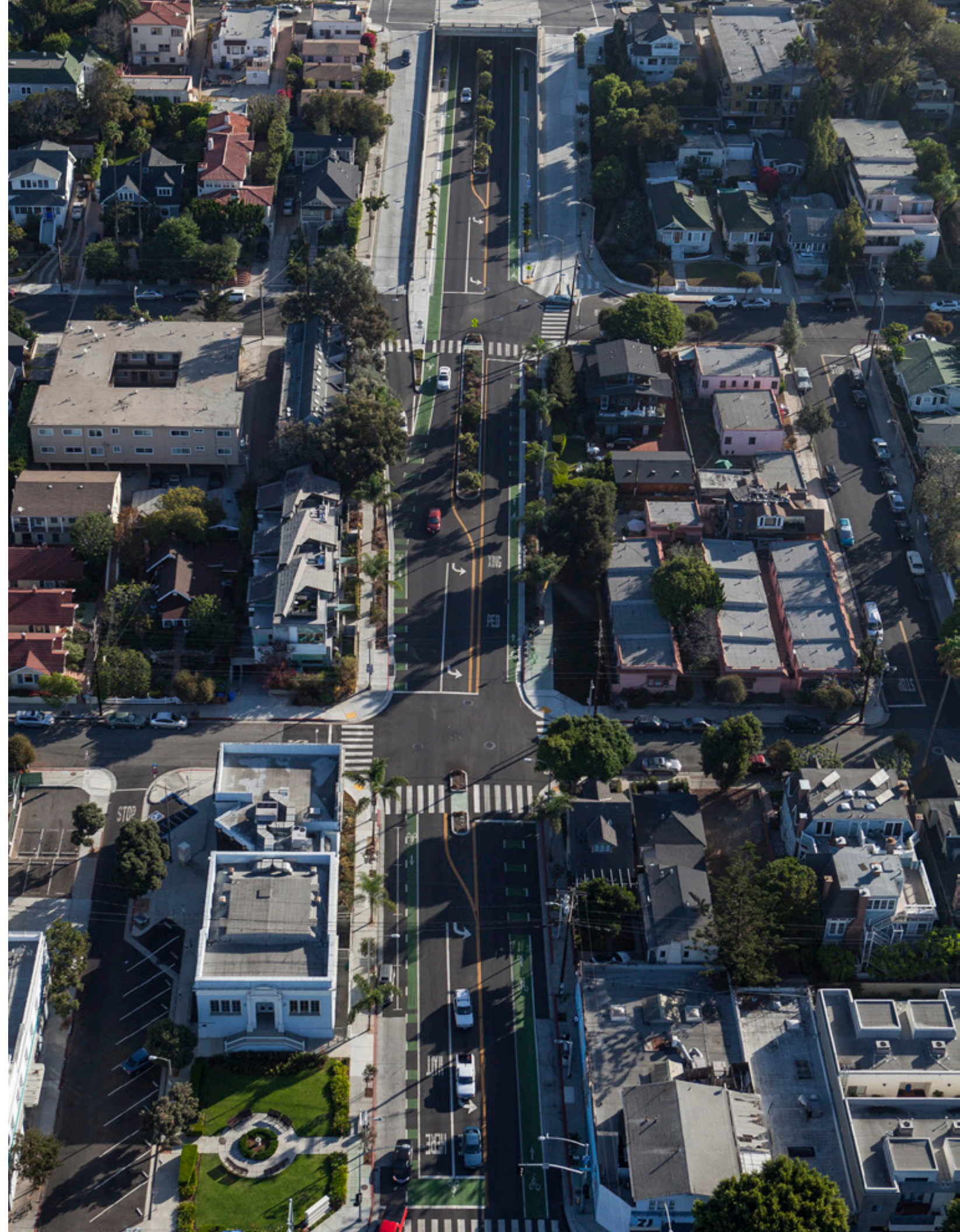
The Core Area should fully integrate pedestrian and bicycle best practices along all major roadways. Both within the Core Area and in adjacent areas, block sizes should remain small (generally 200-400 feet in length) to encourage walkability and active street level uses (retail, restaurants, etc.) should be provided to foster a safe, pleasant environment. Roadways should be designed to keep speeds at 25 miles per hour or less in order to create a safe, quality environment for pedestrians and bicyclists. Pedestrian activated traffic signals should be used to the fullest extent possible.

Parking

On-street parking should be used where possible throughout the Core Area. This will support street level retail and spur economic development. Studies show that one on-street space translates to \$100,000 - \$250,000 per year in retail sales. Off street parking should be concealed where possible as to not create “dead zones” along roadways within the Core Area. Additionally, parking lots and decks should be located in areas near complimenting uses that have the highest sharing capability. For instance, parking that serves office and evening special event uses.

Transit Integration

The Core Area should fully integrate transit in its design. There is a high likelihood that there will be significant transit activity between the site and Downtown Atlanta along Hank Aaron Drive. Ideally, transit would be located in the center of Hank Aaron Drive with pedestrian loading and staging areas to limit potential conflicts between transit and pedestrian/bicycle facilities. Consideration should be given to locating transit stops near the highest densities and near locations where special events will be held. Additionally, a transit hub option should be explored in order to streamline transit operations and provide the quickest access possible for transit vehicles to serve the site.

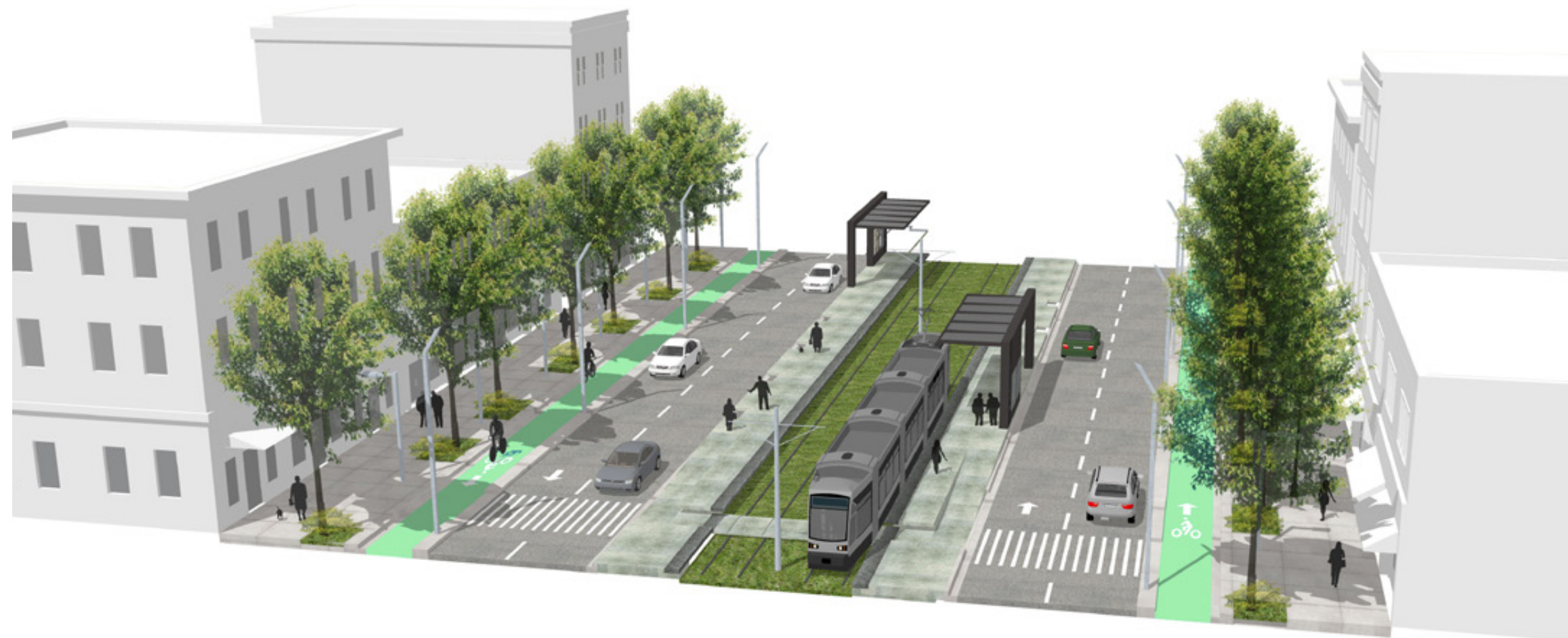




Hank Aaron Drive Existing Condition

HANK AARON DRIVE
(Pollard Boulevard to Georgia Avenue)

Hank Aarond Drive, from Pollard Boulevard on the north to Georgia Avenue on the south, should be widened to allow for center loaded transit lanes with center median transit stops, while maintaining two travel lanes in each direction. Additionally, the intersection of Capitol Avenue and Pollard Boulevard should serve as the transition point for the two-way cycle tracks proposed on the Capitol Avenue Bridge to bicycle lanes alongside northbound and southbound travel lanes. Bicycle lanes on both sides of the street should be buffered from travel lanes by a raised planter or curb and the outside travel lanes may be used for on-street parking during off-peak periods. Hank Aaron Drive should also include wide sidewalks with street trees, lighting and other high quality pedestrian amenities.



Hank Aaron Drive Proposed

Key Attributes

- Maintain existing traffic flows along corridor, particularly during peak hours
- Ability to provide off-peak on-street parking
- Provide dedicated, protected bicycle lanes
- Provide clearly delineated transit loading areas and crosswalks for pedestrians



Hank Aaron Drive Existing Condition

HANK AARON DRIVE

(Alternative - Fulton Street to Georgia Avenue)

Alternatively, the developer of the Turner Field site may choose to work with the City to slow travel speeds through the corridor by making additional alterations to the cross section in limited areas. In this proposed alternative scenario, Hank Aaron Drive would be further calmed by providing less delineated travel lanes. This scenario, like the previous one described, provides center loaded transit. However, the entire public realm would be treated as a plaza area with various transportation modes sharing space. Curbs would be limited and more pedestrian activity would be encouraged through a greater portion of the cross section, not just along the sidewalks. This alternative would require that some traffic volumes are satisfied using alternative parallel corridors, particularly during morning and afternoon peak travel periods and for special events due to travel speeds dramatically reduced through this area.



Hank Aaron Drive Alternative 1

Key Attributes

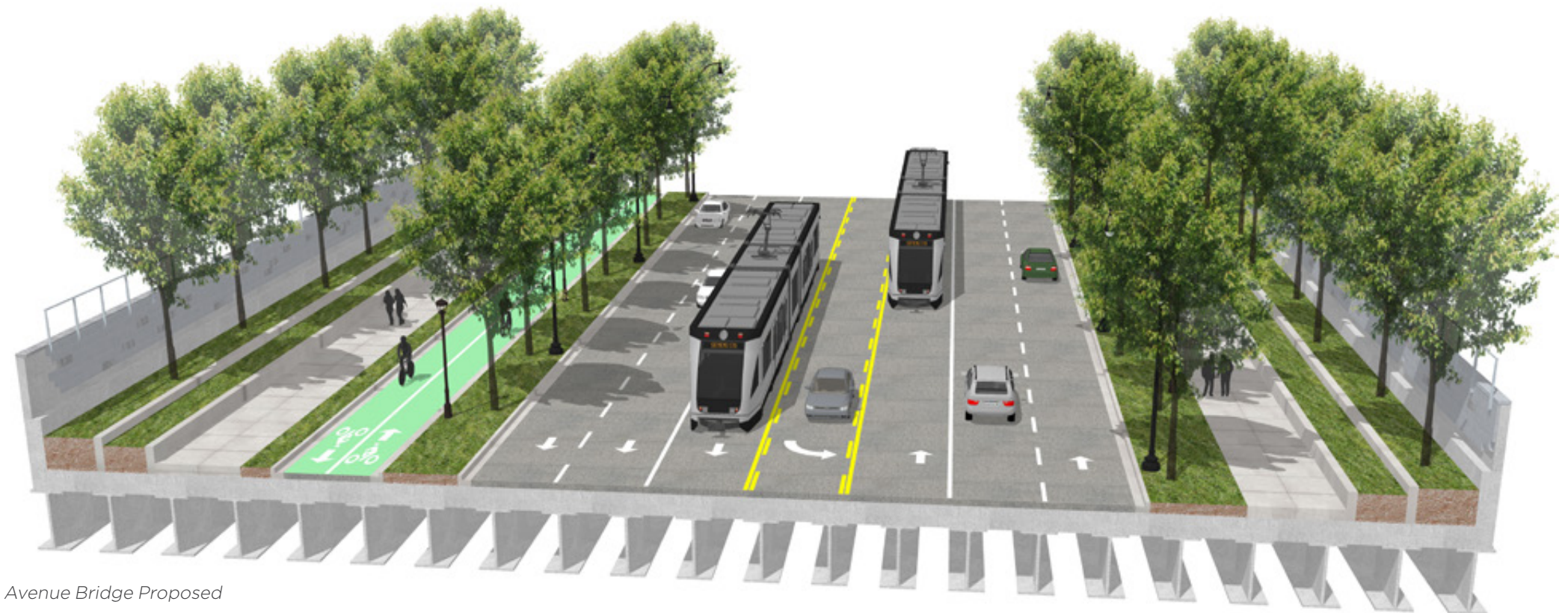
- Requires traffic flows to be satisfied via alternative parallel corridor
- Slower vehicular speed
- Full time on-street parking available
- Shared vehicular/bicycle lanes
- Less delineated transit loading areas and crosswalks for pedestrians
- Integrated kiosks, dining and pedestrian activity throughout the public realm



Capitol Avenue Bridge Existing Condition

CAPITOL AVENUE BRIDGE
(Memorial Drive to Pollard Boulevard)

The Capitol Avenue Bridge is the key connection point between Downtown Atlanta and the Core Area and adjacent neighborhoods. The bridge's existing condition provides an unpleasant environment for pedestrians with narrow sidewalks and no tree canopy, an unsafe scenario for bicyclists competing with vehicles exiting and entering Interstate 20, and no dedicated transit facilities. The long term vision for the bridge is to create a facility that addresses the needs of all modes by providing transit only lanes, wide sidewalks and bike facilities located opposite freeway ramps, and provide tree canopy for pedestrians and cyclists. Ideally, the Capitol Avenue bridge would be demolished and a new structure that includes all of these elements would be constructed. While this is a costly improvement, it provides the greatest potential to meet the needs of the development and adjacent areas. Other alternatives to provide necessary enhancements include construction of an adjacent bridge structure that would either serve all bicycle and pedestrian modes (Alternative 1) or serve bicycle, pedestrian, and transit needs if the existing bridge cannot adequately support the load required for transit (Alternative 2).



Capitol Avenue Bridge Proposed

Key Attributes

- Maintains current traffic flows
- Includes transit only travel lanes
- Provides bicycle and pedestrian facilities separated from traffic by planting strips and tree canopy
- Provides dedicated bicycle facilities away from interstate ramps
- Restricts turning movements of vehicles exiting the I-20 ramps to provide a safe environment for pedestrians and bicyclists
- Allows for the connection of on and off ramps for potential future I-20 managed lanes/Bus Rapid Transit facilities



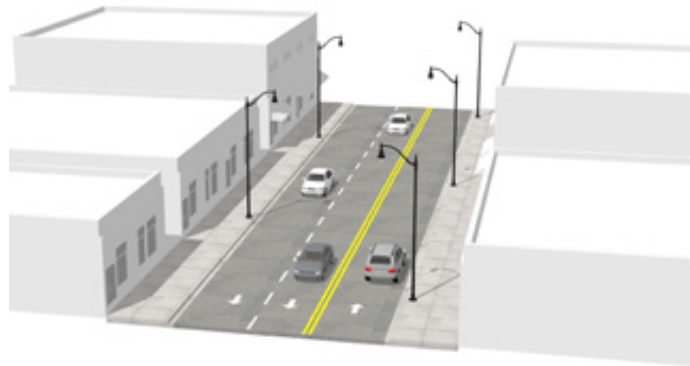
Alternative 1 - Maintains existing bridge and adds a new adjacent bridge with sidewalk, dedicated two-way cycle track, and landscaping.



Alternative 2 - Maintains existing bridge and adds a new adjacent bridge with sidewalk, dedicated two-way cycle track, landscaping, and transit.



Alternative 3 - Maintains existing bridge, but retrofits it in order to make room for protected bike lanes



Georgia Avenue (Hank Aaron Drive to Grant Street) - Existing

GEORGIA AVENUE
(Hank Aaron Drive to Grant Street)

Georgia Avenue, from Pulliam Street on the west to Hank Aaron Drive on the east, should maintain its curve through the Core Area. Not only does the roadway curve respect the history of the site as the location of the 1996 Olympic Stadium, it also serves to slow traffic and provide an important urban design element. With future redevelopment, the section of Georgia Avenue in the core area should be narrowed to reduce lane widths and provide on-street bicycle lanes. Pedestrian activated signals and center planted medians should also be constructed to enhance pedestrian safety and reduce vehicular speeds. Georgia Avenue should also serve as a transit corridor connecting the West End MARTA station to the west with the Zoo and Grant Park to the east.

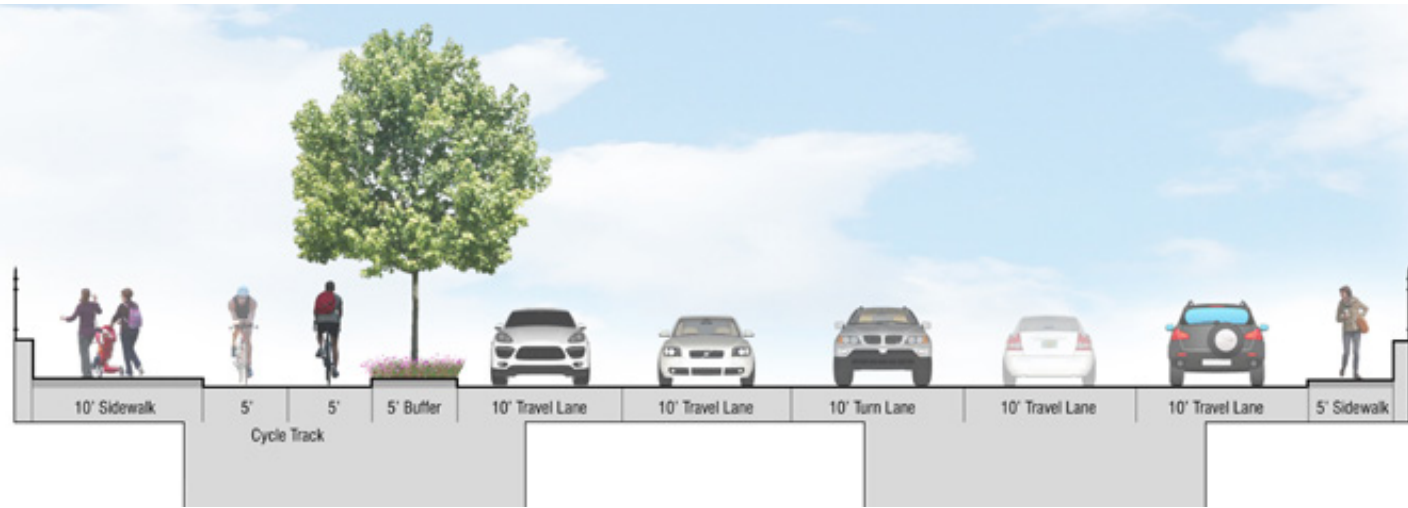
Enhancements should also be made under the Downtown Connection (I-75/85) to improve the pedestrian and bicycle environment and address safety concerns. Improvements for the underpass may include wider sidewalks, increased lighting, public art, and operational improvements.



Georgia Avenue (Hank Aaron Drive to Pollard Boulevard) - Proposed

Key Attributes

- Maintains existing traffic flows along corridor
- Calms traffic by reducing travel speeds
- Creates more pedestrian crossing opportunities
- Provides dedicated bike lanes
- Provides east-west transit access
- Includes beatification through enhanced streetscapes



Fulton Street (Pryor Street to Capitol Avenue) - Proposed

FULTON STREET

Fulton Street, from Pryor Street on the west to Capitol Avenue on the east, should include a two-way cycle track a a large sidewalk along the south side of the road separated from the travel lanes. The cycle track would connect to planned bicycle facilities along Pryor and Central Avenue. Improvements should also include improvements to the Fulton Street bridge over the Downtown Connector including wider sidewalks, a cycle track, and landscaped canopy.

Key Attributes

- Maintains existing traffic flows along corridor
- Creates high quality bicycle connection between the Core Area and planned bicycle facilities to the west with connections to Downtown Atlanta
- Includes beatification through enhanced streetscapes



Fulton Street (Pryor Street to Capitol Avenue) - Existing

FRASER STREET

Fraser Street, from Fulton Street on the north to Atlanta Avenue on the south, should be converted to two way operation (Bass Street to Atlanta Avenue) and enhanced with wider sidewalks, landscaping and tree canopy. This corridor will serve as a compliment to the development that will occur along the east side of the Hank Aaron Drive corridor. Improvements to Fraser Street are key to forming the transition from higher intensity redevelopment in the Turner Field Core to the Summerhill neighborhood to the east.

Key Attributes

- Provides enhanced traffic flows and serves as compliment to the Hank Aaron Drive corridor
- Includes beatification through enhanced streetscapes

PRYOR STREET / CENTRAL AVENUE PAIR

Pryor Street and Central Avenue currently serve as a one-way pair along the west side of the Downtown Connector. These corridors should be modified to include a one-way, barrier separated bicycle lane through the removal of one travel lane on each street. These high quality bicycle facilities will connect the Core Area redevelopment to Downtown Atlanta via Georgia Avenue and Fulton Street. As the area changes over time and redevelopment occurs, consideration may be given to converting these one-way pairs to two-way operation.

Key Attributes

- Provides high quality bicycle facilities
- Manages existing traffic volumes
- Includes beatification through enhanced streetscapes

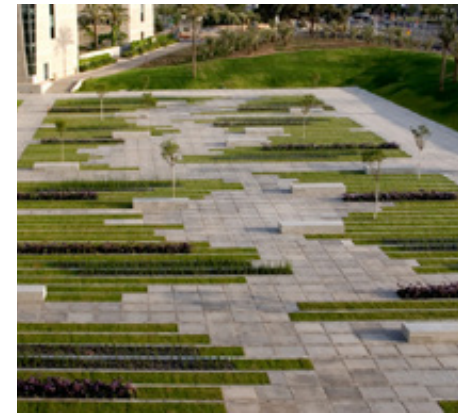
Green Infrastructure

American Rivers recommends the redevelopment manage site runoff with green stormwater infrastructure features (bioretention, cisterns, permeable pavers, etc.) designed to capture the first 1.8" of rainfall from each storm. The City of Atlanta minimum requirement is 1" so 1.8" is an aggressive yet achievable goal which could capture up to 3.6 million gallons of runoff. Stormwater runoff from the interstate system and the redevelopment site generally drains to the southeast toward Peoplestown.

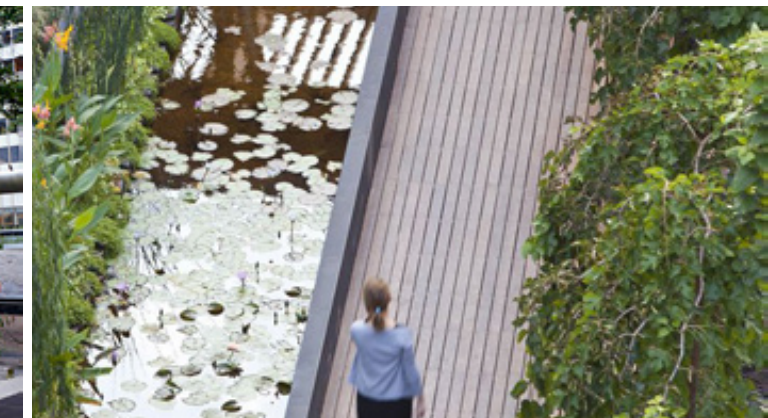
The City of Atlanta has conducted a watershed assessment and is in the process of installing stormwater control measures which will reduce flooding in the area—but they are not anticipated to end the flooding. Therefore, further efforts should be made to reduce the amount of runoff from the interstates and core area. The recommended strategies to do this include harvesting rainwater

from buildings, using permeable pavement in new streets, retrofitting existing streets and highways with bioretention, and incorporating bioretention in parks, among others. Stormwater management will improve in the core area as redevelopment comes into compliance with the recently adopted Post Development Ordinance.

Beyond the reduction in flooding, benefits from green stormwater infrastructure often include increasing property values, providing opportunities for urban gardening and public education, lowering the urban heat island effect, reducing energy use, improving air quality, improving aesthetics, reducing noise pollution, fostering community cohesion, reducing the cost of grey infrastructure, reducing the cost of water treatment, and helping communities adapt to climate change. Rainwater harvesting systems will also offset demand for potable water, and could pay for themselves in less than three years; see Appendix.



Water Hub: With new development and new residents comes new wastewater, which will stress the undersized sewer system. One way to offset this new demand is a wastewater recycling system. For example, Water Hubs® are water recycling systems that can remove over 140 million gallons of water from the sewer annually, all-the-while saving the developer millions of dollars in utility costs. Emory University's nationally acclaimed Water Hub supplies nearly 40% of the total campus water needs.



From left to right: Uptown Circle Streetscape, Normal, IL; Innovation Hub Ninth Street Green Infrastructure by Perkins+Will, Gainesville, FL; BGU University Entrance Square, Beer-Sheva, Israel; Gubey Pedestrian Promenade, Shanghai, China; The Village of Yorkville Park, Toronto, Canada; Green Cloud Herzliya's Hi-Tech Industrial, Park, Haifa, Israel.

Additional Development

The core area description would not be complete without acknowledging the importance of continuing the transformation across the interstate into Mechanicsville. In fact, there are many opportunities to convert surface parking lots associated with the Braves into new urban development in the future. Community stakeholders recognized this and were unanimous in their support for dense mixed-use development lining both edges of the interstate. However, they also recognized the importance of scaling down development quickly to respect existing Mechanicsville housing stock. The development concept to the left is based on these two drivers.

There is an unparalleled opportunity to significantly reduce stormwater loads from I-75/85 by using the adjacent Mechanicsville parcels as infiltration devices. These parcels are however also the most valuable for development. Because the Georgia DOT has expressed interest in developing this concept further, all stakeholders involved in economic development of these edge parcels, especially Invest Atlanta, should work with GDOT to determine the amount of mitigation possible and the strategies to accomplish

this without compromising development, before soliciting development proposals on the remaining Turner Field parking.

There was also considerable sentiment in converting at least Pryor Street to two-way operations. This has an impact on future development, because a two-way network is more conducive to a walkable environment and storefront retail, something that is conspicuously absent in Mechanicsville. It is critical that long-term conversion of the area's north-south streets be studied in a larger context such as the pending Comprehensive Transportation Plan that the city is about to undertake. If converting some or all of the one-way system in the South CBD is feasible, it may point to similar treatment in this area that can inform the shape and content of future development.

