



Turner Field Stadium
Neighborhoods
LIVEABLE CENTERS INITIATIVE



TURNER FIELD STADIUM NEIGHBORHOODS

LCI PLAN

SEPTEMBER 2016



TIM KEANE, COMMISSIONER
Department of Planning and
Community Development

CHARLETTA WILSON JACKS,
DIRECTOR
Office of Planning

PLAN SPONSORS

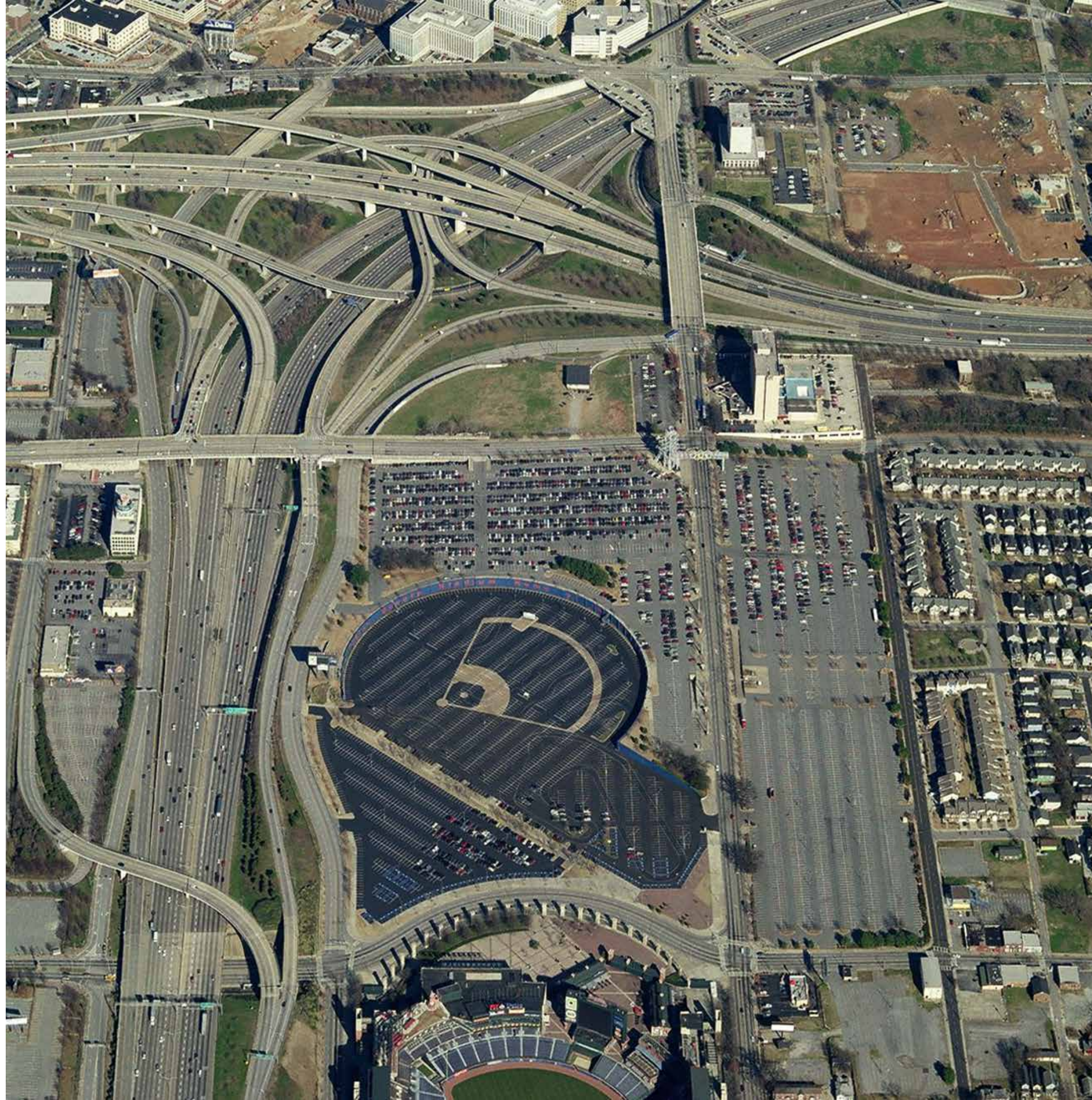


America is at its best when it recognizes the right moment in history to fix what's broken.

Resurfacing roads and strengthening our bridges is critical. But it is equally important to rethink placement, and focus on design to maximize opportunity and interconnectedness.

In that sense, every project is potentially a bridge to real opportunity, and, if designed with care, will create home runs in every neighborhood.

— ANTHONY FOXX, U.S. SECRETARY OF TRANSPORTATION





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

THE PLANNING TEAM

PERKINS+WILL, URBAN DESIGN LEAD

Jeffrey Williams, Associate Principal
 John Skach, Senior Associate
 Jessica Florez, Urban Designer III
 Cassie Branum, Senior Associate
 Hannah Palmer, Urban Designer / Storyteller
 Chad Stacy, Senior Project Designer
 Kevin Bacon, Senior Urban Designer
 Audrey Plummer, Urban Designer II
 Lauren Fraley, Landscape Architect II
 Yigong Zhang, Urban Designer II
 Christian Fraser, Architect I
 Blake Reeves, Urban Design Intern

CONTENTE CONSULTING, PUBLIC ENGAGEMENT

Contente Terry, Principle In Charge
 Trinderlyn Stroud, Relationship Manager
 Bryan McDaniel, Photographer/Videographer

KIMLEY-HORN, ASSOC., TRANSPORTATION

Eric Bosman, Lead Public Sector Planner
 Jeffrey Smith, Lead Transportation Planner
 Cody Zanni, Planning Analyst
 Rob Ross, Transportation Planner
 Mallory Scates, Transportation Analyst

BLEAKLEY ADVISORY GROUP, HOUSING

Ken Bleakly, Founder & President
 Geoff Koski, Senior Consultant

HR&A ADVISORS, MARKET & ECONOMICS

Jee Mee Kim, Principal
 Bill Calabrese, Senior Analyst

NEIGHBORLAND, DIGITAL ENGAGEMENT

Dan Parham, Co-Founder
 Tee Parham, Co-Founder

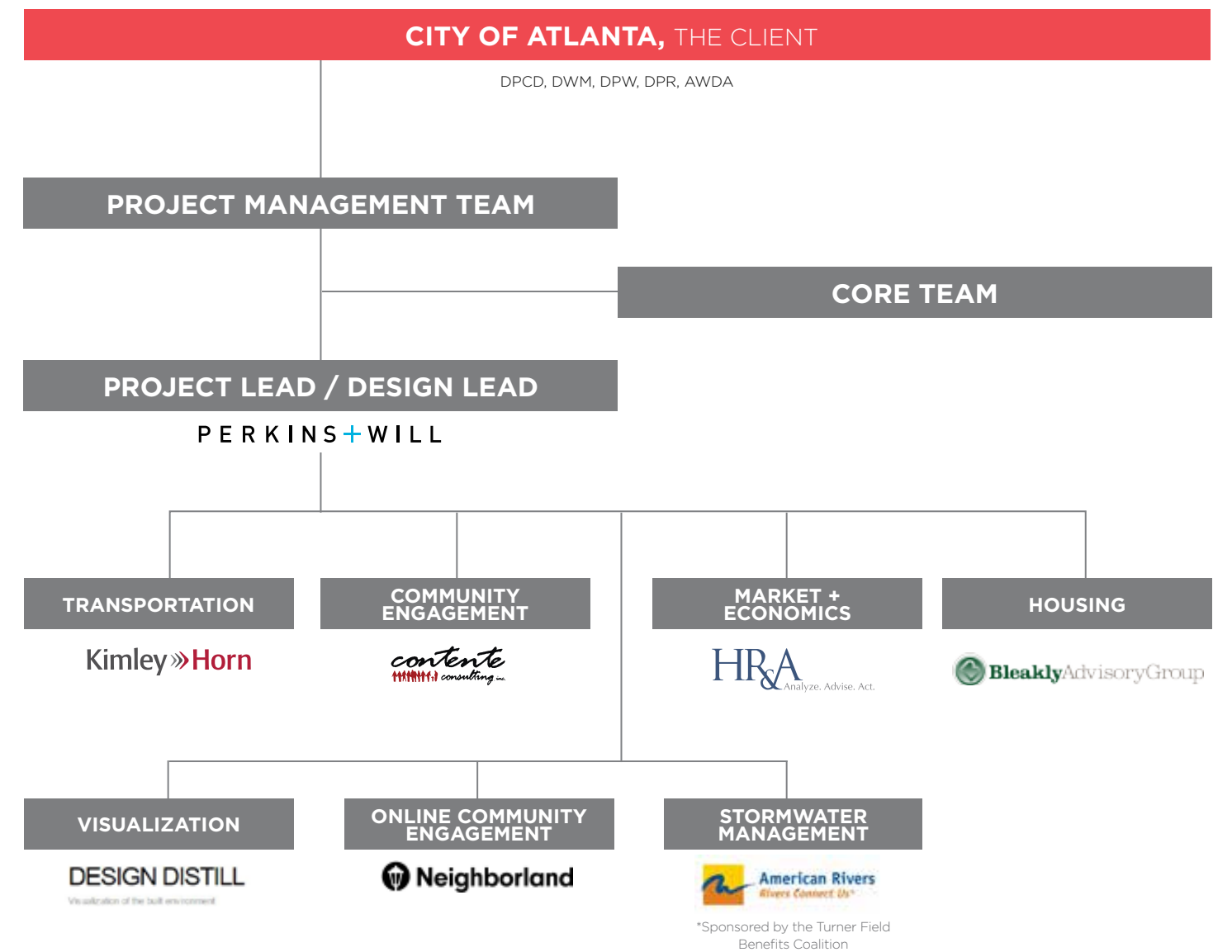
AMERICAN RIVERS, STORMWATER MANAGEMENT (SPONSORED BY THE TURNER FIELD BENEFITS COALITION)

Jenny Hoffner, VP for Conservation Strategies
 Jeremy Diner, Clean Water Supply Associate

DESIGN DISTILL, VISUALIZATION

Andrew Hartness, Principal
 Alex Hogrefe, Principal

PROJECT ORGANIZATION



ACKNOWLEDGEMENTS

This historic LCI plan was made possible through the efforts of the following champions:

PLAN SPONSORS

THE CITY OF ATLANTA

The Honorable Mayor Kasim Reed

CITY COUNCIL

Cesar C. Mitchell, Council President

Carla Smith, Council District 1

Kwanza Hall, Council District 2

Ivory Lee Young, Jr., Council District 3

Cleta Winslow, Council District 4

Natalyn Mosby Archibong, Council District 5

Alex Wan, Council District 6

Howard Shook, Council District 7

Yolanda Adrean, Council District 8

Felicia A. Moore, Council District 9

C.T. Martin, Council District 10

Keisha Bottoms, Council District 11

Joyce Sheperd, Council District 12

Michael Julian Bond, Post 1 At Large

Mary Norwood, Post 2 At Large

Andre Dickens, Post 3 At Large

DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

Tim Keane, Commissioner

OFFICE OF PLANNING

Charletta Wilson Jacks, Director

Jessica Lavandier, Assistant Director, Strategic Planning (LCI's Project Manager)

Jonathan Lewis, Assistant Director, Transportation Planning

Rodney Milton, Principal Planner

Pattie Walden, Public Information Officer

INVEST ATLANTA

Ernestine Garey, Executive VP & COO

Flor Velarde, Planning Specialist

THE ANNIE E. CASEY FOUNDATION

Natallie Keiser, Senior Associate

ATLANTA REGIONAL COMMISSION

Dan Reuter, Manager of Community Development

Amy Goodwin, Principal Planner

Jared Lombard, Senior Principal Planner

THE PROJECT MANAGEMENT TEAM AND THE CORE TEAM

This plan was directed and informed by a Project Management Team and the contributions of a committed Core Team of representatives. They are:

Alvin Dodson, Department of Parks and Recreation

Amy Goodwin, Atlanta Regional Commission

Barbara Washington, City of Atlanta Council District 4

Carla Smith, City of Atlanta Council District 1, Councilmember

Charima C. Young, AARP

Charletta Wilson Jacks, City of Atlanta DPCD Office of Planning, Director

Chris Faulkner, Atlanta Regional Commission

Cleta Winslow, City of Atlanta Council District 4, Councilmember

Columbus Ward, Peoplestown Neighborhood

David Holder, Mechanicsville Neighborhood

David Lively, Grant Park Neighborhood Association

Flor Velarde, Invest Atlanta

Forest Rose, City of Atlanta DPCD Office of Planning-Transportation

Greg Floyd, MARTA

James Collins, Peoplestown Neighborhood Association

Jane Ridley, Turner Field Community Benefits Coalition

Janean Lewis, Atlanta Public Schools

Jennifer Ball Central, Atlanta Progress

Jenny Hoffner, American Rivers

Jeremy Diner, American Rivers

Jessica Lavandier, City of Atlanta DPCD Office of Planning-Strategic Planning, Assistant Director

Jimmy Jones, Fulton County Government

Jocelyn Bivens, City of Atlanta Council District 12

Jonathan Barhite, NPU-W

Jonathan Lewis, Assistant Director, Transportation Planning, City of Atlanta OOP

Joyce Sheperd, City of Atlanta Council District 12, Councilmember

Keisha Lance Bottoms, Atlanta Fulton County Recreation Authority

Keith Hicks, Department of Parks and Recreation

Kelsi Coleman, Annie E Casey Foundation

Kent Spencer, Invest Atlanta

Kerry Hughes, AARP

Ketisha J. Kinnebrew, MBA Atlanta Public Schools

Laura Beall, Peoplestown Neighborhood

Marisa Ghani, Atlanta Regional Commission

Michael T. Sterling, Workforce Development

Moki Macias, Turner Field Community Benefits Coalition

Natalie Keiser, Annie E. Casey Foundation

Patricia Walden, City of Atlanta DPCD

Rick Hudson, Grant Park Neighborhood

Rodney M. Milton, City of Atlanta DPCD Office of Planning-Strategic Planning

Shelley Peart, Department of Public Works

Sheryl Bennett, City of Atlanta Council District 1

Spencer Stoleson, MARTA

Stephanie Flowers, NPU- V

Suzanne Mitchell, Summerhill Neighborhood

Tarnace Watkins, Invest Atlanta

Tim Keane, City of Atlanta DPCD, Commissioner

Todd Hill, Department of Watershed Management



02 RESTORING THE CORE

Defining Success

- Site's DNA
- Market Reality
- Community's Vision

Designing the Vision

- Finding Consensus
- Design Parameters
- Design Concepts

Establishing a New Framework

- Enhanced Mobility
- Green Infrastructure
- Additional Development

04 ONE LCI COMMUNITY

- Enhanced Mobility
- Green Infrastructure and Open Space
- New Development
- Commercial Opportunities
- Housing Opportunities

06 APPENDIX

The LCI Story



01 AN HISTORIC OPPORTUNITY

- Not Your Typical LCI
- An Historic Opportunity
- The LCI Process

03 FIVE STADIUM NEIGHBORHOODS

- Redefining Success
- Revisiting the Neighborhood Plans
- Neighborhood Identity
- Issues, Assets and Opportunities

05 ACTION PLAN

- Implementation Matrix
- 100-Day Action Plan
- Future Land Use / Development Districts

01

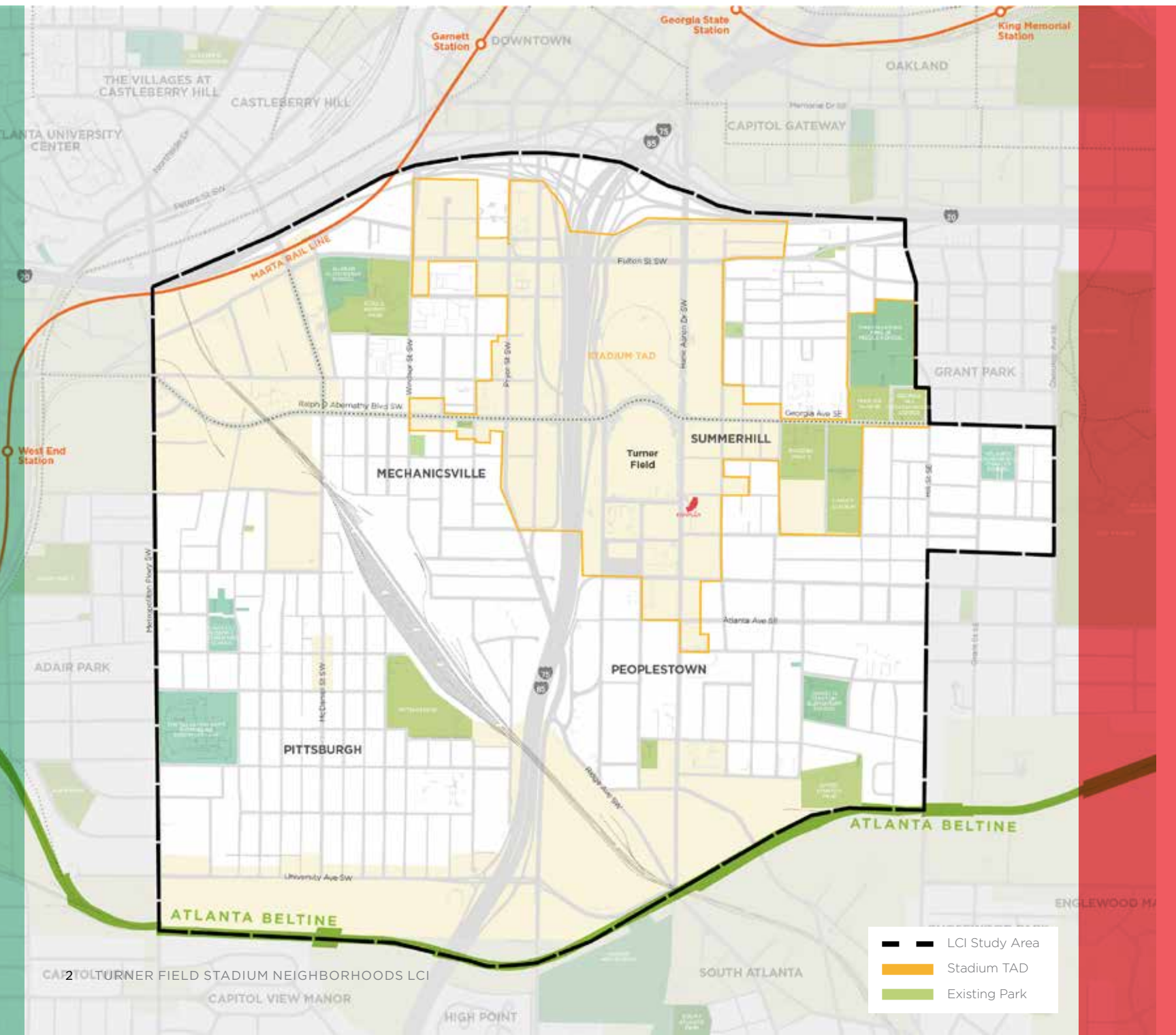


An Historic Opportunity

Not Your Typical LCI
An Historic Opportunity
The LCI Process

“The neighborhoods have been living for years with things that were put on them, I believe it’s time for the neighborhoods to have a say in what comes next.”

— CARLA SMITH, COUNCILMEMBER DISTRICT 1



01 | 01 NOT YOUR TYPICAL LCI

The Livable Centers Initiative (LCI) is a program by the Atlanta Regional Commission (ARC), a regional planning and intergovernmental coordination agency for the 10-county metro area in Atlanta. The LCI program awards planning and implementation grants on a competitive basis to local governments and nonprofit organizations for the enhancement of communities by reducing traffic congestion and improving air quality by better connecting homes, shops and offices.

The Turner Field Stadium Neighborhoods LCI is not your typical LCI project. The Turner Field LCI is located at the bullseye of the Atlanta Region and is at the intersection of some of Atlanta’s most ambitious plans. Noting this importance, the ARC awarded this LCI the most funding for a single project since its beginning 20 years ago.

The Study Area, located southeast of Downtown Atlanta, is approximately 1,340 acres encompassing all or portions of the Summerhill, Peoplestown, Mechanicsville, Pittsburgh, and Grant Park neighborhoods. In addition, it includes all of the Stadium Tax Allocation District (TAD). The Study Area is home to an estimated 13,604 residents and 5,693 households, this represents 3% of the overall population and households in the city of Atlanta.*

**Resident and household estimates from Nielsen. See Appendix: Housing Market Analysis Baseline for demographics overview.*

With the Braves playing their final season downtown and the City actively negotiating the sale of the property, this is a highly anticipated community plan with the potential to reshape the south side of Atlanta. The LCI public engagement process reached over 1600 community residents and stakeholders and provided the critical feedback needed to build a bold plan that benefits everyone.

Not only does the LCI study area include Turner Field and the 1996 Centennial Olympic Stadium, it encompasses several of the city’s historic neighborhoods that have been negatively impacted by the stadiums and urban renewal projects of the last half century.



Depiction of the changes in the urban fabric of the core area (defined as the Turner Field stadium site and its surroundings lots).

“The Turner Field Stadium Neighborhoods area provides a confluence of opportunities for catalytic redevelopment that includes the re-purposing of the stadium, redevelopment of the acres of parking lots managed by the Atlanta Fulton County Recreation Authority (AFCRA), adjacent underutilized and vacant land and major corridors including Hank Aaron Drive, Georgia Avenue, Ralph David Abernathy Road, and

Pryor Street. This will also provide opportunities to enhance the character of the existing neighborhoods. The plan will strive to increase civic space, improve the environment, minimize the impact of storm water, provide housing options and employment, have the density to support all modes of transportation, and a mix of land uses.” — TURNER FIELD STADIUM NEIGHBORHOODS LCI REQUEST FOR PROPOSALS

01 | 02 AN HISTORIC OPPORTUNITY

Urban Renewal

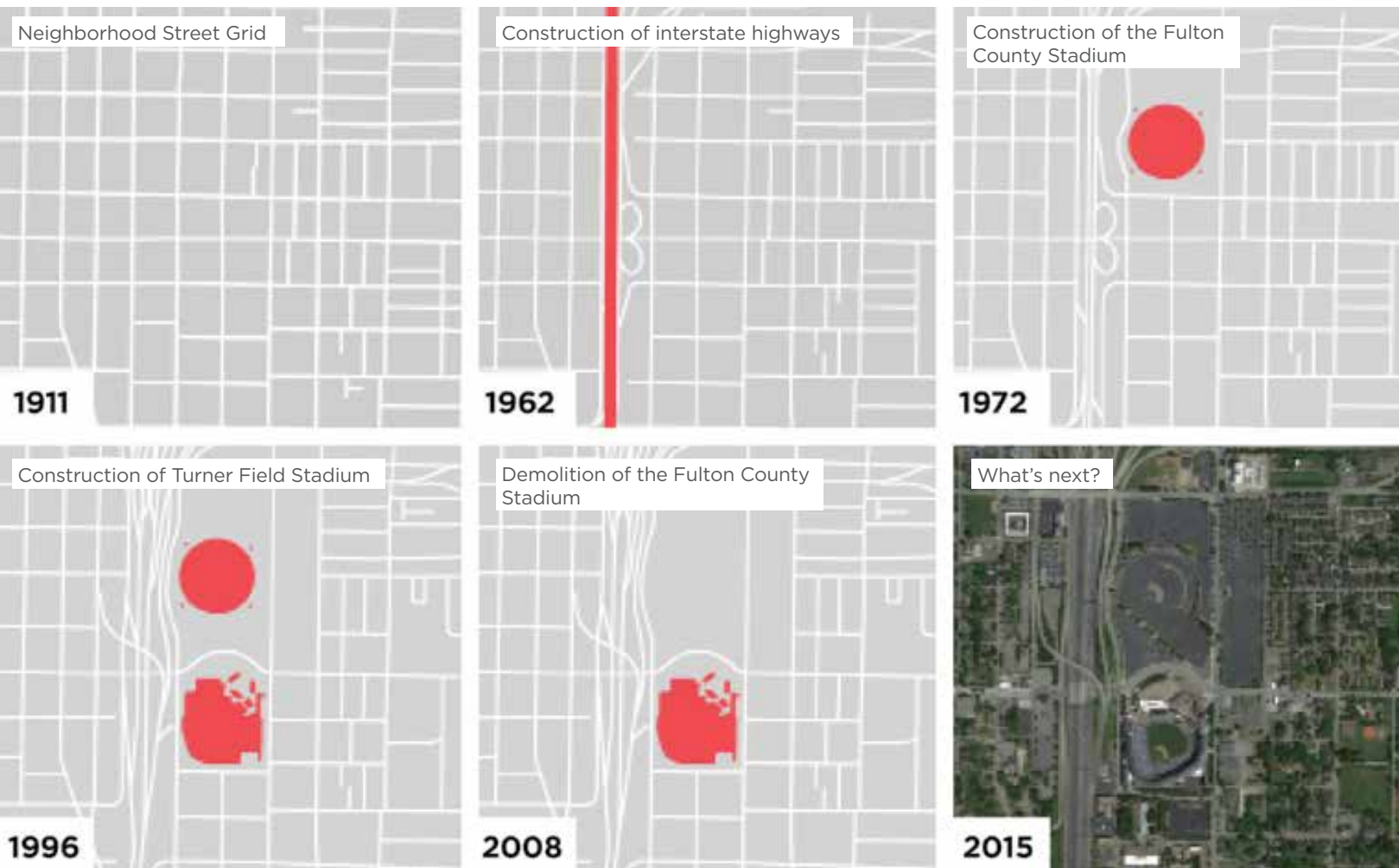
The history of the Turner Field does not begin with the development of Atlanta-Fulton County Stadium. Rather, it stretches back to the days of thriving neighborhoods and commercial districts lining Capitol, Georgia, Washington and Fulton streets – some even rivaling Peachtree in stature. Yet suburbanization and white flight, structural racism manifest in practices like red-lining, and shifting priorities on where to spend municipal funds were especially concentrated in neighborhoods around Downtown, bringing accelerated decline in property conditions and living standards. Blight led to the establishment of the Rawson-Washington urban renewal area in 1957, triggering the demolition of hundreds of homes and the associated displacement of thousands of residents. This memory is still alive with many who live here today.

Although slated for public housing, Rawson-Washington proved more valuable for regional transportation. In 1962, construction of the east-west and north-south interstates claimed most of the land.

The interstates were quickly followed by a stadium for the transplanted Milwaukee Braves (1966). As parking grew, the street grid was lost and community coherence eroded. By the time the city decided to pursue the Olympic Games in 1987, the stadium was outdated. After a brief second life as an Olympic venue in 1996, it was imploded a year later to become surface parking lots to the Braves’ new home at Centennial Stadium.



Historic photo at the intersection of Georgia Avenue and Capitol Avenue



Depiction of the changes in the urban fabric of the core area (defined as the Turner Field stadium site and its surroundings lots).

“The Turner Field Stadium Neighborhoods area provides a confluence of opportunities for catalytic redevelopment that includes the re-purposing of the stadium, redevelopment of the acres of parking lots managed by the Atlanta Fulton County Recreation Authority (AFCRA), adjacent underutilized and vacant land and major corridors including Hank Aaron Drive, Georgia Avenue, Ralph David Abernathy Road, and

Pryor Street. This will also provide opportunities to enhance the character of the existing neighborhoods. The plan will strive to increase civic space, improve the environment, minimize the impact of storm water, provide housing options and employment, have the density to support all modes of transportation, and a mix of land uses.” — TURNER FIELD STADIUM NEIGHBORHOODS LCI REQUEST FOR PROPOSALS

01 | 02 AN HISTORIC OPPORTUNITY

Urban Renewal

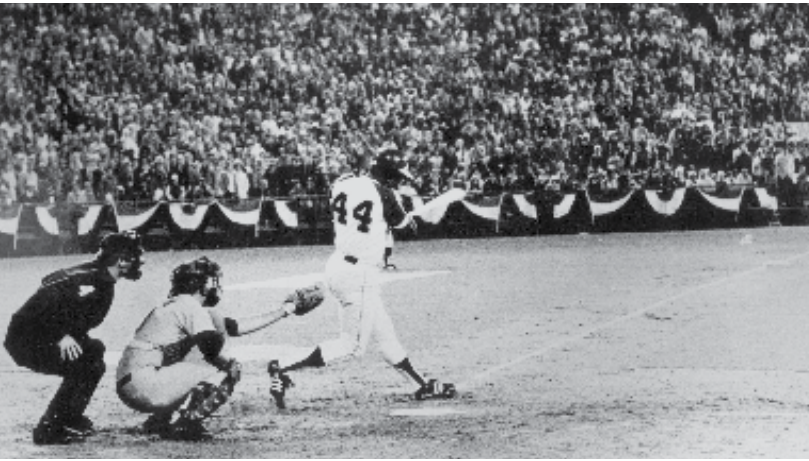
The history of the Turner Field does not begin with the development of Atlanta-Fulton County Stadium. Rather, it stretches back to the days of thriving neighborhoods and commercial districts lining Capitol, Georgia, Washington and Fulton streets – some even rivaling Peachtree in stature. Yet suburbanization and white flight, structural racism manifest in practices like red-lining, and shifting priorities on where to spend municipal funds were especially concentrated in neighborhoods around Downtown, bringing accelerated decline in property conditions and living standards. Blight led to the establishment of the Rawson-Washington urban renewal area in 1957, triggering the demolition of hundreds of homes and the associated displacement of thousands of residents. This memory is still alive with many who live here today.

Although slated for public housing, Rawson-Washington proved more valuable for regional transportation. In 1962, construction of the east-west and north-south interstates claimed most of the land.

The interstates were quickly followed by a stadium for the transplanted Milwaukee Braves (1966). As parking grew, the street grid was lost and community coherence eroded. By the time the city decided to pursue the Olympic Games in 1987, the stadium was outdated. After a brief second life as an Olympic venue in 1996, it was imploded a year later to become surface parking lots to the Braves’ new home at Centennial Stadium.



Historic photo at the intersection of Georgia Avenue and Capitol Avenue



From left to right: Hank Aaron hitting home run #715; Chick Fil-A cow; Centennial Stadium construction; Muhammad Ali lighting up the cauldron; Fulton County Stadium implosion.

From the Games to the Ted

The 1996 games represented a watershed moment for Atlanta. Over two million visitors came to the city as well as many new residents attracted by the economics of preparation. Public space improvements and venue construction ushered in a period of public investment not seen since the construction of MARTA in the 1970s. For a moment, the sight of two major stadiums functioning together suggested the emergence of a new global city.

Yet Atlanta was subtly criticized for over-commercialization and private funding of venues that stood in contrast to the tradition of publicly funded grand civic architecture of the Olympics. To some observers, the plan to convert Centennial Stadium to a baseball field compromised the purity of its purpose. The debate over the stadium's name also created controversy with many feeling that Hank Aaron, whose record-breaking home run in 1974 put Atlanta on the major league baseball map, was slighted.

Nevertheless, Turner Field became an icon to a younger generation of Atlantans who remember it not for the Games and the Braves, but for the giant Coke bottle and the tomahawk-chopping Chick Fil-A cow.

When exactly Turner Field became "The Ted" is open for debate, but it is now unquestionably part of Atlanta's cultural identity. It also became the focus of a tax allocation district (TAD) in 2006 designed to help fund parking decks on the existing lots to release land for mixed-use development - something that the adjacent neighborhoods had wanted since before the Olympics.* Subsequent work by Invest Atlanta and Georgia Tech reinforced the idea that The Ted and environs could represent a new era in city building in Atlanta. This was the foundation that the entire LCI process was built upon.

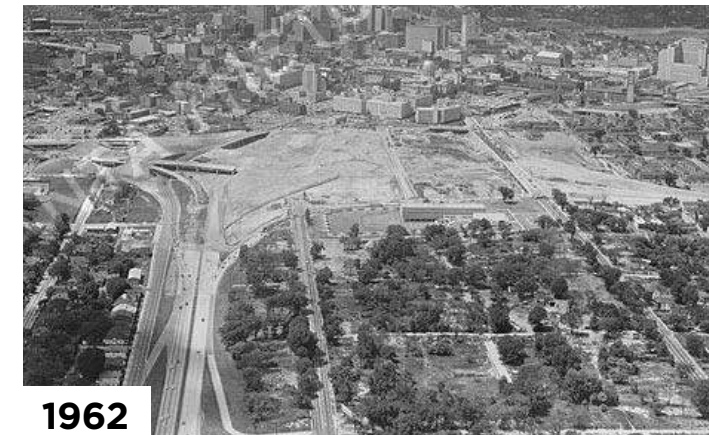
*See Chapter 3: Five Neighborhoods, Revisiting the Neighborhood Plans for more information on the Stadium TAD.



1950



1960



1962



1964



1965



1967



1996



2009

The core area overtime.

“I really believe this LCI is very special. We don’t have many more opportunities to get it right and to help Atlanta continue to grow and become the city that we all dream it should be.”

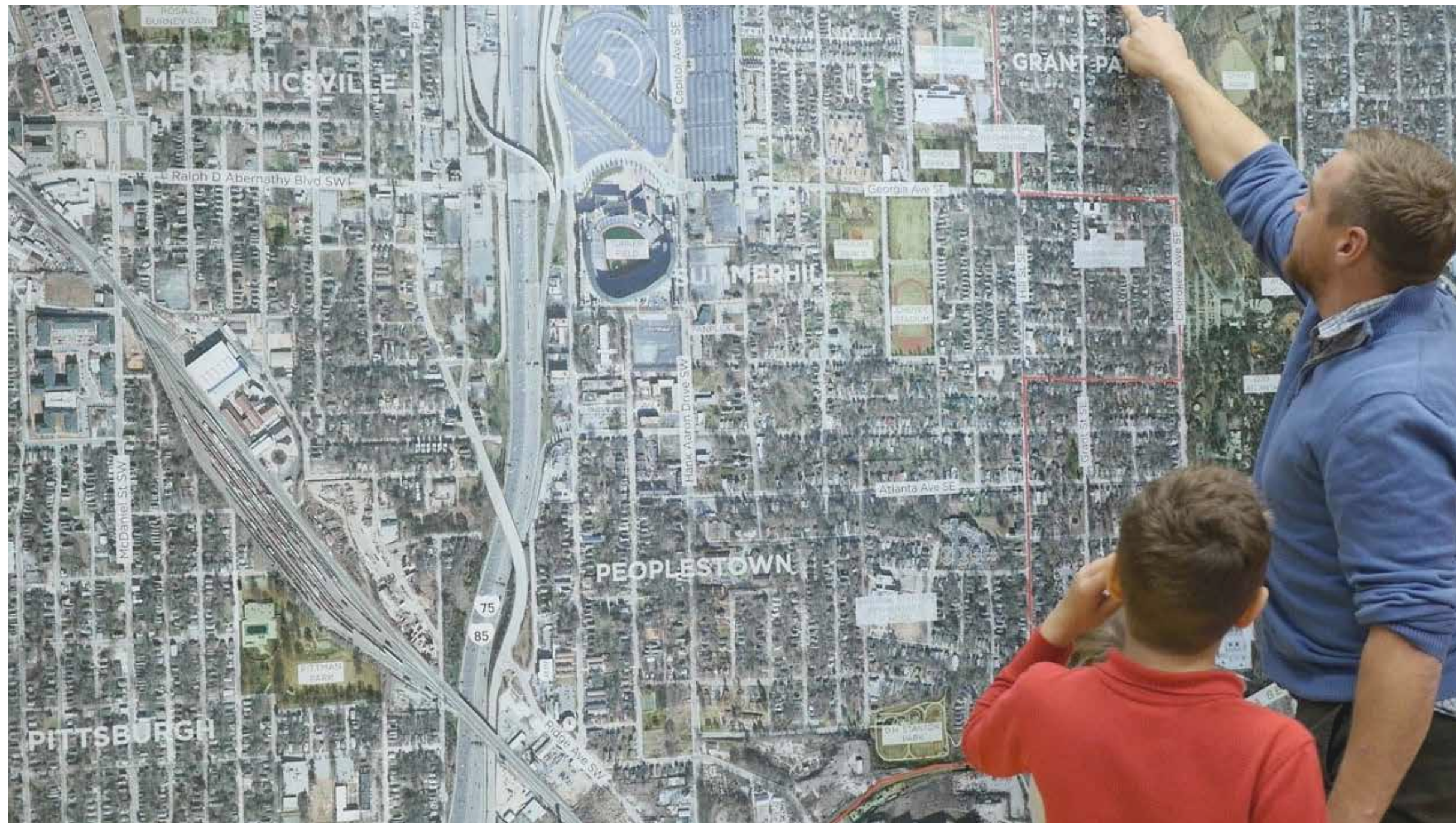
– DAN REUTER, ATLANTA REGIONAL COMMISSION

Arriving at the LCI

On November 11, 2013, the president of the Atlanta Braves announced that the organization would build a world-class stadium in Cobb County a “short distance from Downtown Atlanta” to be ready for the start of the 2017 season. While the cost of necessary improvements plus an impending lease expiration date were primary driving forces behind the move, the Braves acknowledged that their fan base would be better served by the more northerly location. It was stated that current deficiencies at The Ted, like the lack of convenient transit, played into their decision.

The announcement took much of the city by surprise. Some believed that discussions over improvements to the stadium and future development on the surface parking lots were progressing. That it was simply a matter of redoubling negotiations to keep the Braves downtown. But the incentives offered by Cobb County could not justifiably be matched by the city. Plus, the property adjacent to the stadium could not be legally transferred to Braves ownership – one of their key negotiating requests - without an open bidding process which might put the possibility of that ownership at risk.

Mayor Reed accepted the decision and said in a statement the following day that Turner Field would be demolished after the Braves exit. The mayor’s vision for the future – building “one of the largest developments for middle-class people that the city ever had” brought the discussion back full circle to the original best intentions for urban renewal. The process that emerged, however, was nothing like the steps taken to redevelop urban land in the 1950s.





Mayor Kasim Reed at the Turner Field Stadium Neighborhoods LCI kickoff meeting held at FanPlex, 2015.

Six months after the Braves' announcement another news release caught the attention of the city. A consortium of developers and Georgia State University had prepared a plan for the conversion of Turner Field and the adjacent parking lots into an athletic campus containing college football and baseball venues and other university facilities. While a remarkable proposal, it also mobilized residents of Summerhill, Mechanicsville and Peoplestown to take action to form a coalition (The Turner Field Benefits Coalition) that could have a voice in further development of the GSU plan.

In December 2013, Atlanta City Council adopted a resolution, sponsored by City Councilwoman Carla Smith, to create a taskforce to make recommendations for commercial and residential development, public safety and transportation opportunities in the vicinity of Turner Field. The task force was charged with identifying issues currently facing the neighborhoods and providing recommendations that will promote a vibrant and

“The relocation of the Braves Baseball team... provides an opportunity to develop, through extensive community engagement, a shared vision and plan for the neighborhoods.”

—TURNER FIELD STADIUM NEIGHBORHOODS LCI REQUEST FOR PROPOSALS



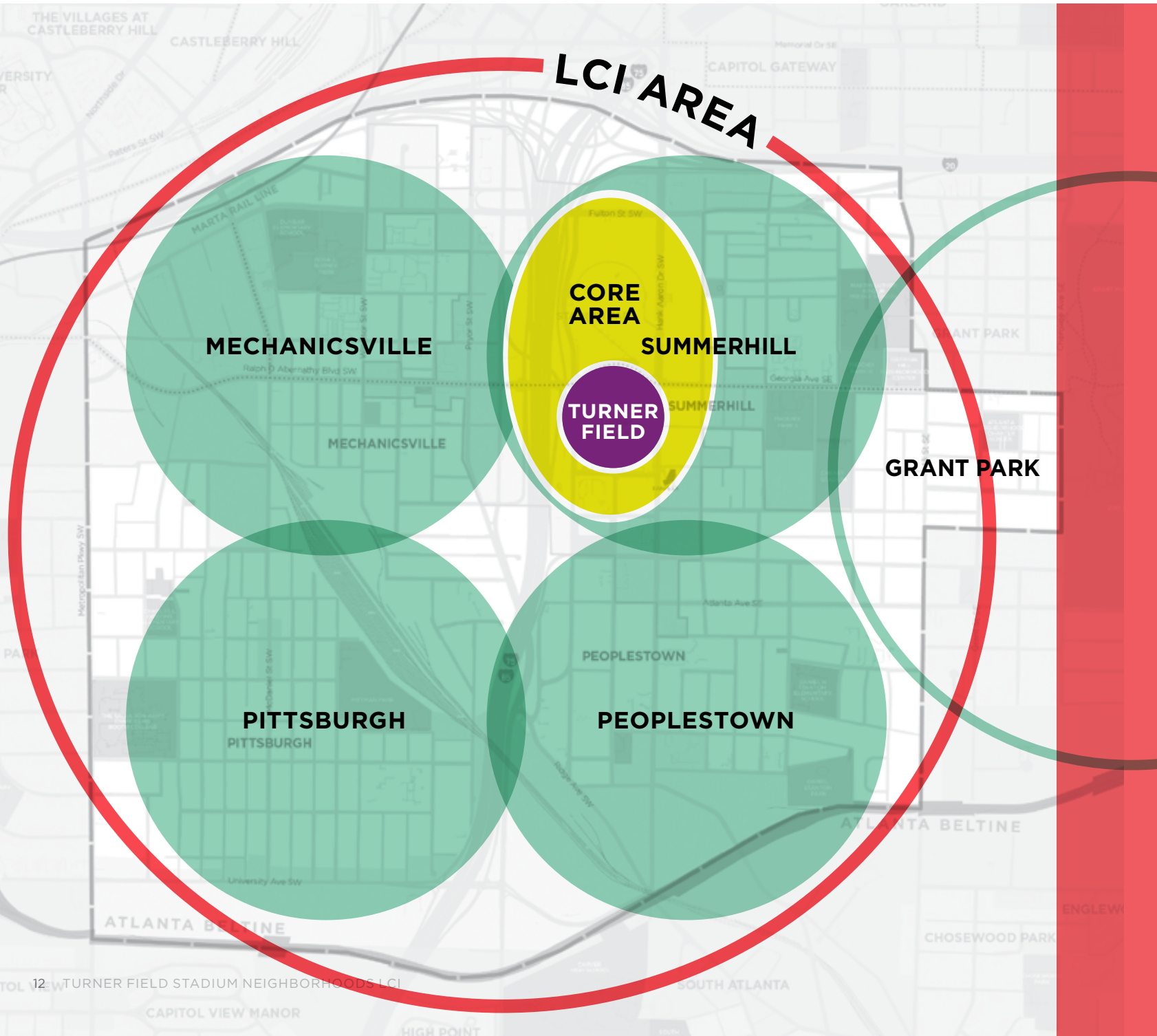
Community members participating in one of the visioning workshop held at FanPlex for the LCI Study Area, 2016.

safe community, with sustained economic development after the Atlanta Braves leave Turner Field in 2017. The Task Force held its kick-off meeting on July 2014. Their initial recommendation was to update the Summerhill, Mechanicsville, and Peoplestown redevelopment plans.

At the December 2014 Task Force meeting, the Department of Planning and Community Development presented information about the Atlanta Regional Commission's Livable Centers Initiative program and the recently submitted grant application that included Turner Field, the parking lots, and all or portions of five neighborhoods, instead of focusing on the updating neighborhood redevelopment plans.

The ARC awarded the grant on February 2015. Additional funds were provided by the City of Atlanta and Invest Atlanta with matching funds from Anne E. Casey Foundation and support from the Atlanta Fulton County Recreation Authority.

1 Kickoff Workshop, 2 Charettes,
 9 Focus Groups, 5 Neighborhood
 Meetings, 1 Festival, 1 Open House
1600+ Participants



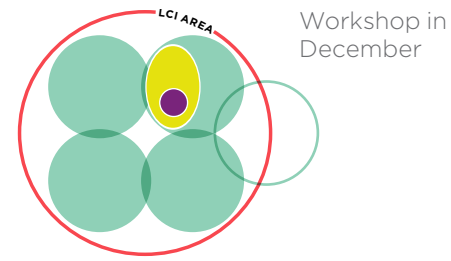
01 | 03 THE LCI PROCESS

In June 2015, the City of Atlanta released a request for proposal to select a planning team for the Turner Field Stadium Neighborhoods LCI. After a competitive bidding process, a team lead by Perkins+Will was selected to conduct an extensive and engaging community-driven LCI process. Following the work spearheaded by Councilmembers Smith, Sheperd, and Winslow, the planning team embarked on an eight-month community engagement journey in which a broad range of ideas were exchanged, bold dreams were fostered and consensus on the future of the stadium neighborhoods was found.

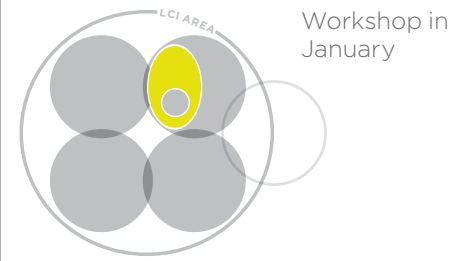
Starting with a kick-off public meeting in **December 2015**, the planning team shepherded several public workshops, neighborhood meetings, focus groups and interviews (details of which can be found in the Appendix). The process, which took the team to every corner of the LCI study area and engaged over 1600 community residents and stakeholders, was carried out in collaboration with the **Project Management Team** and the **Core Team** who acted as sounding boards from the beginning and provided critical feedback needed to build an LCI plan to benefit everyone.

We believe a great city is a diverse, complex environment shaped by multiple voices over time.

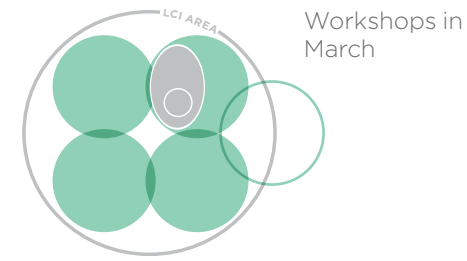
(1) LCI Kickoff



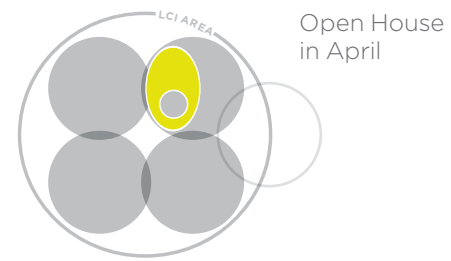
(2) Core Area Visioning



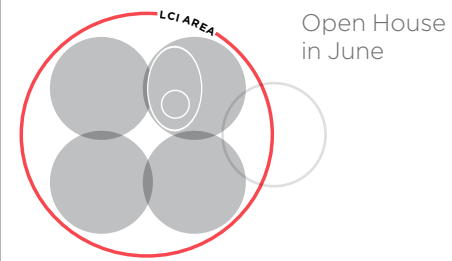
(3) Neighborhoods Visioning



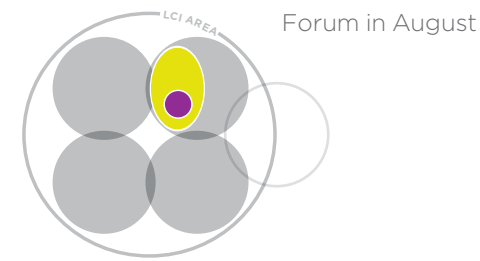
(4) Celebrating at Atlanta Streets Alive



(5) LCI Projects Open House



(6) Key Opportunity Forum



The LCI process was organized in response to the unique characteristics of the Study Area which is composed of five neighborhoods and a catalyst project of regional significance. As seen in the graphic above, the planning team provided the space to articulate the challenges and opportunities each neighborhood faces with the redevelopment of Turner Field, as well as an avenue to focus on the catalyst site, defined as the core area in this plan.

In **January**, the Core Area Visioning Workshop took place and more than 250 participants gathered for an interactive exercise that focused on Turner Field and its surrounding parking lots.

In **March**, public workshops were conducted in Peoplestown, Summerhill, Mechanicsville, Pittsburgh and Grant Park neighborhoods. Activities centered on Transportation, Land Use, and Cultural Assets.

The common themes discovered during these workshops formed the foundations for the plan recommendations and design concepts which were

presented back to the community in the following months.

In **April**, the planning team unveiled the core area design concepts to 400+ visitors at Atlanta Streets Alive.

In **June**, the community provided final feedback on the projects proposed for the LCI as a whole. Transportation, development and open space initiatives were vetted through an Open House format, as residents and stakeholders shaped an inclusive vision for the area.

Input was also provided through online tools such as the Stadium Neighborhoods LCI's website*, social media, and Neighborland's interactive platform*. Atlanta Public Schools also conducted an extensive survey that included 1100 students in the area. See details in the Appendix.

Lastly, the Draft TFSN LCI Plan was released in **July** and was available for review and comment for a month.



FanPlex Panoramic View

The draft plan was presented by the Office of Planning staff at the August NPU V and W meetings. A Resolution to adopt the plan was introduced by Council members Smith, Winslow and Sheperd. A public hearing was held September 12th prior to the adoption of the plan.

*www.stadiumneighborhoods.com

*<https://neighborland.com/stadiumneighborhoods>

THE VENUE

The LCI process greatly benefited from the generosity of the Atlanta Fulton County Recreation Authority by using FanPlex as the primary venue for public engagement. The building was staged to act as a living design lab with four stations called LEARN, WISH, SHARE, and ASK which framed a continuous two-way dialogue between stakeholders and the planning team.

Grocery Store
A real one

Green space with
great family features
ie. playgrounds, workout
stations

Major investment
in education
quality - support
programs for children
0-12

A commercial area
with live energy
with big dining, shopping
entertainment

A community
garden
+
urban farm
on every block

Fishing
AREA
Local

A COMPREHENSIVE
GREEN INFRASTRUCTURE
PLAN TO CAPTURE
STORM WATER!

TO HAVE A
COMMUNITY
BREAD CAPE

ED
ds

Diverse community!
Young/old
all races, religions, orientations
poor / less poor
Keep economic diversity

I WISH FOR A
FUN
PLANNING PROCESS

OLYMPIOS WAS A
GREAT CATALYST
FOR ATLANTA TEARING
DOWN THE HOME
IRRESPONSIBLY.

I WISH FOR...

Major investment in eradicating poverty and support programs for children 0-17.

Never having to drive again!

Fresh grocery stores and other businesses that cater to healthy living.

I wish for neighborhood development that creates pride in the area and desirability for visitors and potential homeowners.

A streetcar down Georgia Ave and Capitol Ave, ultimately connected to the existing network.

I wish for greater safety in my neighborhood. I want to feel safe.

I think it would be great if there was a MARTA station, small stores, a park, and a supermarket. I also want a Braves museum.

any store
more stadiums

A neighborhood
center like Krog
Street Market or Ponce
de Leon Market

No more sports venues,
but can repurpose as housing
or retail or ~~other~~ offices

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

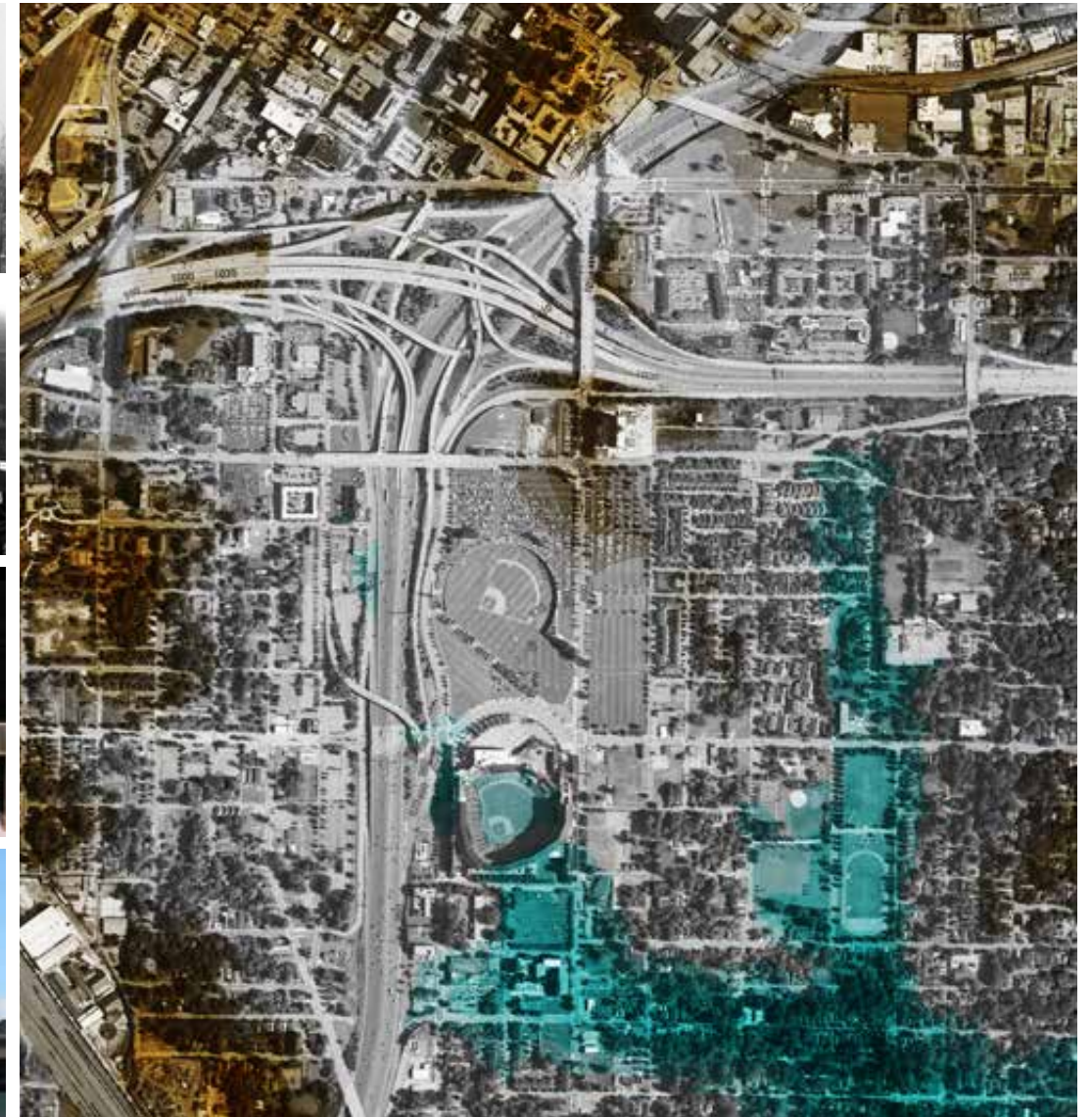
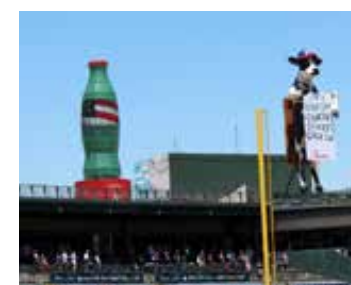


A Site's DNA

Unique elements embedded in a place

ELEMENTS LIKE:

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



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.

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

Capitol Avenue Then and Now



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

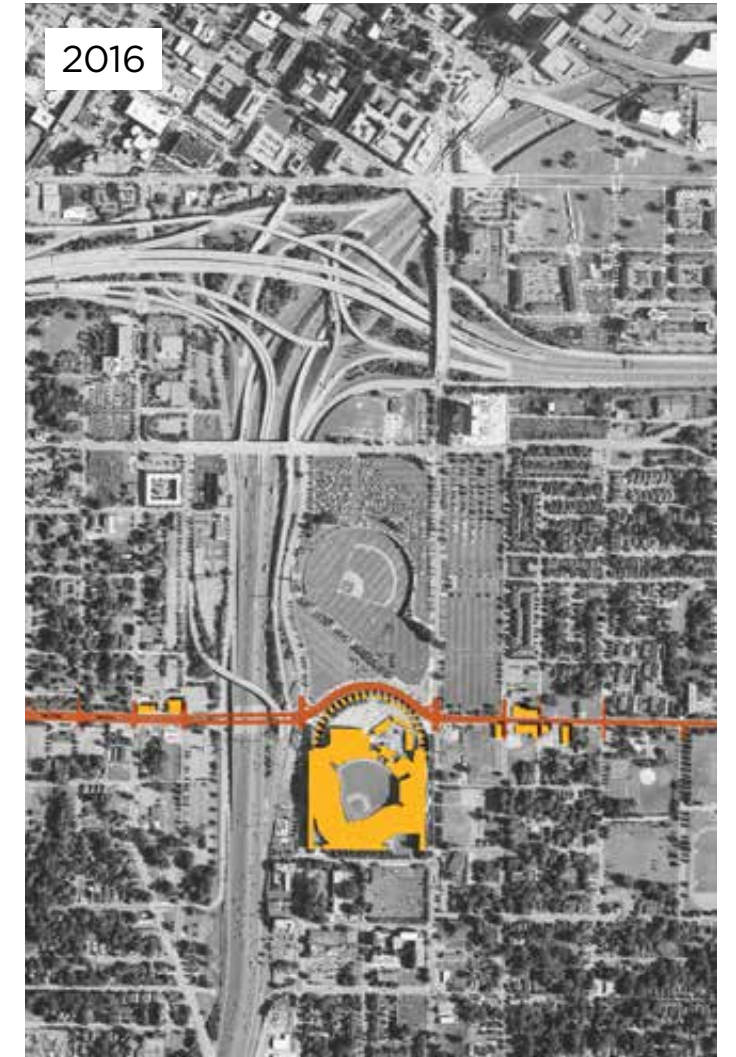


- Signature Buildings and Structures
- Turner Field Stadium
- Signature North-South Connection:
Capitol Avenue

Georgia Avenue Then and Now



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

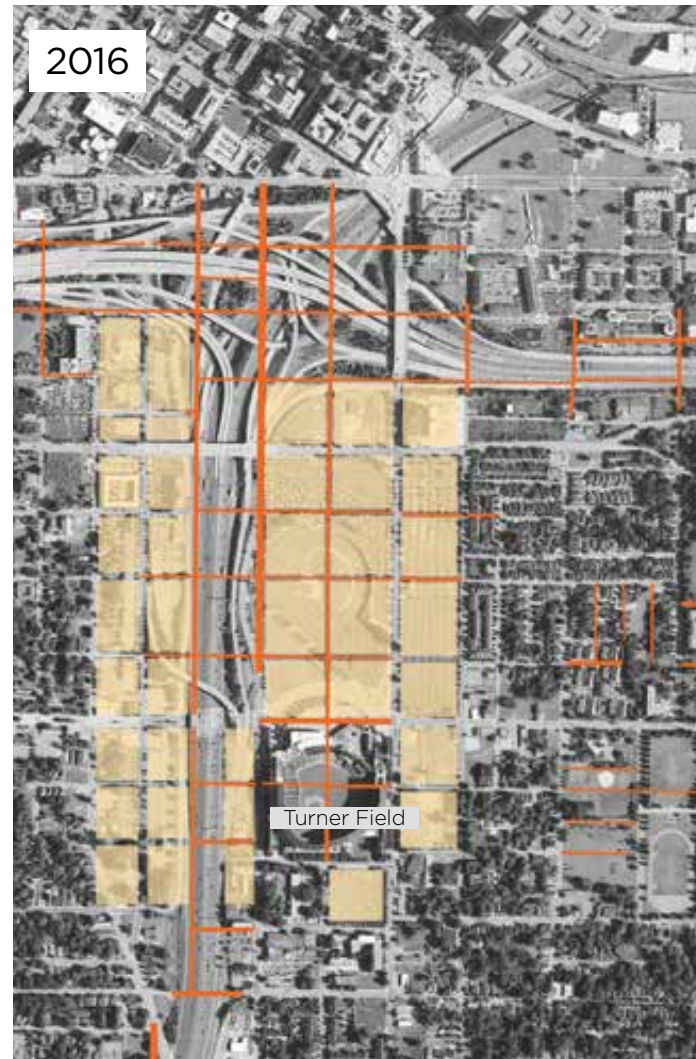


- Commercial Buildings
- Turner Field Stadium
- Signature East-West Connection:
Georgia Avenue



1949

Historic Street Grid



2016

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.

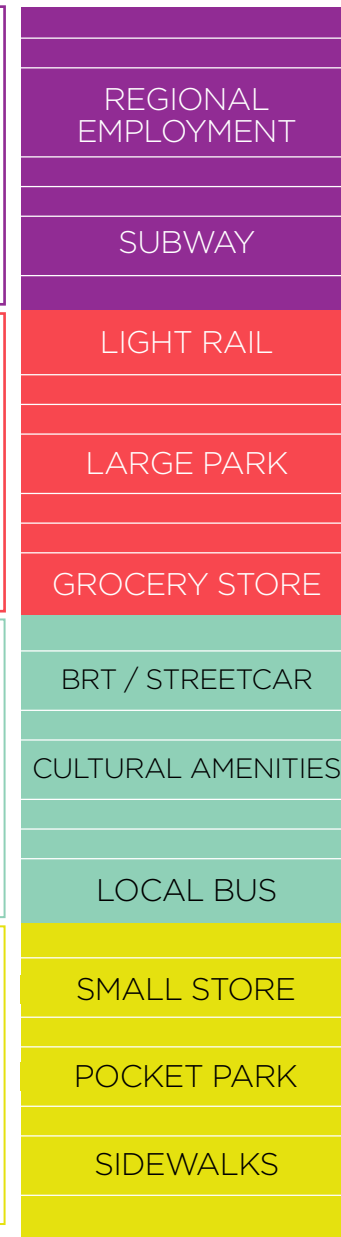


Activity Score Application

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



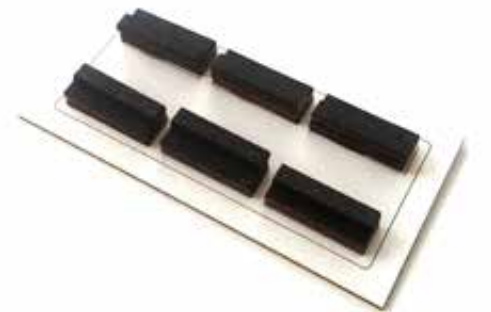
● **Park** (Full Block)



Single Family Houses



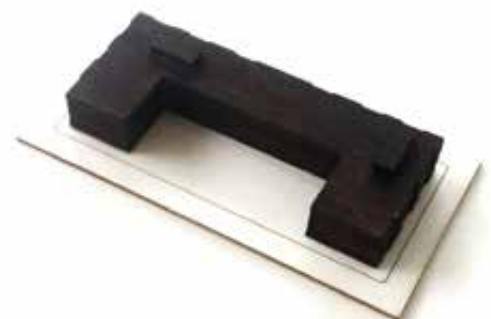
45 Population
0 Jobs
20 Dwelling Units



Townhouses (Half Block)



67 Population
0 Jobs
30 Dwelling Units



Mixed Use Residential (Half Block)

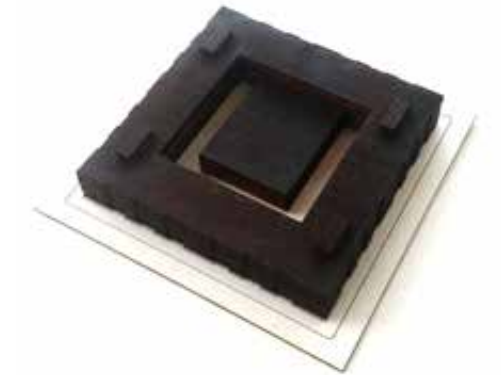


195 Population
34 Jobs
87 Dwelling Units

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



● **Baseball Stadium** (College Size)



Mixed Use Residential (Full Block)



418 Population
69 Jobs
187 Dwelling Units



Commercial Tower



0 Population
571 Jobs
0 Dwelling Units



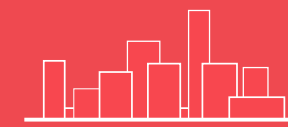
Residential Tower



245 Population
0 Jobs
113 Dwelling Units

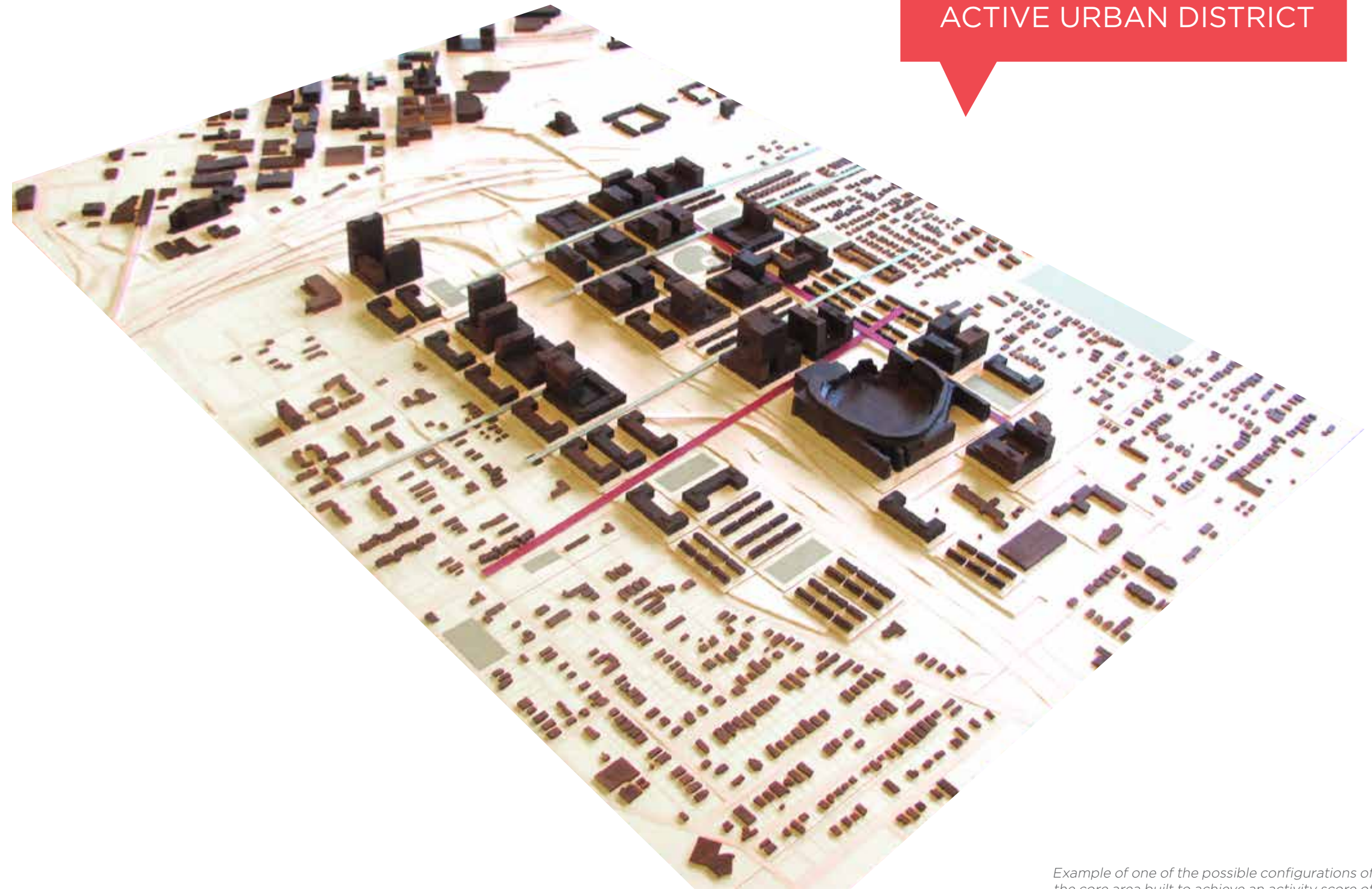
Building Blocks representing various types of development used to build a 3D model during the core area visioning

Activity Score: Community's Average



244

ACTIVE URBAN DISTRICT



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



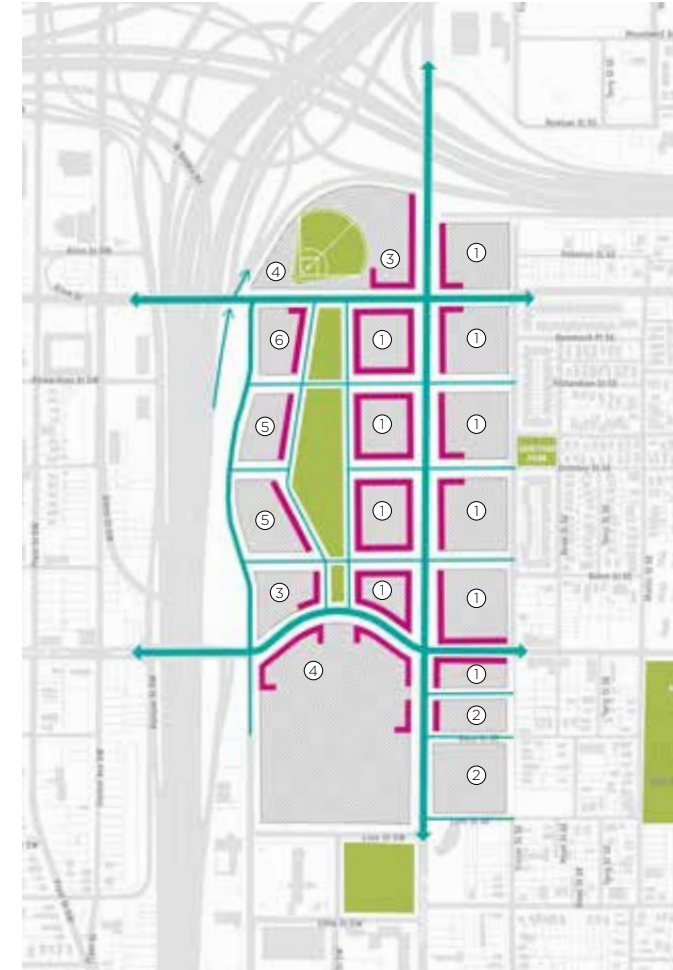
General Building Use

- 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

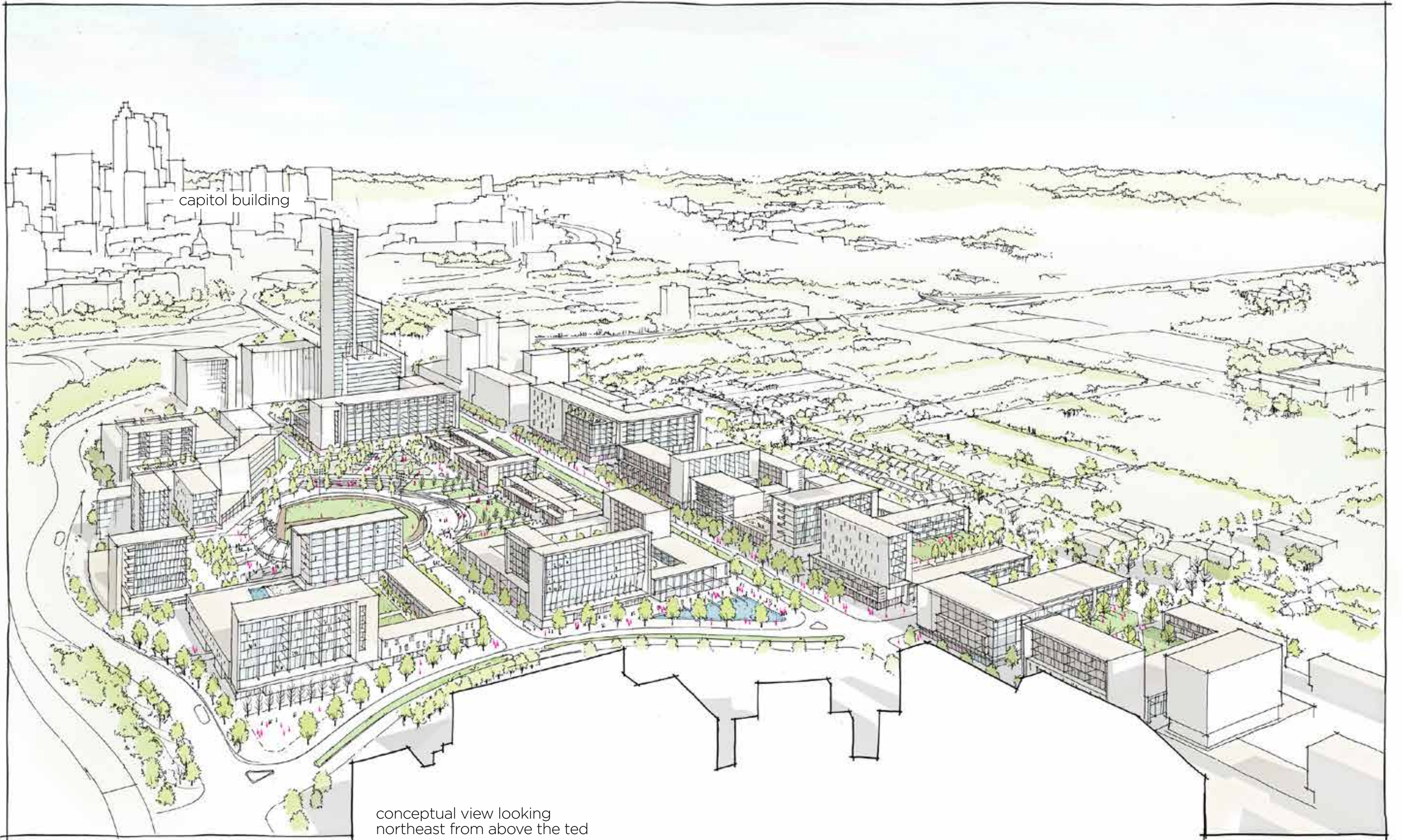
Ballpark Plaza

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

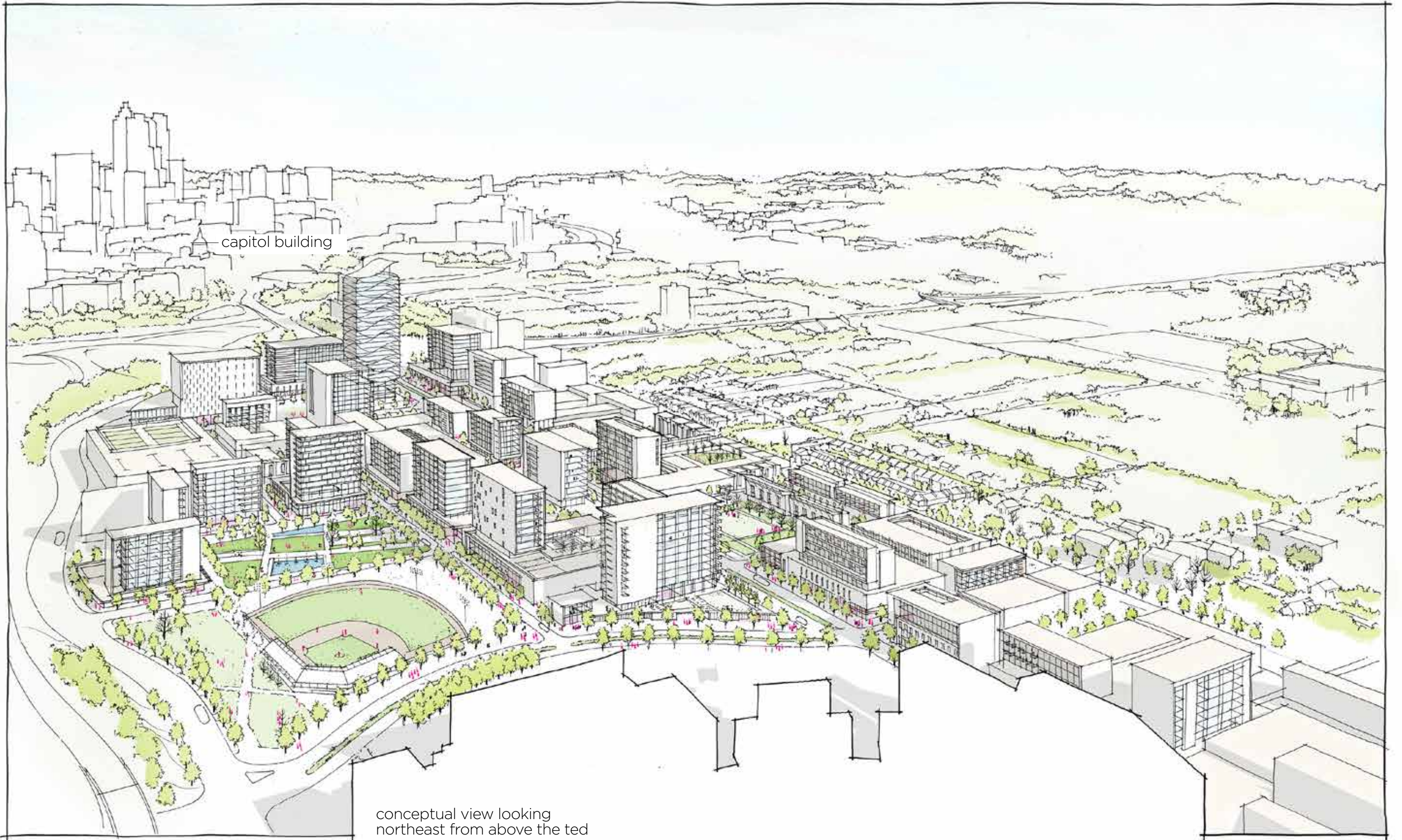
Neighborhood Squares

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

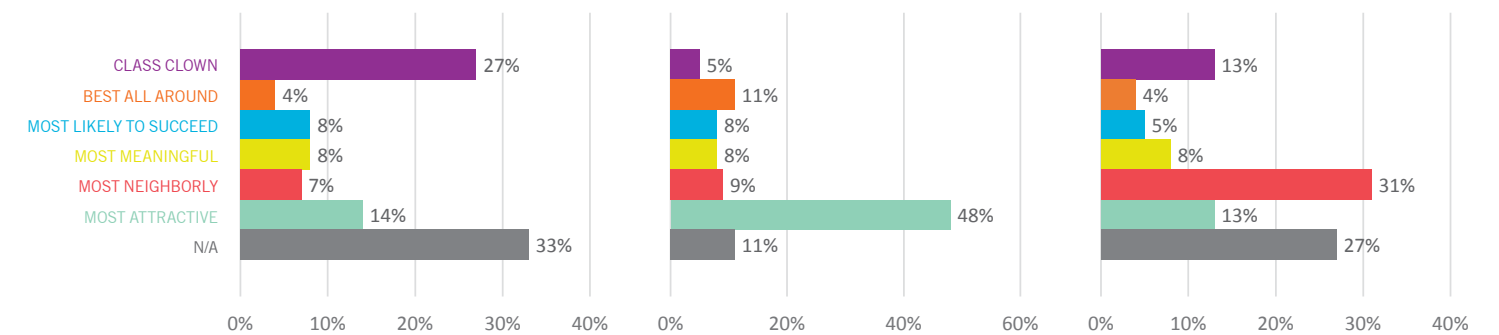
BALLPARK PLAZA



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

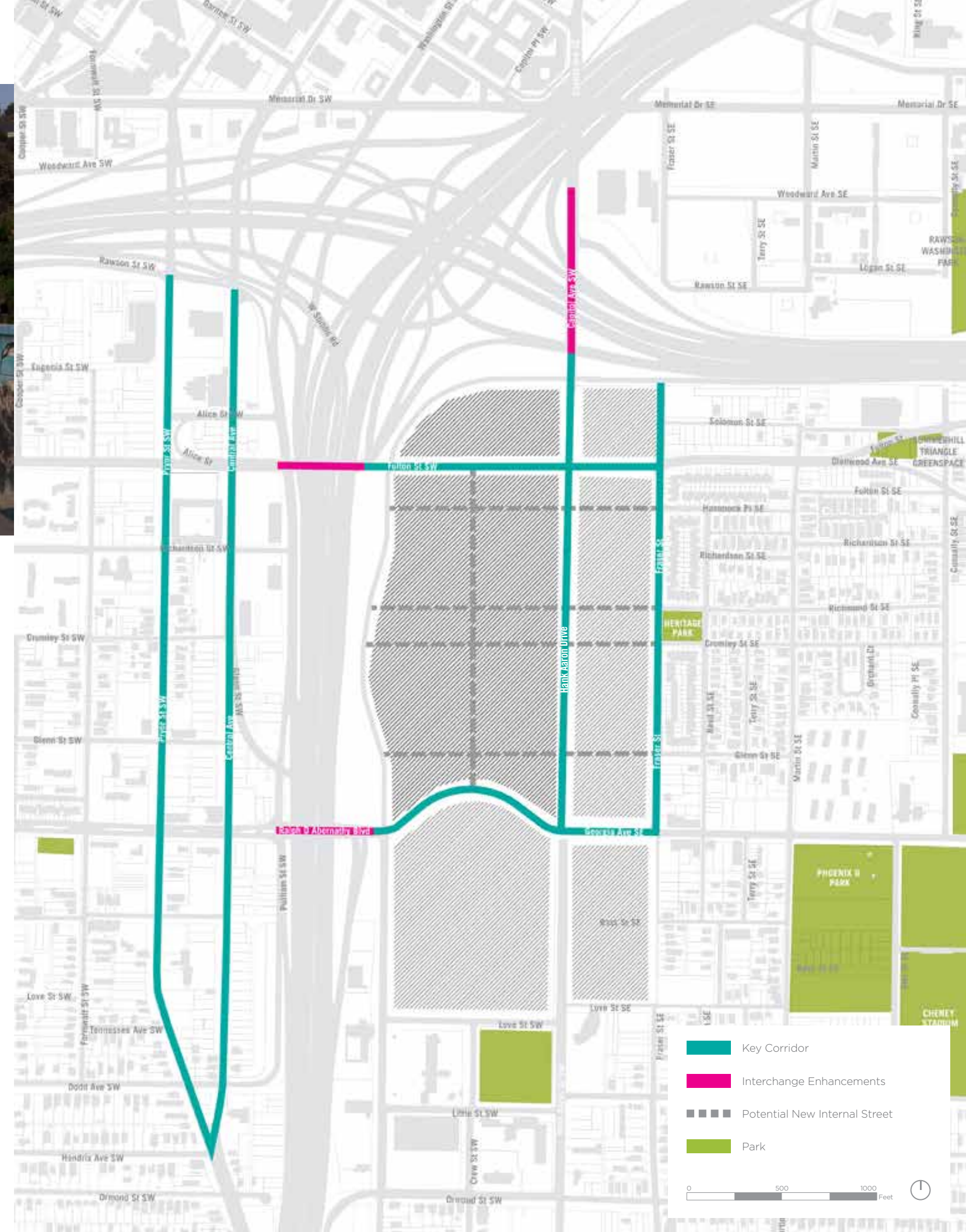
CAPITOL AVENUE / HANK AARON DRIVE: This is the main corridor connecting the Turner Field Core Area to Downtown on the north and the BeltLine on the south. Improvements to Hank Aaron Drive will be critical to maintaining traffic flow while enhancing bicycle, pedestrian, and transit activity. As redevelopment 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

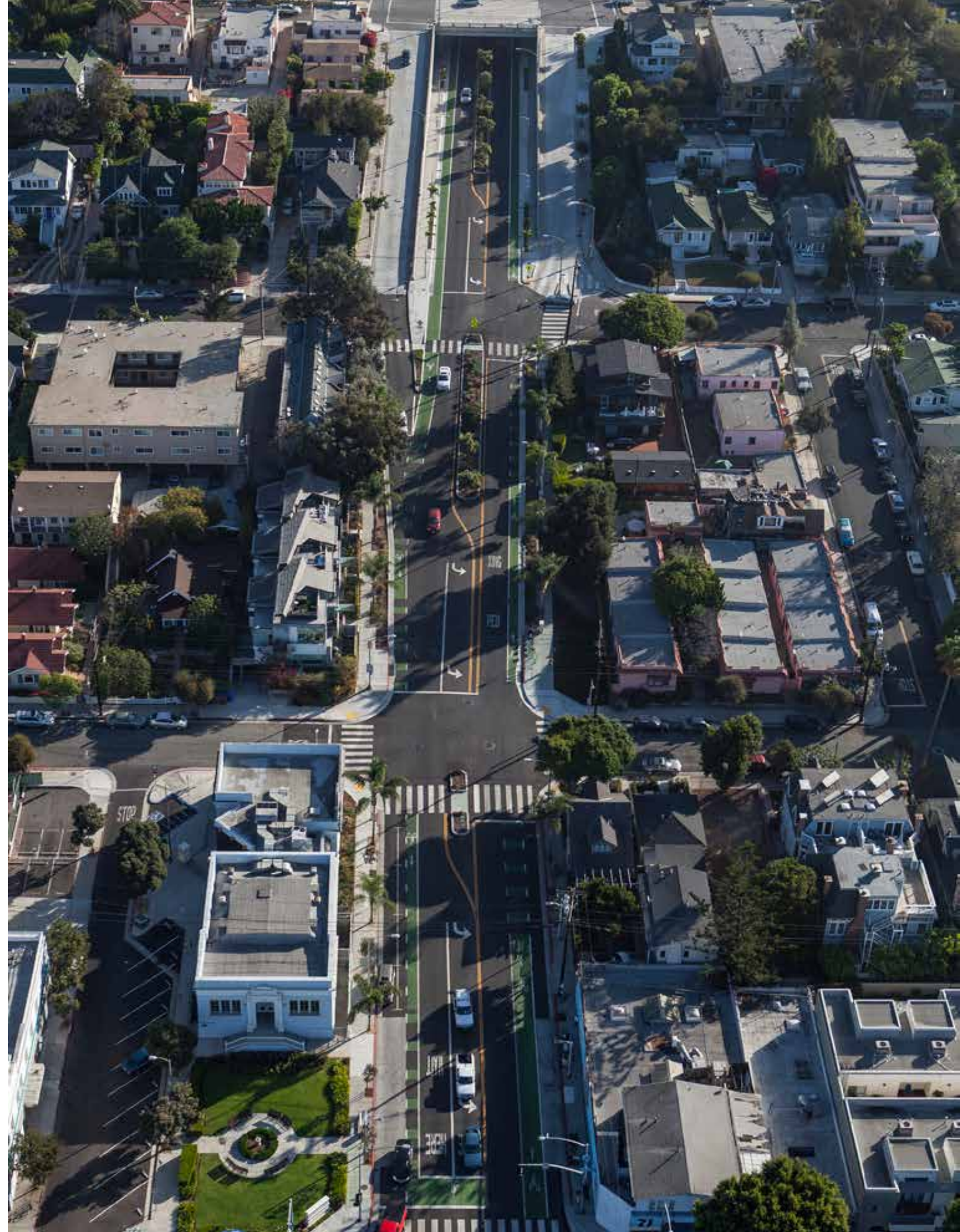
The Core Area should fully integrate pedestrian and bicycle best practices along all major roadways. Both within the Core Area and in adjacent areas, block sizes should remain small (generally 200-400 feet in length) to encourage walkability and active street level uses (retail, restaurants, etc.) should 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 Aaron 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.

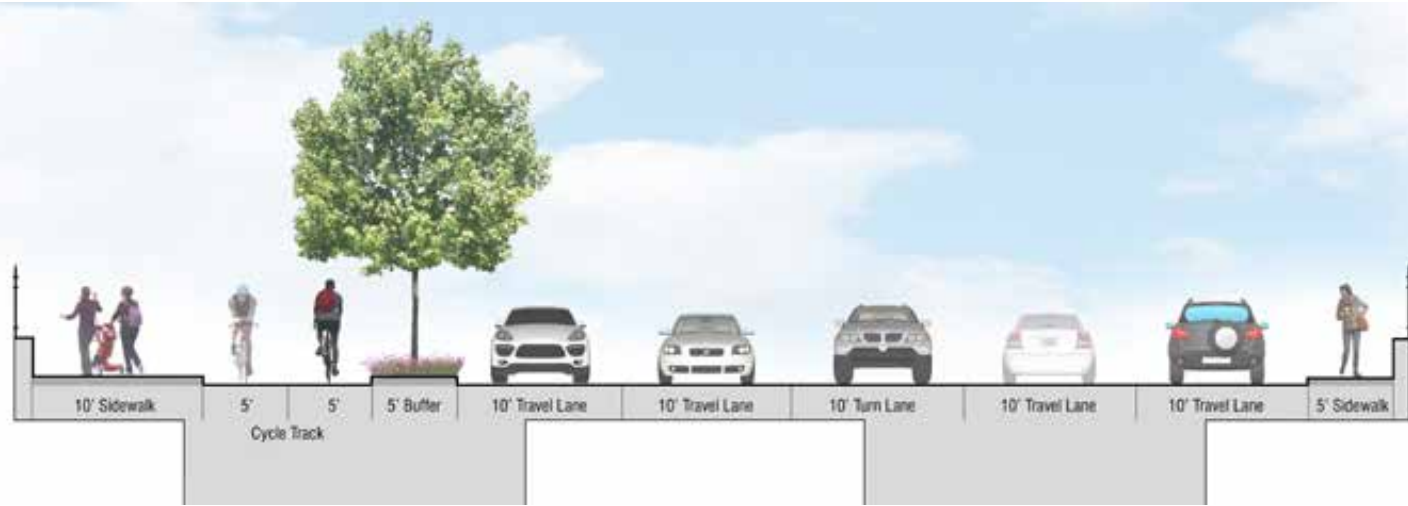
Enhancements should also be made under the Downtown Connection (I-75/85) to improve the pedestrian and bicycle environment and address safety concerns. Improvements for the underpass may include wider sidewalks, increased lighting, public art, and operational improvements.



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 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.

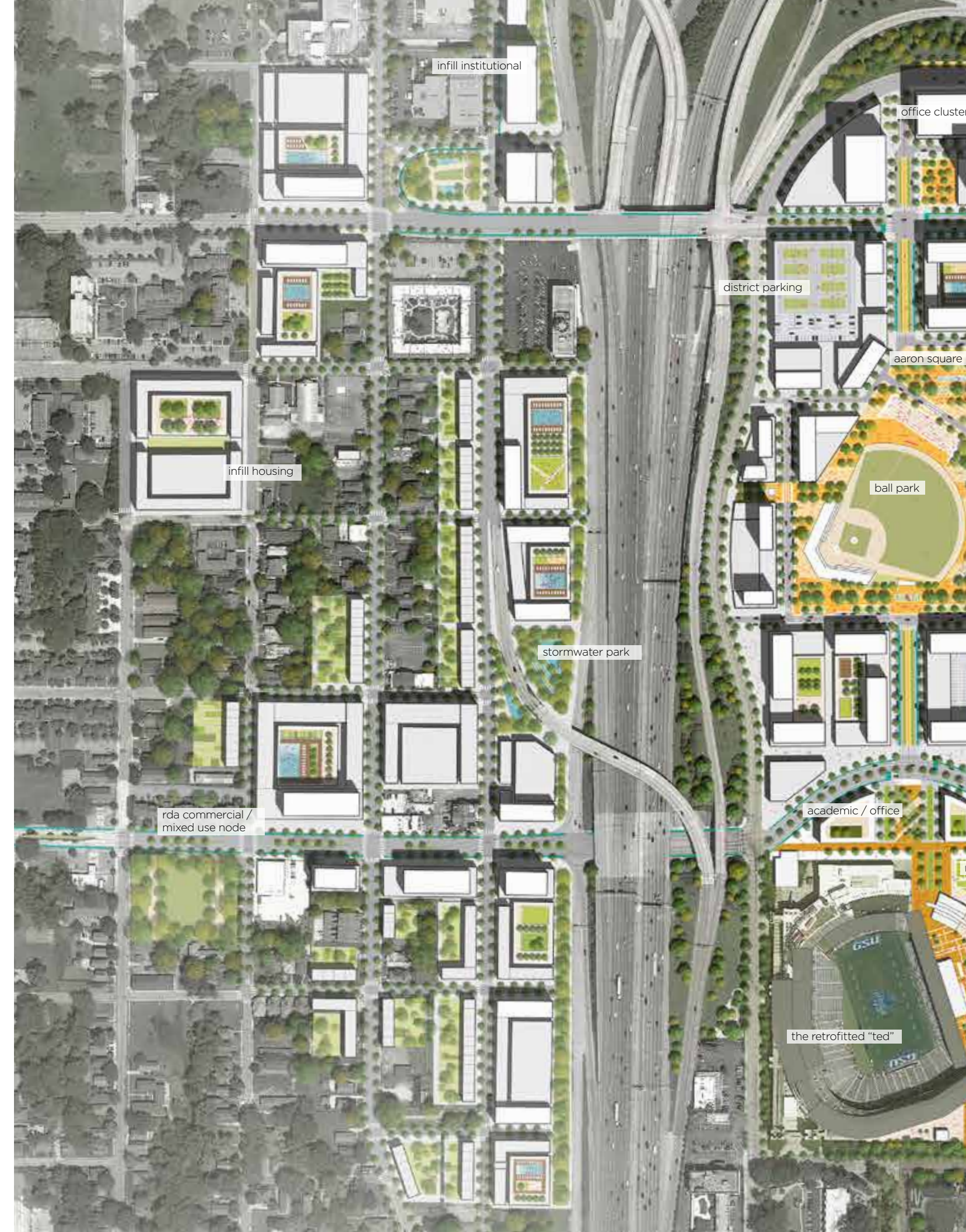
Additional Development

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.





Five Neighborhoods

Redefining Success
Revisiting the Neighborhood Plans
Neighborhood Identity
Issues, Assets and Opportunities

“The city is like a great house,
and the house in its turn a
small city.”

LEON BATTISTA ALBERTI, *ON THE ART OF BUILDING*



03 | 01 REDEFINING SUCCESS

Chapter 2 postulated that success for the core area may be defined by the perfect convergence of community vision, market reality and the site's DNA. While success in the neighborhoods is not independent from success in the core, it is more nuanced and reliant on a web of well-functioning connections. Like an individual that needs the security of shelter, the respite of nature, the fulfillment of an occupation and exposure to culture, a neighborhood needs similar elements to function successfully in the life of a city. Only when shelter, nature, opportunity and culture are present and thriving can a neighborhood be considered complete enough to support its residents. This was the lens through which the planning team approached each of the five stadium neighborhoods.



Five Connections for
a neighborhood that
lead to success

CONNECTIONS TO EACH OTHER

The architect's quote on the preceding page could not be more applicable to the analogy between an individual and a neighborhood. Families are made up of individuals with shared resources and outlooks, with common personality traits and sometimes differing opinions that lead to conflict. Like families, neighborhoods also have shared resources and a sense of common purpose even with plurality and diverging opinions among residents.

The strength and stability of a neighborhood lies in the connections it can enable between each of its residents, between residents and their environment, and to world beyond.

CONNECTIONS TO SHELTER

The single most important characteristic of a neighborhood is the fact that many people call it home. When shelter becomes scarce or inaccessible, the ability of a neighborhood to support itself is severely compromised.

The LCI has the potential market to drive demand for about 200 new units of housing annually to 2020 (see Appendix). The question is whether connections to this and other housing can be maintained for existing residents or those of limited means. Programs and policies like financial incentives and maintenance assistance are crucial to preserving housing for all household income levels.

CONNECTIONS TO NATURE

Parks were once indispensable for providing fresh clean air to cities choking in smoke. Today parks encourage physical activity and enable a beneficial psychological connection to nature.

The LCI area is fortunate to have several large neighborhood parks that contain a wide variety of passive and active recreation sites, as well as smaller pocket parks and community gardens. Grant Park is also within walking or biking distance to much of the area. The challenge will be to encourage residents to embrace all parks as their own, to improve connections to those parks, and to replace redundant facilities with a greater mix of programs and landscapes.



CONNECTIONS TO OPPORTUNITY

Access to education or a good job is a cornerstone of social stability and individual self-worth. Without opportunity, life can devolve into simple existence which can lead to social problems like crime, poverty, inadequate housing, poor diet, etc. When neighborhoods provide opportunity, however, they are defended and maintained.

This LCI is unique in that it can provide multiple connections to opportunity through development in the core (university and commercial), through Beltline development, through intensifying light industrial uses in the rail corridor, and through capitalizing on the proximity to Downtown and heavy rail, thus to major employment centers in the region.

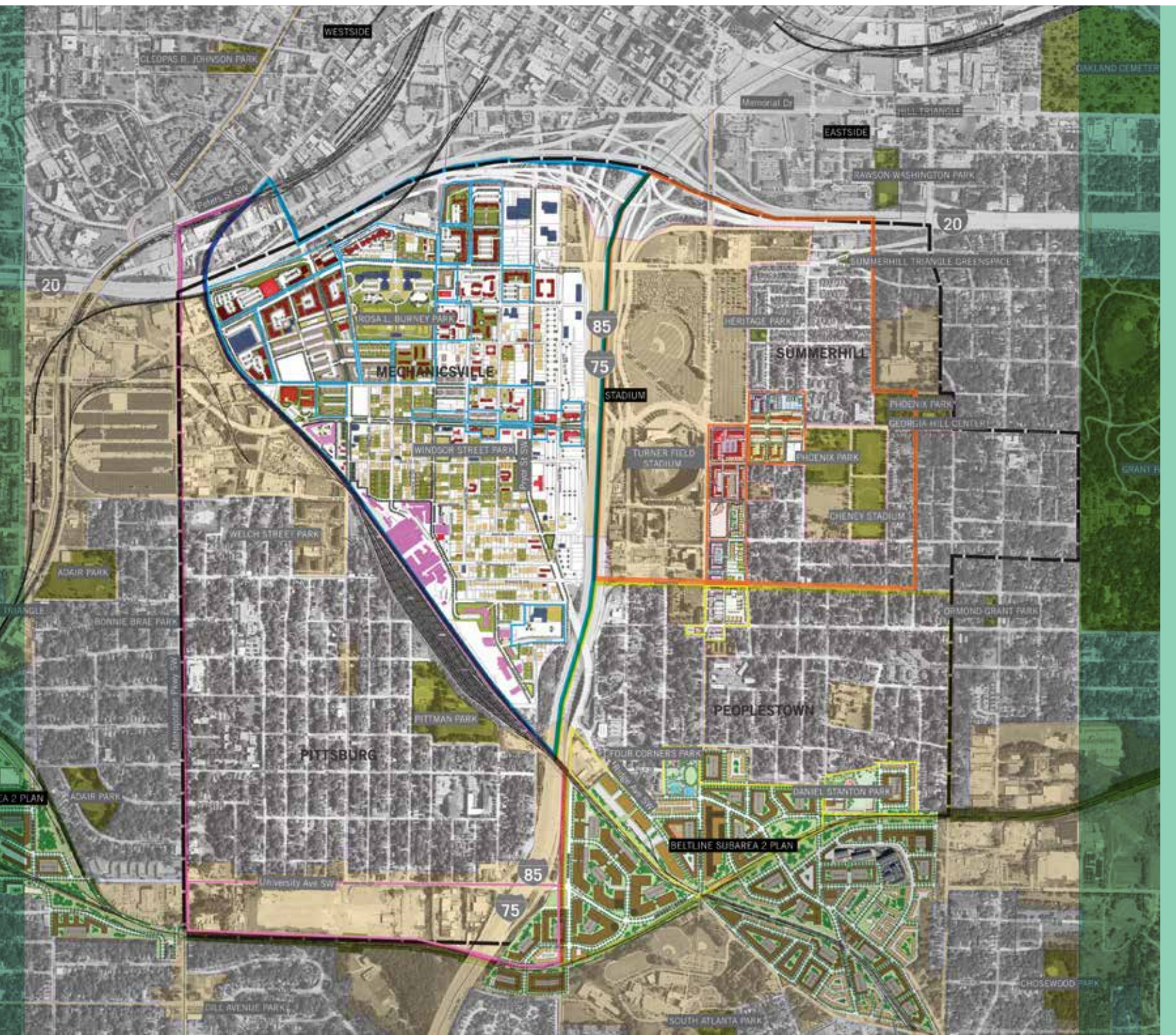
CONNECTIONS TO CULTURE

Every neighborhood comes together at least once a year to celebrate community and reacquaint residents with each other and with shared aspirations. This happens through festivals, block parties, carnivals, clean-ups, gallery walks or any number of events that bring people together formally or informally.

The departure of the Braves means that one cultural asset will be gone. The arrival of GSU however means there is an opening to create more cultural touchpoints than existed before. The LCI process began this transition through the convening of an arts focus group which should live on by organizing individual efforts in each neighborhood and act as a bridge to new happenings in the core.

“A lot of Atlanta was built during the last generation and it took on the attributes of people’s aspiration of that time.”

— TIM KEANE, COMMISSIONER, DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT



03 | 02 REVISITING THE NEIGHBORHOOD PLANS

Years of urban renewal, declining fortunes and demolition have split the once holistic near south side into neighborhood silos, each with a defensive front toward the city beyond its borders. Individual Community Redevelopment Plans, in addition to the Comprehensive Development Plan, are the official policy documents to guide their futures. This LCI is a platform to change the status quo and provide further guidance on policies and recommendations.

The planning team took the process to each neighborhood to discuss three things: how the core area development could benefit the neighborhood residents; how the neighborhoods could be better connected to each other while retaining their identities; and how LCI projects could be the basis for new investment. Informational presentations and lively dialogue resulted in a better sense of neighborhood priorities, from public safety to walkable streets to local services. The team encouraged participants to think holistically again, and to take on the task of updating their individual plans using the LCI as their point of departure.

The LCI will provide the foundation for future efforts to update individual neighborhood redevelopment plans.

Opposite page: Previous plans for the LCI Study Area

The **Mechanicsville** neighborhood in partnership with the Enterprise Foundation was the beneficiary of a 2004 Annenberg Foundation grant to update their pre-Olympic redevelopment plan. Done in concert with the HOPE VI redevelopment plan for the Atlanta Housing Authority's McDaniel-Glenn property, the Mechanicsville CRP Update is the most recent official policy document on record. Since then, much of the land identified for large-scale redevelopment has been cleared or improved, and incremental redevelopment advanced through the efforts of SUMMECH, the local community development corporation. Even though the 2004 CRP Update is more similar to an LCI than either Summerhill or Peoplestown, this effort represents a much needed invigoration of Mechanicsville's planning landscape.

**MECHANICSVILLE
REDEVELOPMENT PLAN
UPDATE**

Pittsburgh is in the final stages of completing their most recent planning document, *Preservation of Pittsburgh*. Supported by the Annie E. Casey Foundation, Pittsburgh has had more follow-up efforts since their initial urban redevelopment plan was completed in 2001.

Preservation of Pittsburgh integrates prior plans and related planning for Beltline Subarea 1 into one comprehensive document that has specific recommendations for housing, economic development and transportation as well as standards for urban design and sustainability. Community engagement centered on a week-long design charrette with a resident leadership team providing ongoing guidance. This plan will be adopted by City Council over the next few months.

**PITTSBURGH
COMMUNITY
REDEVELOPMENT
PLAN**

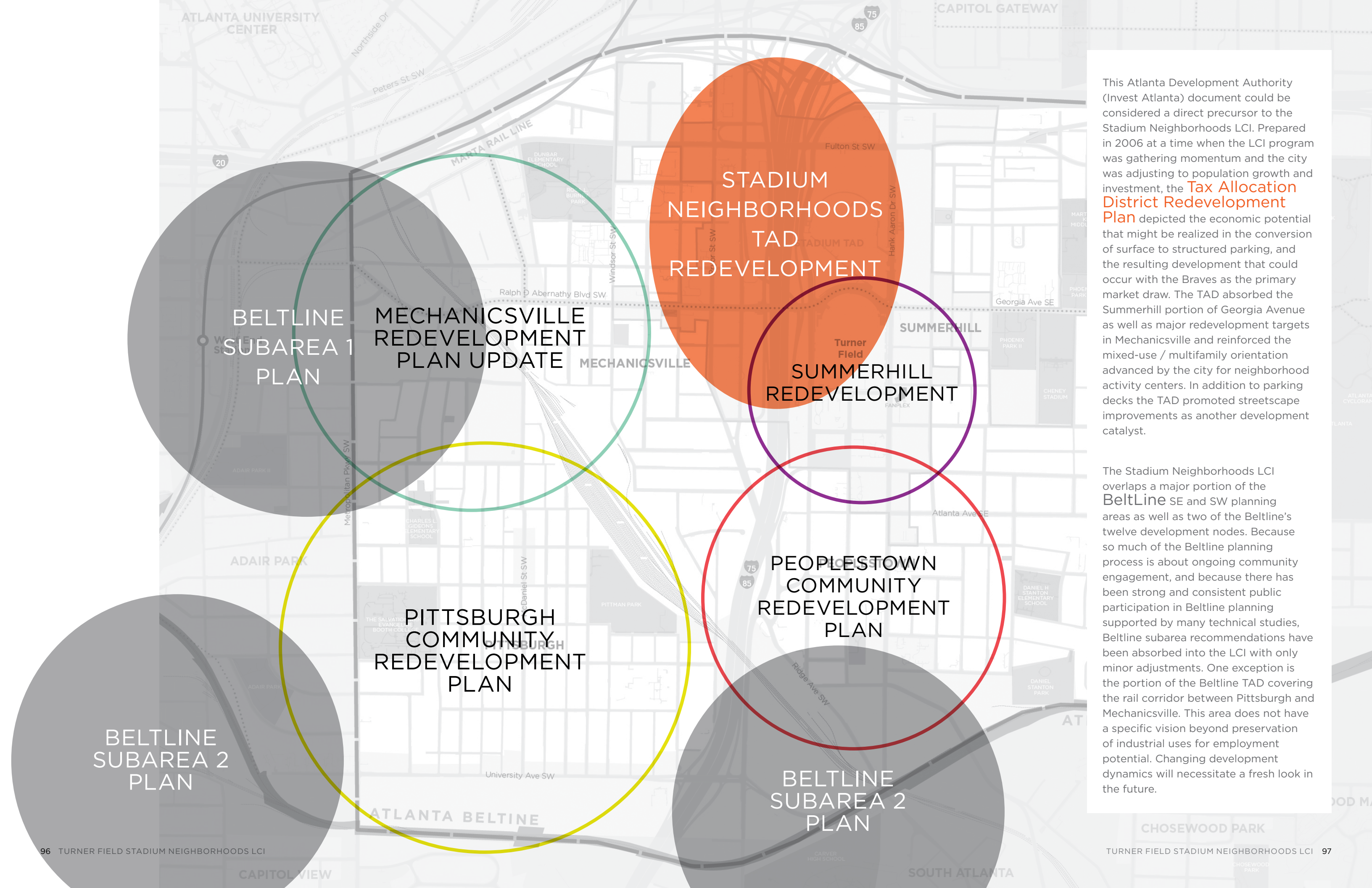
**SUMMERHILL
REDEVELOPMENT
PLAN UPDATE**

Summerhill is dominated by Turner Field and related parking, and so most of the recent planning for the neighborhood has been dictated by conversations over the future of the stadium. The most recent city-adopted plan on record is the 2006 update to the 1993 pre-Olympic urban redevelopment plan. This document paralleled the 2006 Stadium TAD Redevelopment Plan and set in motion CDP land use and quality-of-life zoning changes, most significantly the MRC-3C that governs development on the Turner Field parking lots. The plan recommended housing redevelopment projects throughout the neighborhood.

More recently, Park Pride worked with the Summerhill neighborhood to prepare a parks vision plan. The primary recommendations include significant improvements to Phoenix Park II and III, renovation of Heritage Park, major new parks in the Turner Field redevelopment, and a green connection spanning I- 75/85. These vision plan elements are integrated into the LCI.

**PEOPLESTOWN
COMMUNITY
REDEVELOPMENT
PLAN**

Like Summerhill, **Peoplestown** was impacted by Olympic planning and the Stadium TAD. The 2006 update to the 1996 Community Redevelopment Plan (CRP) is similar to the Summerhill update in that it proposes land use and zoning changes to reflect the importance of a new vision for Hank Aaron Drive. However, Peoplestown also includes a major portion of Beltline Subarea 2 and the CRP update reflects that planning precedent by factoring in mixed-use / transit oriented development as well as light industrial flanking the active railroad corridor. Beltline planning continued with the 2009 Peoplestown Parks Master Plan which led to major improvements to DL Stanton Park. Additional park projects were validated by the LCI process and are reflected in the action plan.



BELTLINE
SUBAREA 1
PLAN

MECHANICSVILLE
REDEVELOPMENT
PLAN UPDATE

STADIUM
NEIGHBORHOODS
TAD
REDEVELOPMENT

SUMMERHILL
REDEVELOPMENT

PEOPLESTOWN
COMMUNITY
REDEVELOPMENT
PLAN

PITTSBURGH
COMMUNITY
REDEVELOPMENT
PLAN

BELTLINE
SUBAREA 2
PLAN

BELTLINE
SUBAREA 2
PLAN

This Atlanta Development Authority (Invest Atlanta) document could be considered a direct precursor to the Stadium Neighborhoods LCI. Prepared in 2006 at a time when the LCI program was gathering momentum and the city was adjusting to population growth and investment, the **Tax Allocation District Redevelopment Plan** depicted the economic potential that might be realized in the conversion of surface to structured parking, and the resulting development that could occur with the Braves as the primary market draw. The TAD absorbed the Summerhill portion of Georgia Avenue as well as major redevelopment targets in Mechanicsville and reinforced the mixed-use / multifamily orientation advanced by the city for neighborhood activity centers. In addition to parking decks the TAD promoted streetscape improvements as another development catalyst.

The Stadium Neighborhoods LCI overlaps a major portion of the **BeltLine** SE and SW planning areas as well as two of the Beltline's twelve development nodes. Because so much of the Beltline planning process is about ongoing community engagement, and because there has been strong and consistent public participation in Beltline planning supported by many technical studies, Beltline subarea recommendations have been absorbed into the LCI with only minor adjustments. One exception is the portion of the Beltline TAD covering the rail corridor between Pittsburgh and Mechanicsville. This area does not have a specific vision beyond preservation of industrial uses for employment potential. Changing development dynamics will necessitate a fresh look in the future.

“My favorite thing about my neighborhood is the public library”

— ANNETTE WRIGHT, PEOPLESTOWN RESIDENT



03 | 03 NEIGHBORHOOD IDENTITY

Atlanta is a city of neighborhoods forged by early settlement and streetcar infrastructure, hardened by urban renewal and sometimes uncontextual developments. Consistent with national trends that plagued inner cities in the 1960s, 70s and 80s, the five stadium neighborhoods experienced common challenges that drove them to a heightened sense of self-awareness and preservation. Direct representation in the city’s planning processes through the NPU system was productive, but it also meant that while each neighborhood got a degree of personal attention, it encouraged them to turn into silos.

It is now critical for the neighborhoods to think beyond their borders, to a future of collaboration and partnership with core institutions and businesses. Much of the dialogue at the individual neighborhood workshops probed the challenges and opportunities with becoming Stadium Neighborhoods while preserving their core identities which made them so resilient in the past.

By affirming their individual identities each neighborhood can move toward a common purpose as The Stadium Neighborhoods in the future.

Summerhill

Summerhill is the oldest stadium neighborhood of the five, having been established immediately after the Civil War. While freed slaves were some of the earliest settlers, the neighborhood evolved into diverse mix of African-Americans and whites - particularly the Jewish immigrant community that was critical in founding institutions like Piedmont Hospital and Rich's. Those who know Summerhill know it was also once home to icons like Mayor Sam Massell and builder Herman Russell.

Today, Summerhill's cultural identity is linked to the Olympics and Braves baseball, with Hank Aaron's record-breaking achievement still as fresh as it was in 1974. Despite the burden of game day congestion, Summerhill residents identify with cheering fans and fireworks over Turner Field as much as they do with front porches and families. They are also proud of their superb view of Downtown and their Olympic legacy monuments.

It will be important in the future to support art installations like Living Walls and restore or recontextualize the Olympic monuments including Turner Field which many residents consider a work of art. Festivals are also a big part of Summerhill's character, and places like Phoenix Park and FanPlex will be essential to keeping the Summerhill community together, involved and energized.

Georgia Avenue was once the commercial center of the neighborhood. Its revitalization will bring much needed services.



Showcase of Summerhill's culture and identity as seen by various residents and visitors. Instagram #summerhillatl



Showcase of Peoplestown's culture and identity as seen by various residents and visitors. Instagram #peoplestown

Peoplestown

Peoplestown owes its name to the Peoples family, whose large land holdings were developed in the 1880s into an early streetcar suburb centered on the Capitol Avenue line. Like other Atlanta neighborhoods, Peoplestown was racially segregated with African-Americans occupying more modest homes in the eastern half and whites living in the blocks bound by Little to the north and Kendrick to the south. With the construction of Interstate 75/85 the prestigious Washington Street area was heavily impacted by demolition; and environmental issues on industrial land along the rail lines in the southern end of the neighborhood further affected Peoplestown's fortunes.

Perhaps because of this, resilience and community spirit drives Peoplestown's identity today. The center of the neighborhood is unquestionably Four Corners Park and the adjacent Emmaus House, where much of the civil rights activism and community self-help was anchored. McGruder's Grocery and DH Stanton Park along the BeltLine also fill an important cultural and recreational role in this core.

Short of achieving the kind of transformation associated with the Beltline buildout, the most important projects in Peoplestown have to do with realizing the Parks Vision Plan and strengthening Hank Aaron Drive as the neighborhood's signature street. Providing a place where residents can express themselves, like a portion of the brownfield land along Boynton Avenue, will be important to maintaining the heart of this community.



Pittsburgh

The Pegram Shops of the Southern Railway played a formative role in two LCI neighborhoods. As the largest locomotive servicing facility between Washington DC and New Orleans, Pegram provided the area with good paying jobs as well as abundant coal smoke, inspiring the name Pittsburgh after the Smoky City of steel. However unlike its neighborhood Mechanicsville, Pittsburg was literally and figuratively the “other side of the tracks” where houses were smaller and incomes lower.



As a result of its relative isolation, Pittsburgh developed and maintained the trappings of a small town complete with a main street (McDaniel), dense housing, small lots, factories, schools, and several institutions including two seminaries and Clark College. This richness carries through to the neighborhood’s identity today, compounded by the BeltLine, the Kroc Center and the major redevelopment opportunity at the Annie E. Casey University Avenue site.



Pittsburgh probably contains more small-scale cultural interventions than any other LCI neighborhood. This includes garden plots, murals, folk architecture and the like. Combined with the narrow streets and small blocks it gives the feeling of a tight-knit place even though many of the properties are boarded up or in disrepair. Improving McDaniel Street to focus the neighborhood’s energy and identity will help it evolve with a sense of purpose, much as Carroll Street does for Cabbagetown.



Showcase of Pittsburgh’s culture and identity as seen by various residents and visitors. Instagram #pittsburghatl



Mechanicsville

Also indebted to the railroad for its name, Mechanicsville was able to claim Pegasus Shops as its own. Its residents formed the bulk of the shops' skilled workforce and consequently the neighborhood was more wealthy and diverse than Pittsburgh. Mechanicsville also had Pryor Street as the equivalent to Washington and Capitol, with a similar population of middle-class Jewish immigrants.



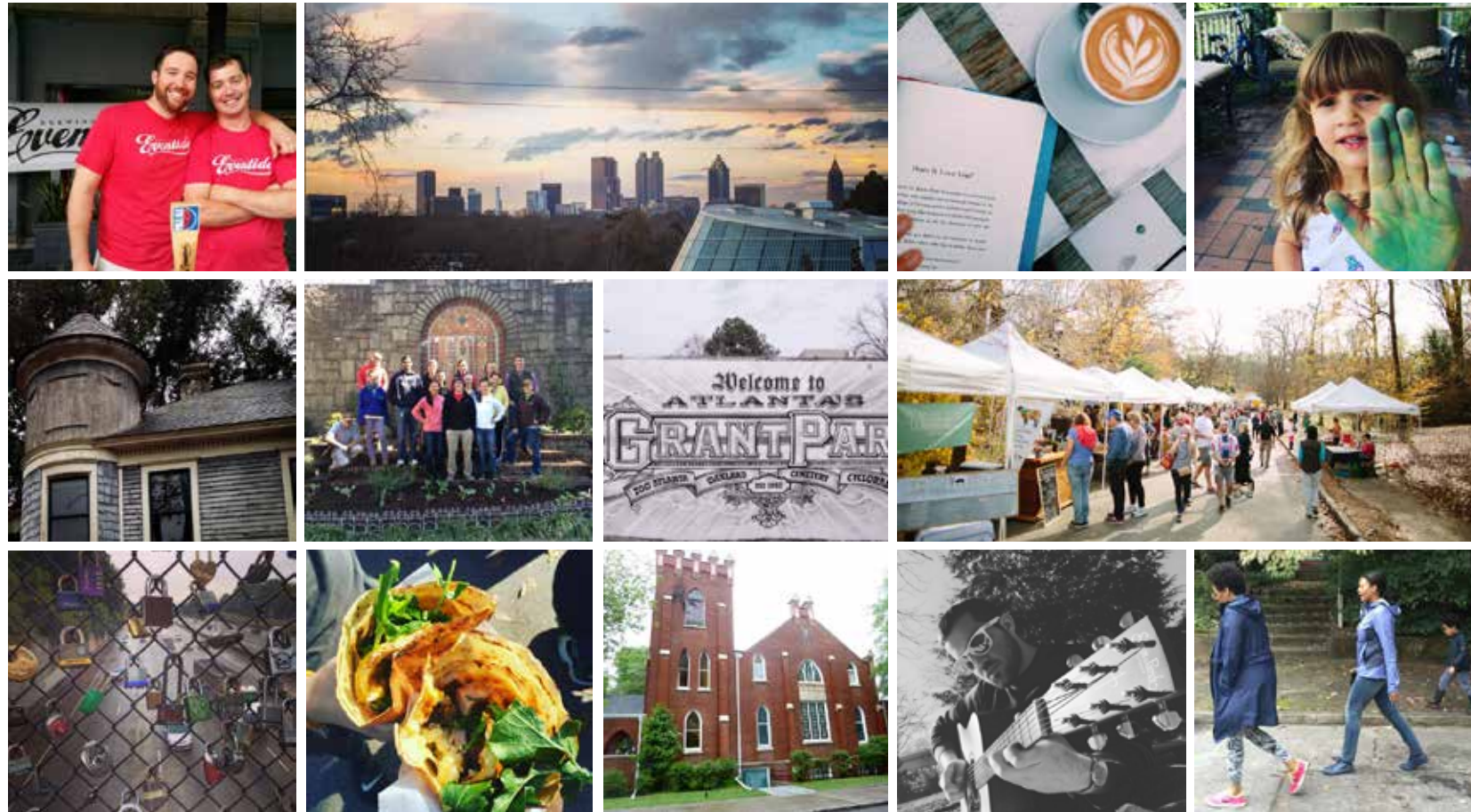
Interstate construction and stadium parking claimed almost as much of Mechanicsville as Summerhill. Added to this was the blighting effect of outdated public housing. Most of Mechanicsville's residents now identify with the history of the shops and workers, and with the remaining historic buildings along Ralph David Abernathy Boulevard.



Yet the Dunbar Center, Rosa Burney Park and the new mixed-income conversion of AHA's McDaniel Glenn is adding another emerging dimension to Mechanicsville's identity. The loft renovation of several warehouse buildings plus the planned Atlanta Lettuce Works urban farm is taking the culture of Mechanicsville in a new direction. Linking these developments to the neighborhood's industrial history will distinguish it from its LCI partners.



Showcase of Mechanicsville's culture and identity as seen by various residents and visitors. Instagram #mechanicsville



Showcase of Grant Park's culture and identity as seen by various residents and visitors. Instagram #grantparkatl

Grant Park

Only a small portion of Grant Park is included in the LCI planning area. Those familiar with Atlanta however know that Grant Park is one of the earliest suburban expansions in the city, and that it was at the forefront of the neighborhood revitalization renaissance of the 1980s and 1990s. The character and identity of the neighborhood is inseparable from its namesake park, Atlanta's Zoo and from the historic homes and architecture, many of which are marked with the Grant Park Neighborhood Association sunburst.

Grant Park is also the only LCI neighborhood to extend north of I-20, with the result that many residents claim Memorial Drive restaurants and Oakland Cemetery as their own. Yet new events like Farmer's Market and institutions like the Neighborhood Charter School are expanding what Atlantans think of when they think of Grant Park

Far from needing to cultivate an identity, Grant Park has so many cultural resources that it can afford to share them with other LCI neighborhoods. Grant Park stakeholders can be active participants in the transformation of Georgia Avenue retail district; and the GPNO can continue to support the Grant Park Conservancy so that it can expand its efforts on the park's natural and historic landscapes, benefitting the entire LCI area.



“I would like to see this neighborhood going back to the original state that it was before 75, the Olympics and other things. Peoplestown, Mechanicsville and other neighborhoods were within walking distance and people interacted.”

— YASIN OFUNMUYIWA EFUNDELE, SUMMERHILL RESIDENT



03 | **04** ISSUES, ASSETS & OPPORTUNITIES

Three months of public commentary took place before the planning team invited individual conversations with each neighborhood. During that period there was an outpouring of thought ranging from expressions of anxiety to hopes for more resources and better security, to questions regarding the LCI process, efficacy and development timeline. Many of these themes were echoed in the neighborhood workshops and a host of new ones were raised.

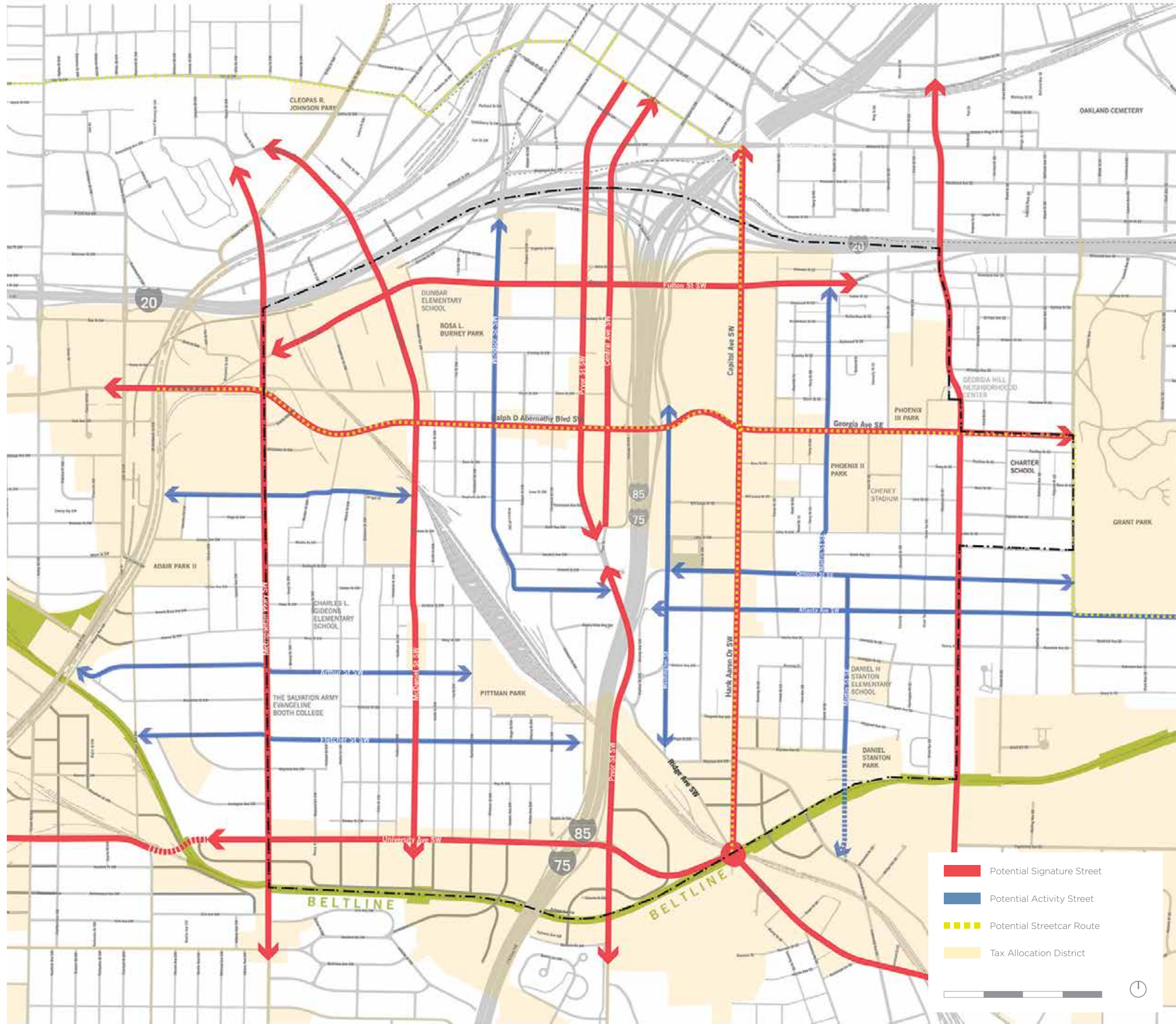
The maps on the following pages aggregate neighborhood comments and suggestions into three categories – transportation / connectivity, land use / development, and open space. These categories remained consistent across all neighborhood workshops, using the early input as the point of departure. While many conversations included topics and recommendations that were part of prior plans, the participants all reoriented themselves to the new reality of a dense and dynamic core and what that meant for their neighborhood's evolution.

Enhancing connectivity between neighborhoods and back to the core area was paramount in the minds of stakeholders..

Neighborhood Suggestions Transportation

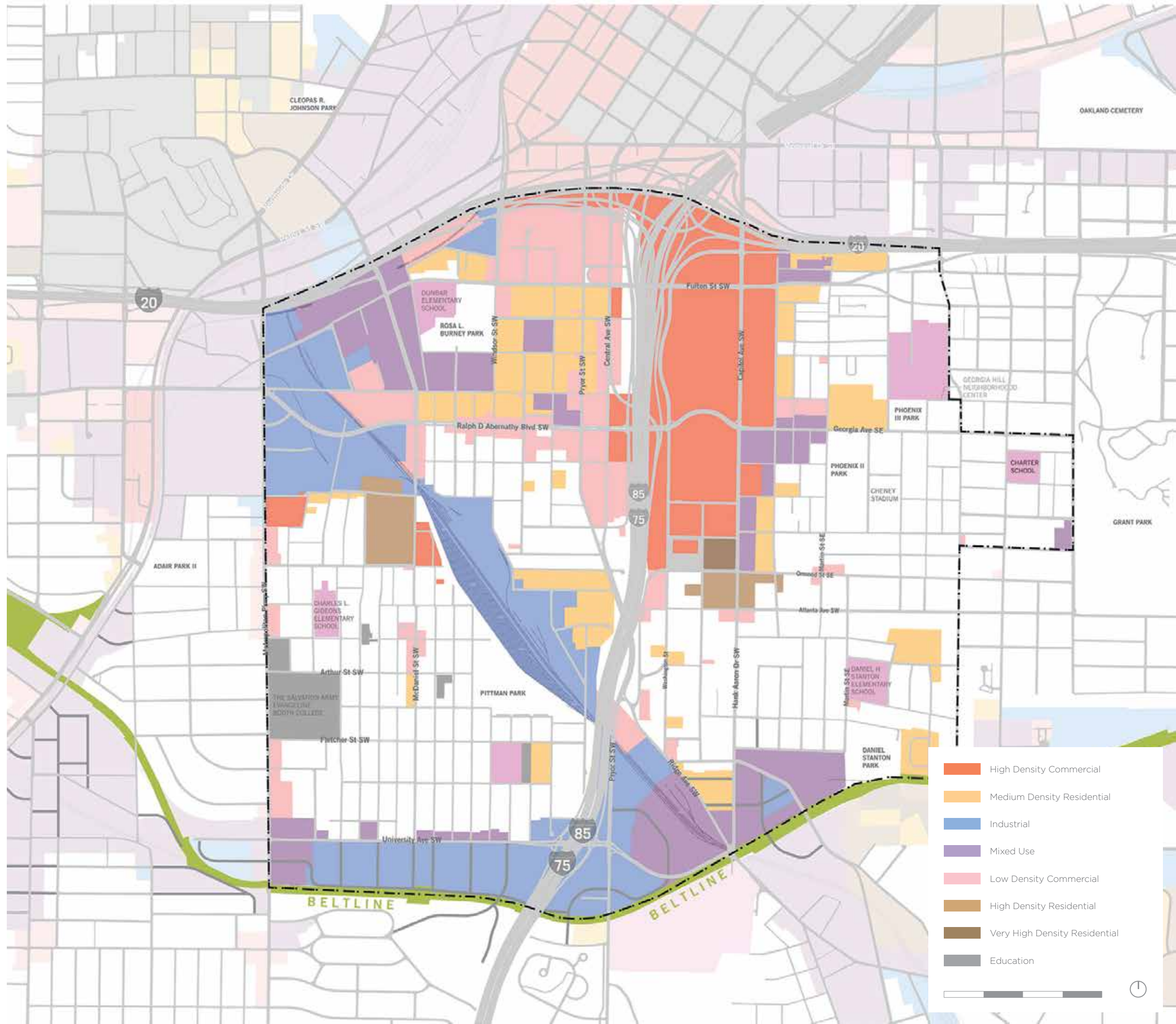
- Need traffic calming around Stanton Elementary in Peoplestown
- Support for two-way conversion of Atlanta Avenue
- Use Peachtree/West Peachtree as a model for Pryor/Central
- Address unsafe vehicular patterns at Spring Street underpass
- Add streetscapes to Glenn Street (Mechanicsville) and Garibaldi Street (Pittsburgh)
- Improve RR crossing at Fortress Street
- Better bike/ped connections to Capitol View library
- General pedestrian safety
- Transit/Streetcar should go down Milton Avenue and not Hank Aaron Drive to BeltLine
- Arthur Street, Fletcher Street and Shelton Avenue were identified as secondary streets to be considered for streetscape improvements at a later phase
- Reestablish McDaniel Street as a neighborhood commercial street

LCI Study Area Connectivity Analysis Map used by the planning team during the neighborhood workshops for feedback and discussion.



Nighborhood Suggestions Land Use and Development

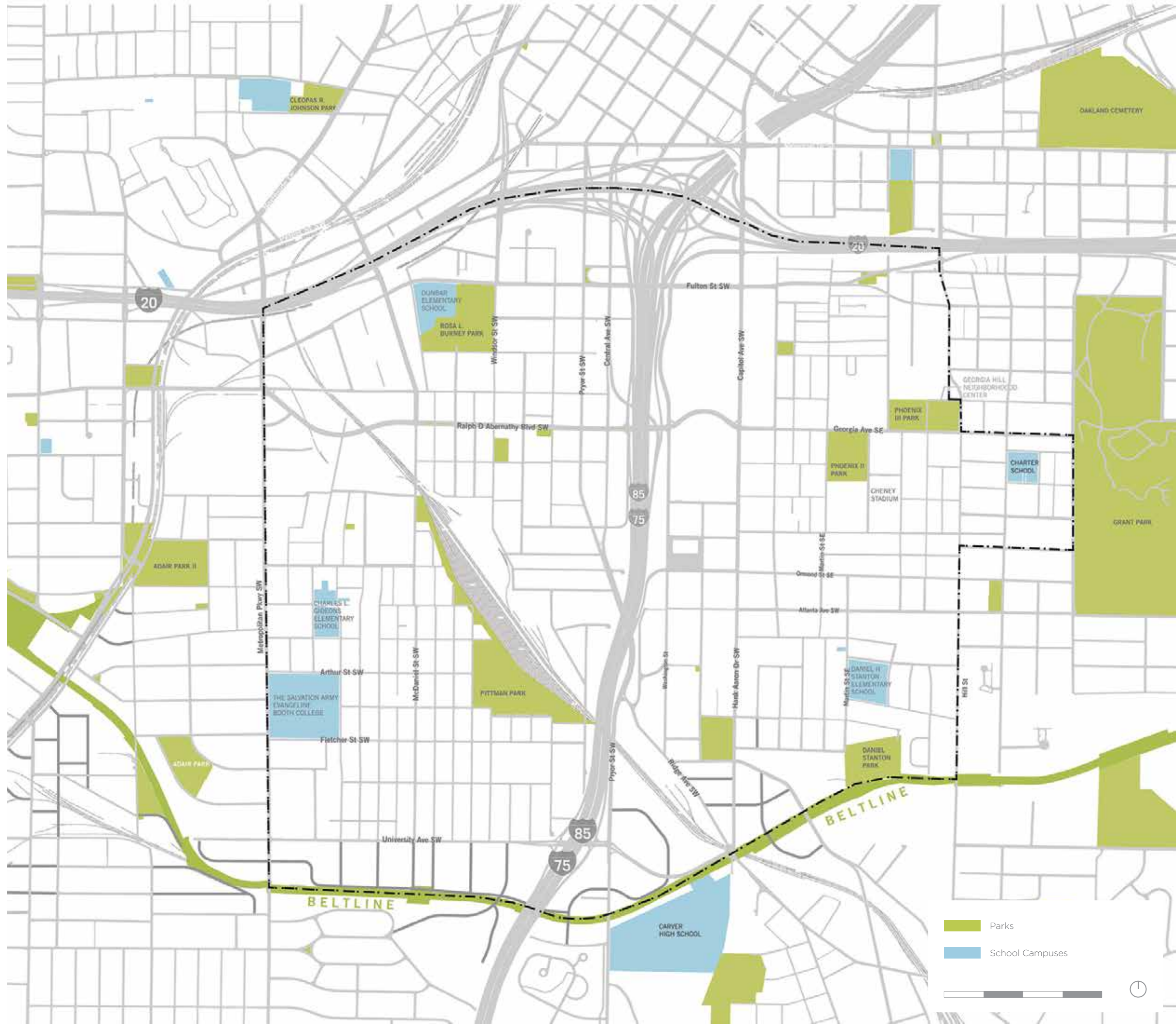
- Rehabilitation of Georgia Avenue storefronts a priority
- Medium-density mixed-use/residential in Summerhill north of Fulton
- More housing, possible grocery store in Mechanicsville north of Fulton
- Include neighborhood retail in future development along Pryor Street
- Preserve “grand houses” along Hank Aaron
- Improve/redevelop low density housing along Grant Way in Peoplestown
- Redevelop industrial north of Shelton Avenue in Pittsburgh into loft / entertainment district



LCI Study Area Future Land Use Map used by the planning team during the neighborhood workshops for feedback and discussion.

Neighborhood Suggestions Open Space

- Need community recreation center in Peoplestown
- Art/sculpture park at Boynton Avenue site
- Clean/improve overgrown parcel along Fortress Street
- Pittman Park needs improvement - better lighting, parking and cameras
- Activate back edge of Pittman Park with street or greenway
- Coordinate use of vacant land adjacent to Cheney Stadium with APS
- Prioritize BeltLine access
- Improve street connectivity to Stanton Park

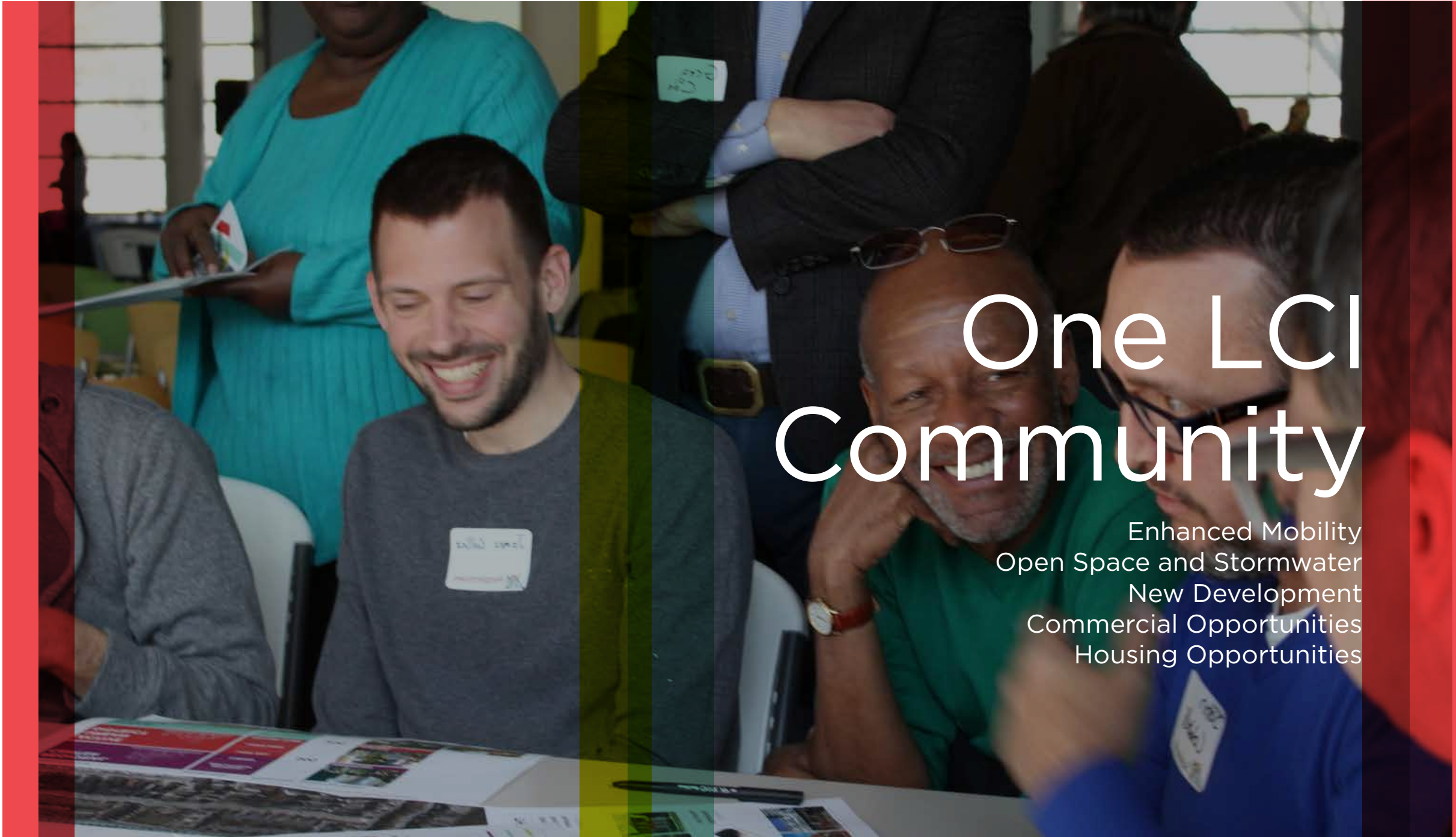


LCI Study Area Open Space Network Map used by the planning team during the neighborhood workshops for feedback and discussion.

Parks
 School Campuses



04



One LCI Community

Enhanced Mobility
Open Space and Stormwater
New Development
Commercial Opportunities
Housing Opportunities

“This plan gives us an opportunity to put into place a pattern of growth and building and architecture that can be a model for how we want Atlanta to be in the future.”

— TIM KEANE, COMMISSIONER, DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT



04 | 01 ENHANCED MOBILITY

The LCI planning process included a series of stakeholder interviews, meetings with local agencies, business owners, property owners, and area residents; see Appendix. Through multiple forms of public outreach and discussion a series of priority issues, challenges, and opportunities were identified to support enhanced mobility for local residents and visitors to the LCI Study Area. Examples include:

- Improve and expand bicycle and pedestrian facilities for enhanced safety and mobility
- Improve vehicular and pedestrian connectivity especially over the railroads, and I-75/85 connector and I-20
- Create safe pedestrian and bicycle connections to future BeltLine
- Maintain on-street parking in neighborhoods which residents rely on
- Provide access to transit
- Improve streetscapes for neighborhood beautification

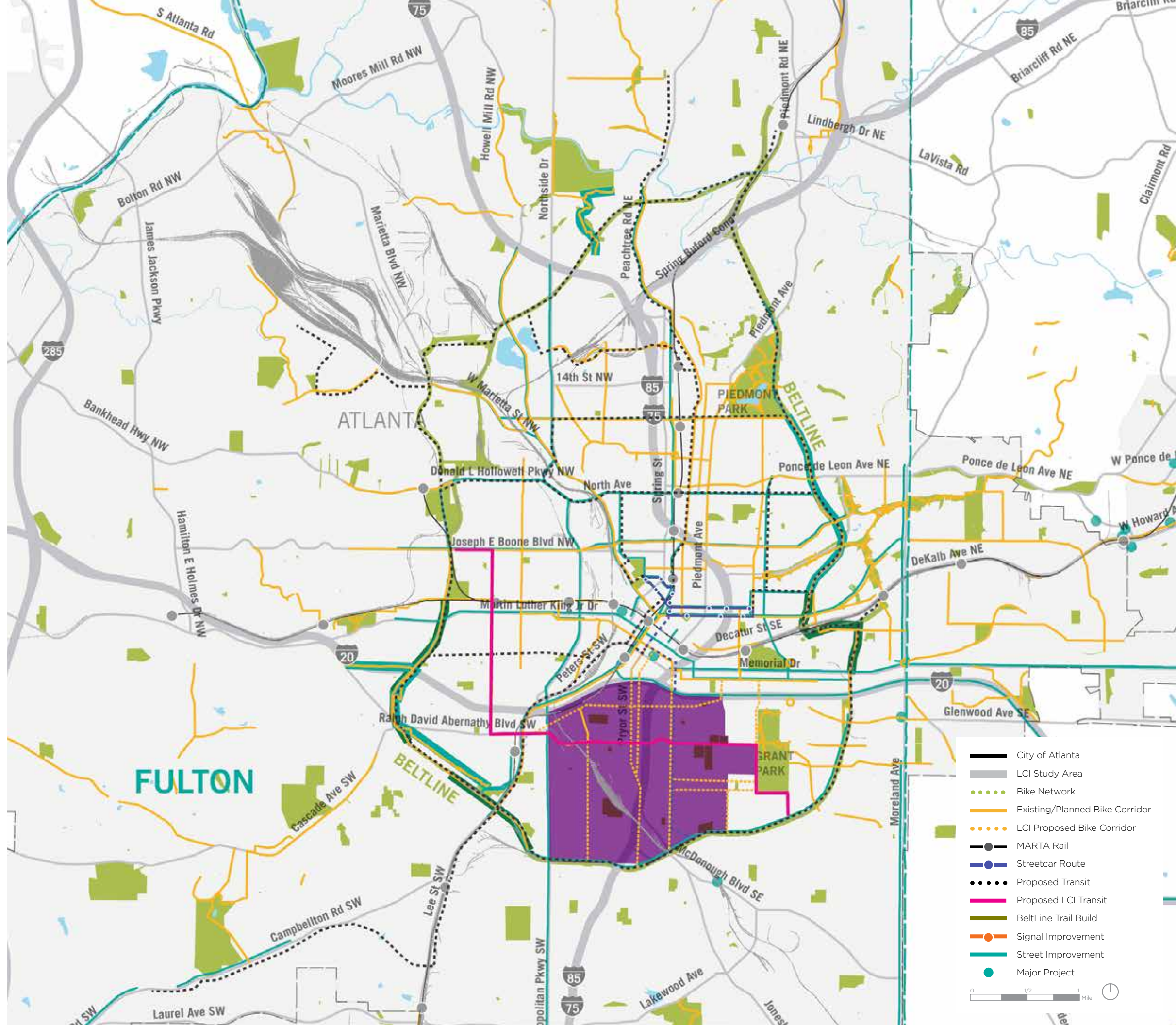
The following sections outline regional mobility recommendations as well as recommended transit extensions, bicycle network enhancements, one-way to two-way street conversions on selected streets, roadway modifications and new roadways, and interchange and interstate underpass enhancements.

Regional Mobility

The Turner Field Stadium Neighborhoods are each historical and vibrant communities. However, there are significant challenges related to regional connectivity between the Turner Field Area and the rest of the Atlanta. To enhance connectivity to the redevelopment area and from area neighborhoods to attractions, such as the BeltLine and Downtown Atlanta, several regional mobility enhancements should be considered. As the area evolves and redevelops the following regional mobility strategies should be considered:

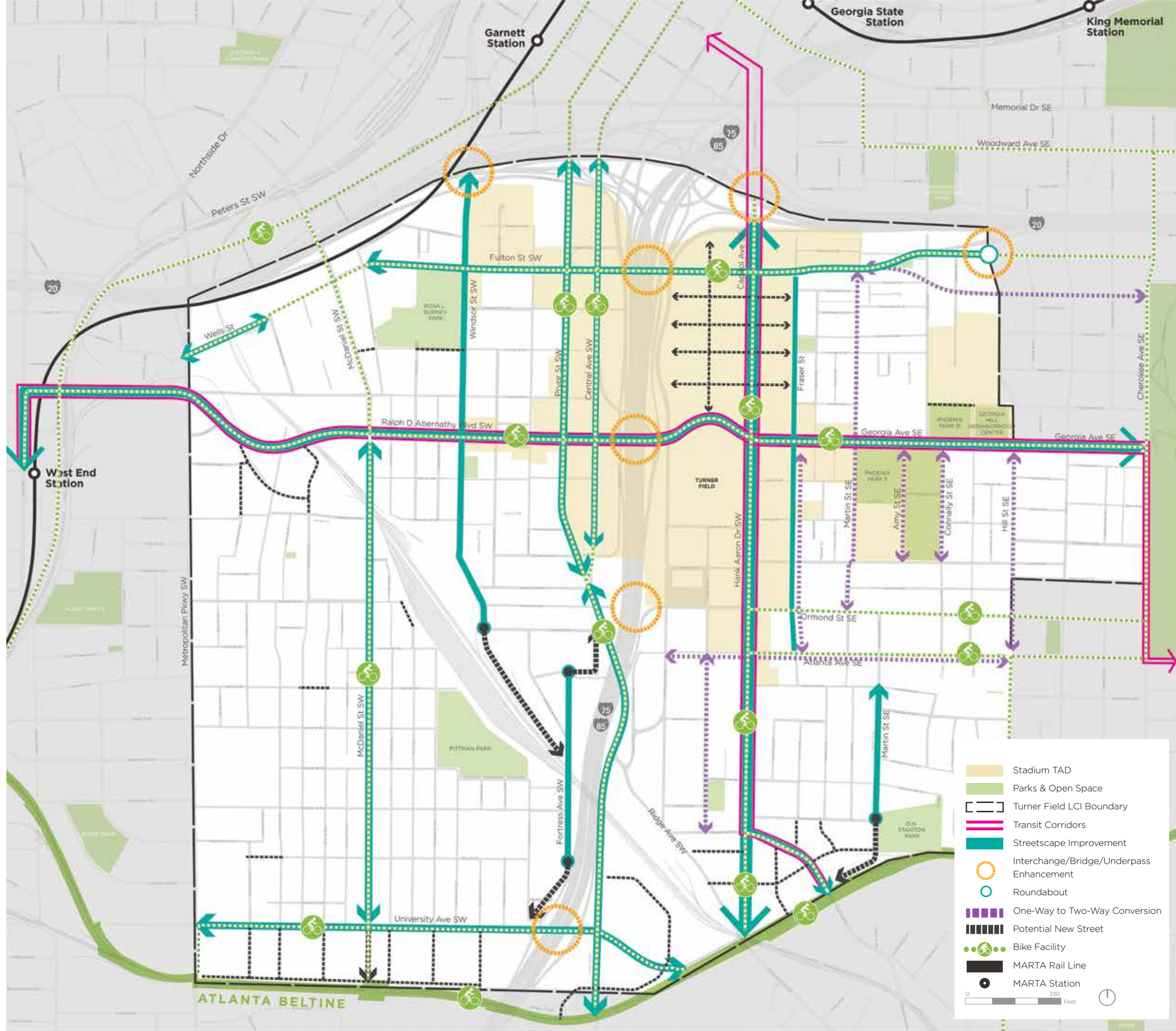
- Tie the Turner Field area to MARTA heavy rail through a transit extension along Hank Aaron Drive
- Provide east-west transit service along Ralph David Abernathy Boulevard and Georgia Avenue
- Enhance bicycle connectivity by extending dedicated, high-quality bicycle lanes along Hank Aaron Drive to the proposed east-west bicycle route along Memorial Drive to the north, as well as the Atlanta Beltline to the south
- Maintain entry and exit ramps from Fulton Street to I-75/85 toward the north
- Improve access to the site from I-75/85 from the south, including safety improvements to the Washington Avenue/Ormond Street exit from northbound I-75/85, and the University interchange at I-75/85
- Reconfigure the transition from Fulton Street to Glenwood Avenue to I-20 Eastbound from the Turner Field Area to slow speed and improve safety

LCI Study Area Regional Connectivity

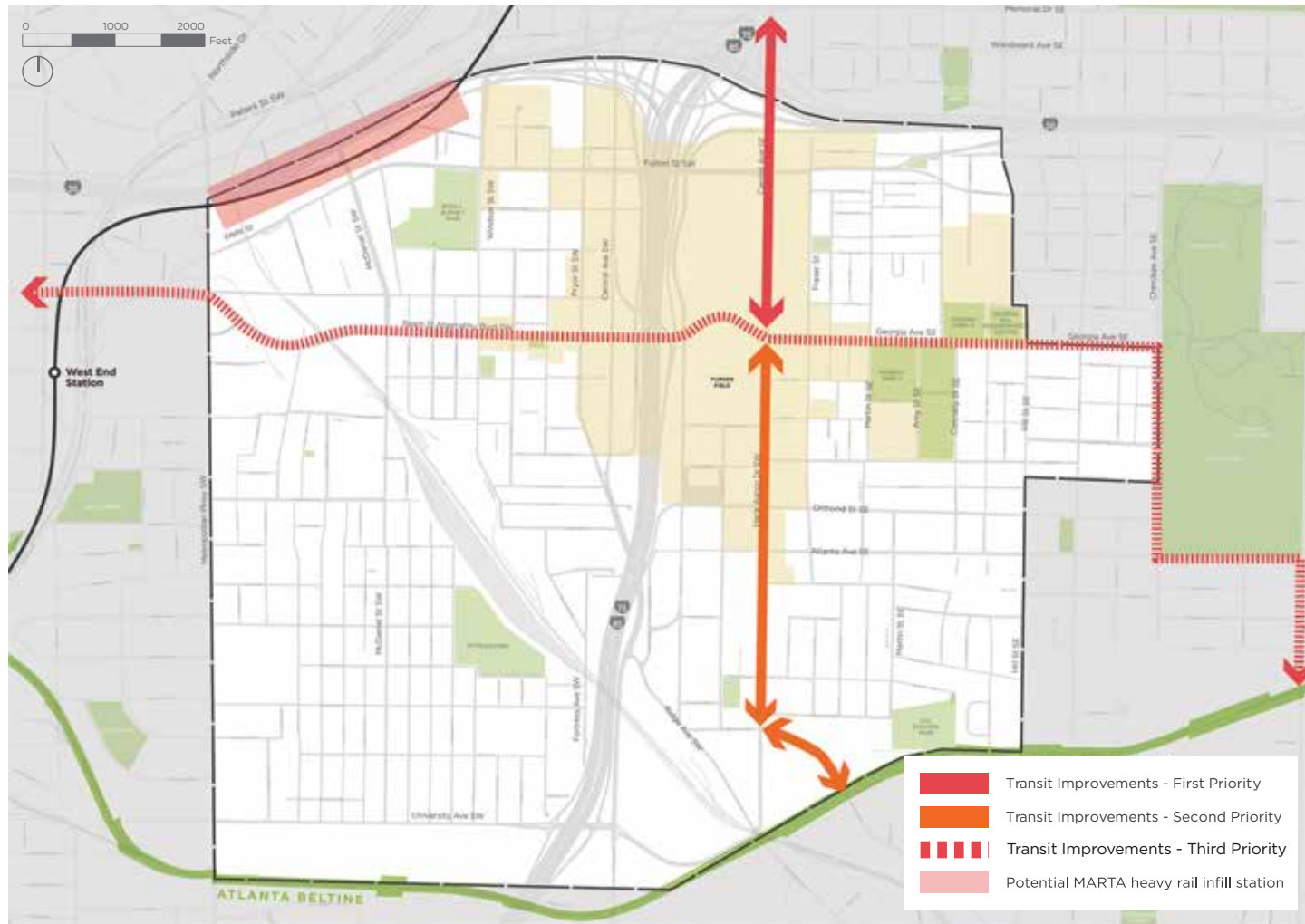


LCI Study Area Mobility

Within the Turner Field Stadium Neighborhoods LCI Area, transportation framework recommendations illustrate key improvement projects that have been identified through the LCI planning process. The combination of transit, bicycle and pedestrian improvements, corridor and roadway enhancements, and new roadway connections seeks to enhance access to and connectivity within the Turner Field Neighborhood Area. Additionally, these projects create a framework in which both public agencies and developers can improve the area, create long-term sustainable development patterns, and promote both livability and economic growth.



LCI Study Area Proposed Enhanced Mobility Projects



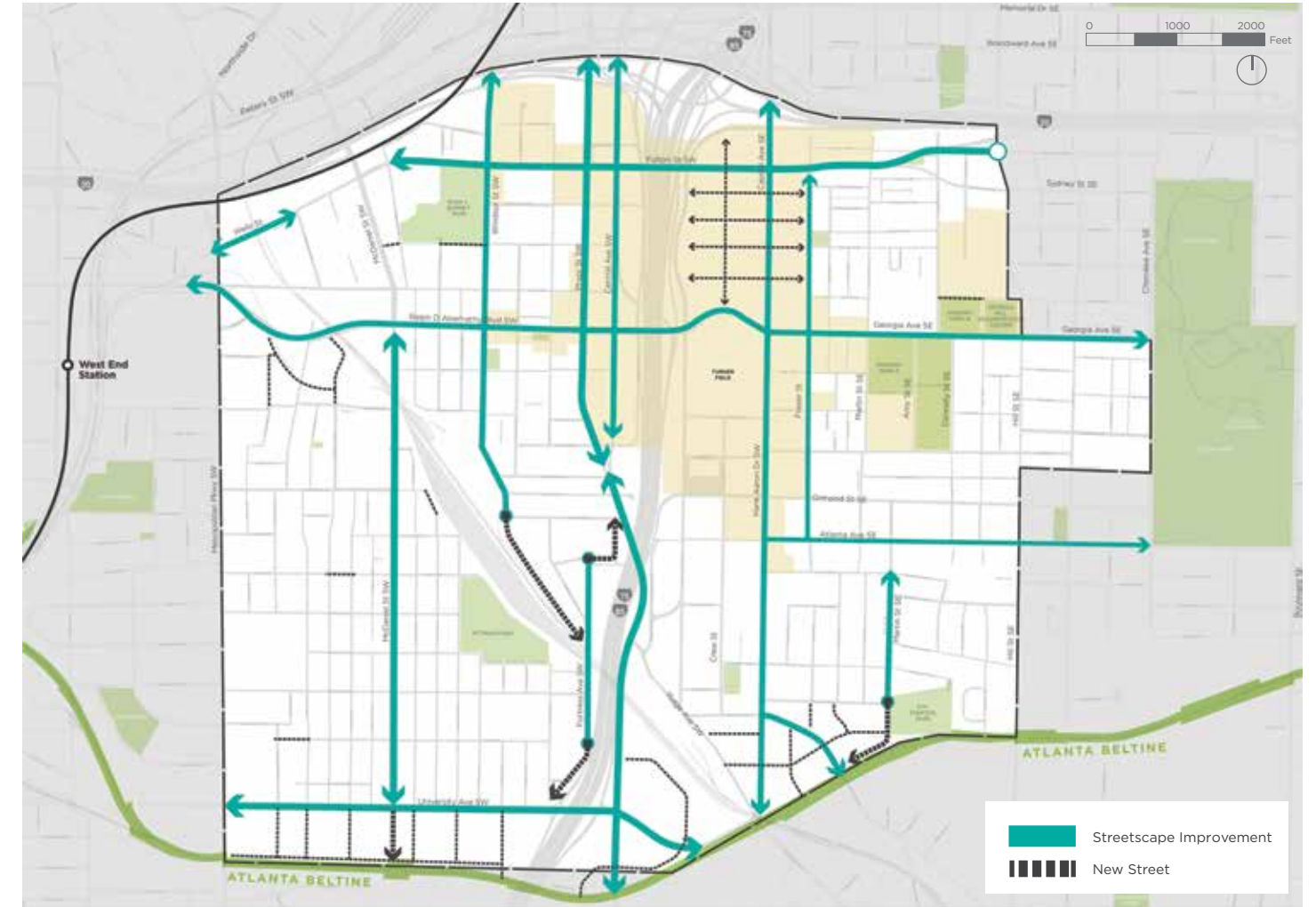
TRANSIT

Improving high quality transit access and operations to and through the Turner Field LCI study area is vital to provide new and better opportunities for residents and visitors to access Downtown Atlanta and other regional activity and job centers. Providing high quality transit through infrastructure improvements, potentially an expansion of the Atlanta Streetcar system, is the top priority along Hank Aaron Drive from the Capitol Avenue Bridge to Georgia Avenue. The second priority is to provide Streetcar, or other

dedicated transit infrastructure along Hank Aaron Drive from Georgia Avenue south to Milton Street and the BeltLine. A third priority for transit service is to provide high quality transit on Ralph David Abernathy Boulevard/Georgia Avenue from the West End MARTA Station to Grant Park. Additionally, connections to the MARTA heavy rail infill station proposed between the West End station and the Garnett station on the MARTA expansion project list will be critically important.

PRIORITY TRANSIT IMPROVEMENTS

- Hank Aaron Drive from I-20 to Georgia Avenue
- Hank Aaron Drive from Georgia Avenue to the Atlanta Beltline
- Milton Street Connector from Hank Aaron Drive to the Atlanta Beltline
- Ralph David Abernathy Boulevard/ Georgia Avenue from West End Station to Grant Park and Zoo Atlanta



STREETSCAPE IMPROVEMENTS / NEW STREETS

Improving roadway serviceability, enhancing or adding pedestrian access and facilities, and creating new roadway connections should foster and implement the goals and vision of the Turner Field LCI area. New roads identify key or major gaps in the network and look to enhance the existing grid system

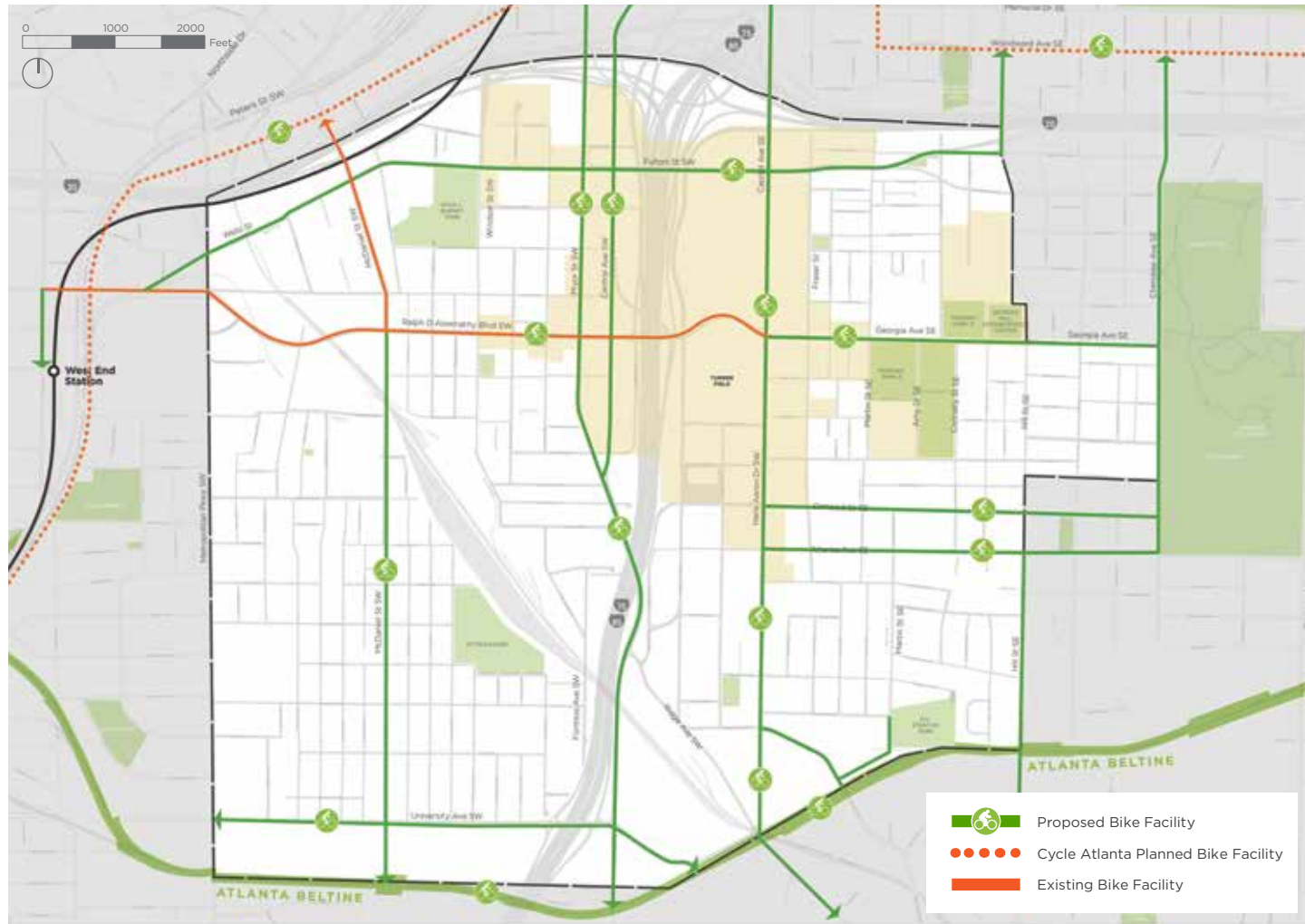
in the area. Many new streets shown on the graphic above that are outside of the Core Development area come from existing neighborhood plans. Proposed streetscape improvements include landscaping, re-setting curbs where needed, sidewalks, lighting repaving, and striping.

STREETSCAPE IMPROVEMENTS

- Hank Aaron Drive
- Ralph David Abernathy / Georgia Avenue
- Fulton Street / Wells Street
- Pryor Street
- Central Avenue
- Fraser Street
- Martin Street
- University Avenue
- Milton Avenue
- McDaniel Street
- Fortress Street
- Windsor Street

NEW STREETS

- Core Area Street Network
- Milledge Avenue Extension
- Martin Street Extension
- Beltline Street Networks
- Fortress Street Extension
- Roy Street Extension
- Mary Street Connector
- Rockwell-Ira Connector
- Warehouse District Street Network
- Windsor Street Extension
- Buena Vista Connector
- Crumley Street Connector
- McDaniel Street Extension



BIKE NETWORK

The Turner Field LCI bike network proposes to connect to existing bike facilities on Ralph David Abernathy Boulevard and McDaniel Street (north of Ralph David Abernathy Boulevard), as well as future Cycle Atlanta planned facilities on Whitehall/ Peachtree and Woodward Ave SE. Additionally, bike connections are proposed to connect to the future BeltLine trail along the southern side of the LCI area.

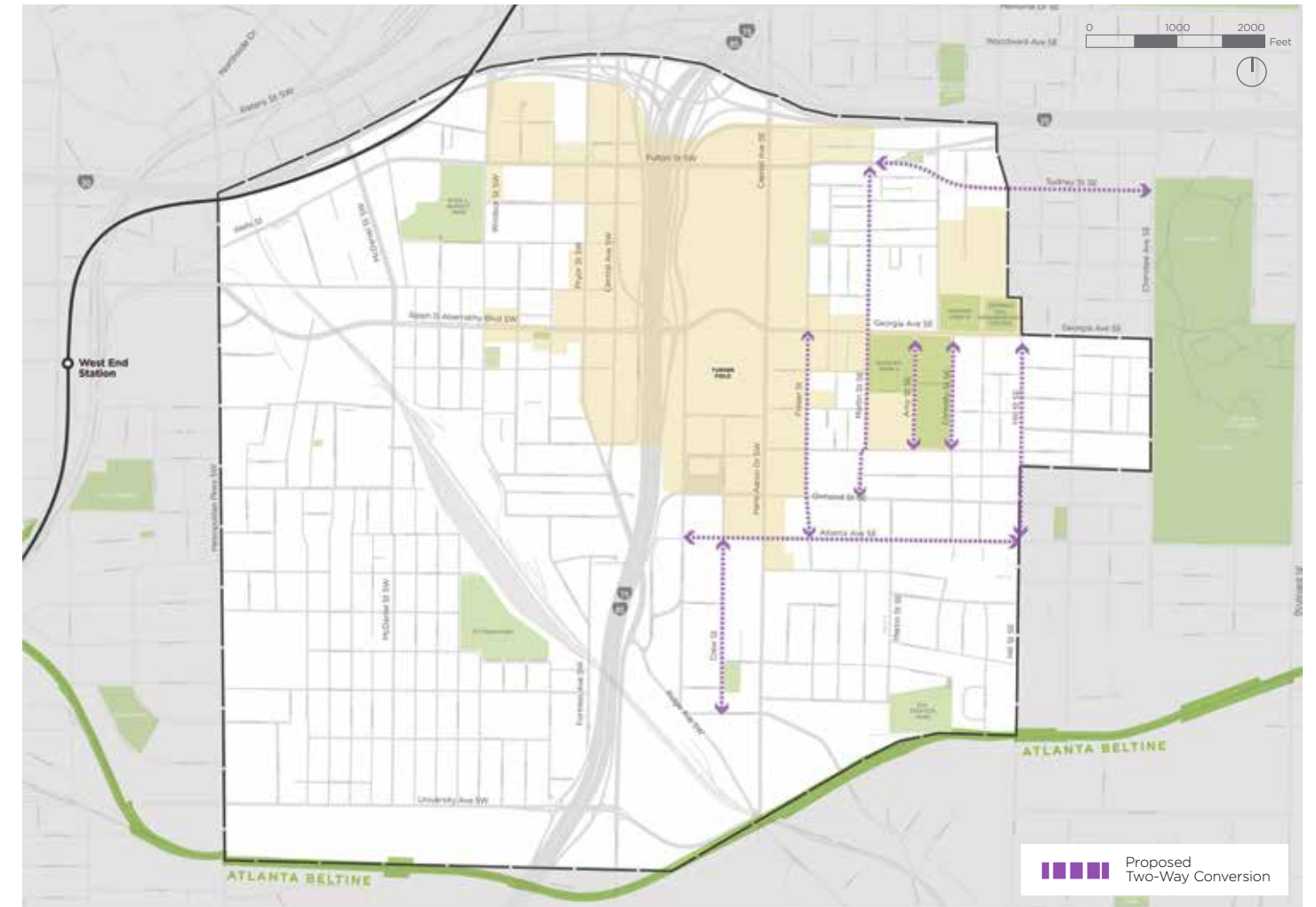
New bike facilities are proposed to enhance and expand the existing network by providing more options for cyclists along Wells Street/Fulton Street, Atlanta Avenue, Ormond Street, University Avenue*,

McDaniel Street south of Ralph David Abernathy (as part of the existing Neighborhood Greenway plan), Pryor Street, Central Avenue, Capitol Avenue/ Hank Aaron Drive, Hill Street and Cherokee Avenue. Ormond Street should operate as a westbound only facility, while its natural pair Atlanta Avenue should operate as a two-way facility. Pryor Street and Central Avenue should operate as a one-way pair in the short-term to allow travel in each direction with dedicated bicycle facilities.

**Proposed bike facilities on University Avenue are included in the Renew Atlanta Plan.*

PROPOSED BIKE FACILITIES

- Wells Street
- Fulton Street
- McDaniel Street south of Ralph David
- Abernathy Boulevard to Beltline
- Pryor Street
- Central Avenue
- Capitol Avenue
- Hank Aaron Drive
- Milton Street
- Ormond Street
- Atlanta Avenue
- Hill Street
- Cherokee Street
- University Avenue*



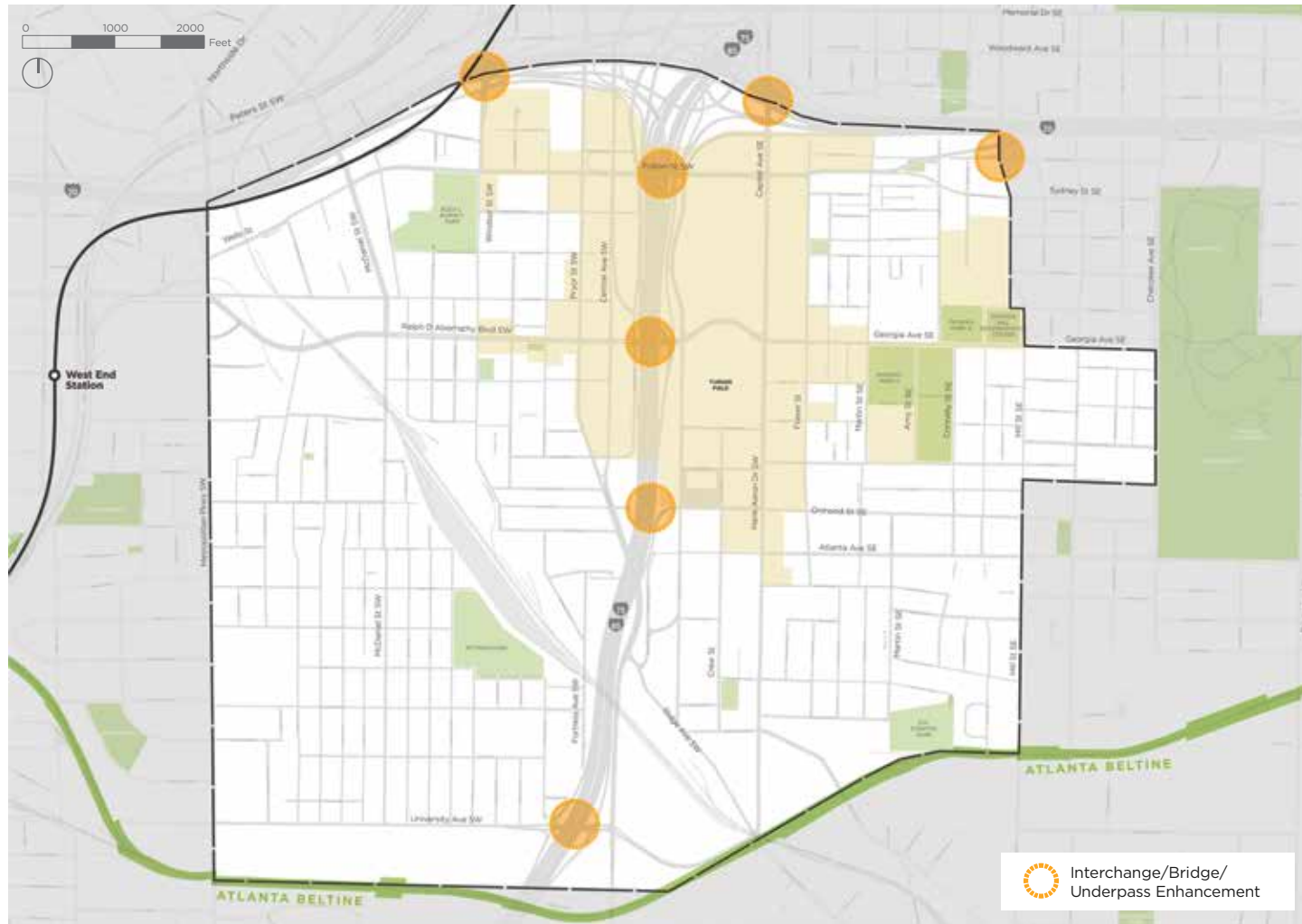
ONE-WAY TO TWO-WAY CONVERSIONS

Improved connectivity in both the east-west and north-south directions is vitally important for the future of the Turner Field LCI Study Area. Neighborhood feedback was collected through several public outreach efforts on proposed one-way to two-way operation conversions for neighborhood streets, particularly in Summerhill, Peoplestown and Grant Park. Streets recommended for conversions include Crew Street, Atlanta Avenue, Fraser Street, Martin Street, Ami Street, Connally Street, Sidney Street and Hill Street. Each of these streets can be converted to two-way operations without negatively impacting neighborhood parking, which is a top priority for the community.

Atlanta Avenue and Ormond Street conversions were debated heavily during the process. Community priorities are to maintain on-street parking for local residents and to slow traffic speeds. After significant conversations and field study, the Planning Team recommends keeping on-street parking on both sides of Ormond Street and continuing public engagement to determine whether or not Ormond Street should remain one-way or convert to two-way. Atlanta Street, however, is wide enough to accommodate one on-street parking lane and still facilitate two-way operations, which can and will slow travel speeds on this street. Atlanta Street should maintain the existing right-of-way, with parking on one side of the roadway with intermittent bulb-out planters and bicycle lanes on both sides of the street.

PROPOSED ONE-WAY TO TWO-WAY CONVERSIONS

- Crew Street
- Atlanta Avenue
- Fraser Street
- Martin Street
- Ami Street
- Connally Street
- Hill Street
- Sidney Street



INTERCHANGE/BRIDGE/UNDERPASS IMPROVEMENTS

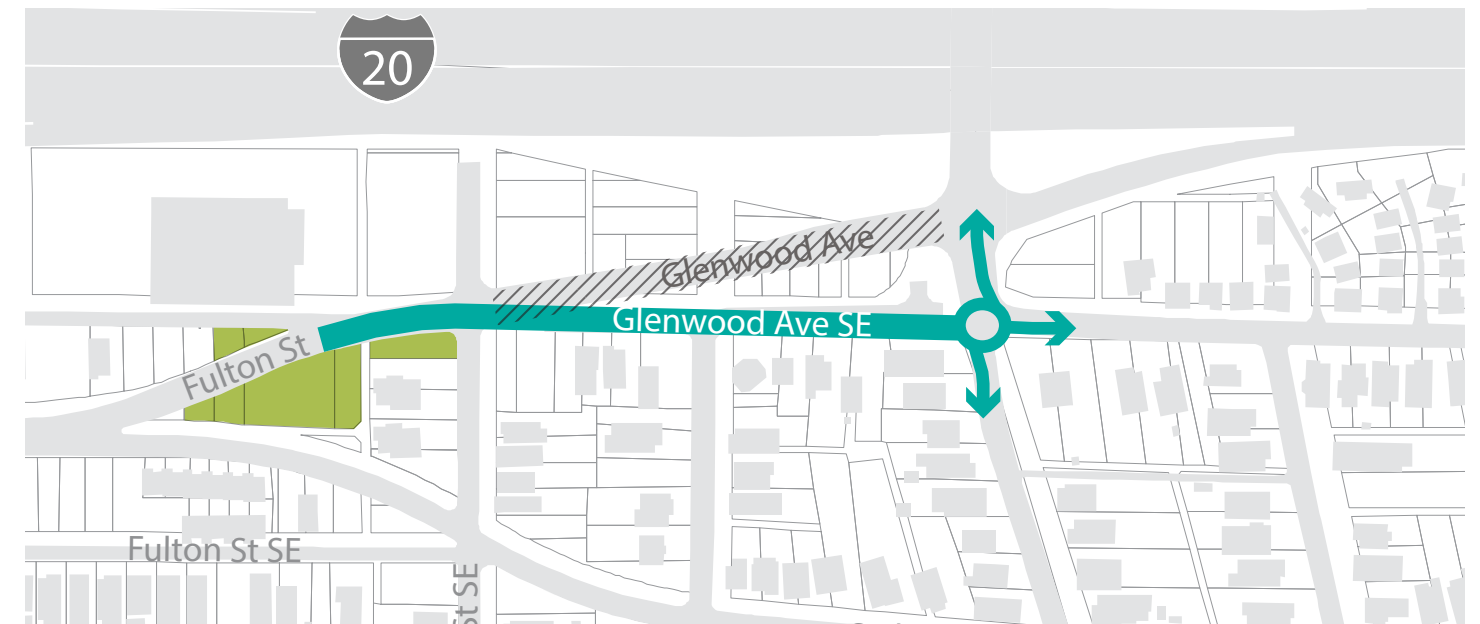
Improvements recommended should provide improved safety and operations through traffic calming, geometry changes, and beautification efforts. These improvements include relocating traffic from the eastbound Glenwood Avenue on-ramp to Glenwood Avenue SE and then to I-20 Eastbound via a roundabout at Hill Street. Traffic calming and geometry reconfiguration is recommended for the

I-75/85 off-ramp at Washington Street. Bicycle and pedestrian improvements including enhanced lighting and public art potential are recommended for the Ralph David Abernathy Boulevard and Windsor Street underpasses. Chapter 2, Restoring the Core, provides detailed cross-sections that illustrate recommended improvements for the Fulton Street Bridge over I-75/85 and the Capitol Avenue Bridge over I-20.

PROPOSED INTERCHANGE/BRIDGE/UNDERPASS IMPROVEMENTS

- Capitol Avenue Bridge
- Fulton Street Bridge
- Windsor Street Underpass
- Ralph David Abernathy Boulevard Underpass
- Glenwood at I-20 On-Ramp
- I-75/I-85 Washington Street Exit Ramp
- University Avenue Interchange*

The University Interchange was studied by GDOT in 2013 (updated in 2014) resulting in various solutions to be contemplated.



Glenwood at I-20 On-Ramp - Proposed Improvements

Instead of channeling stormwater into pipes and drains, a more natural method of water management has benefits for the environment and economy.



04 | **02** GREEN INFRASTRUCTURE & OPEN SPACE

The responsible management of site runoff and the restoration of urban waterways is a major issue for most American cities and these issues were identified by LCI stakeholders as an area of great concern. New development in the study area will have to comply with the recently adopted Post-Development Stormwater Management Ordinance.

Aided by the staff of American Rivers, the planning team was able to identify a number of strategies that will significantly reduce the runoff that is negatively impacting the headwaters of Intrenchment Creek. Some of them involve rainwater harvesting or vegetated infiltration basins which can add landscape richness and provide multiple benefits to an urban environment.

Ideally, greenspace should be a functional manifestation of an ecological spectrum ideally suited to region and climate. Atlanta is making positive strides in this direction with projects like the Beltline, Old Fourth Ward Park, Lindsay Street Park and the South Fork of Peachtree Creek. The LCI presents a remarkable opportunity to continue this momentum and build a natural, functional open space system of lasting value.

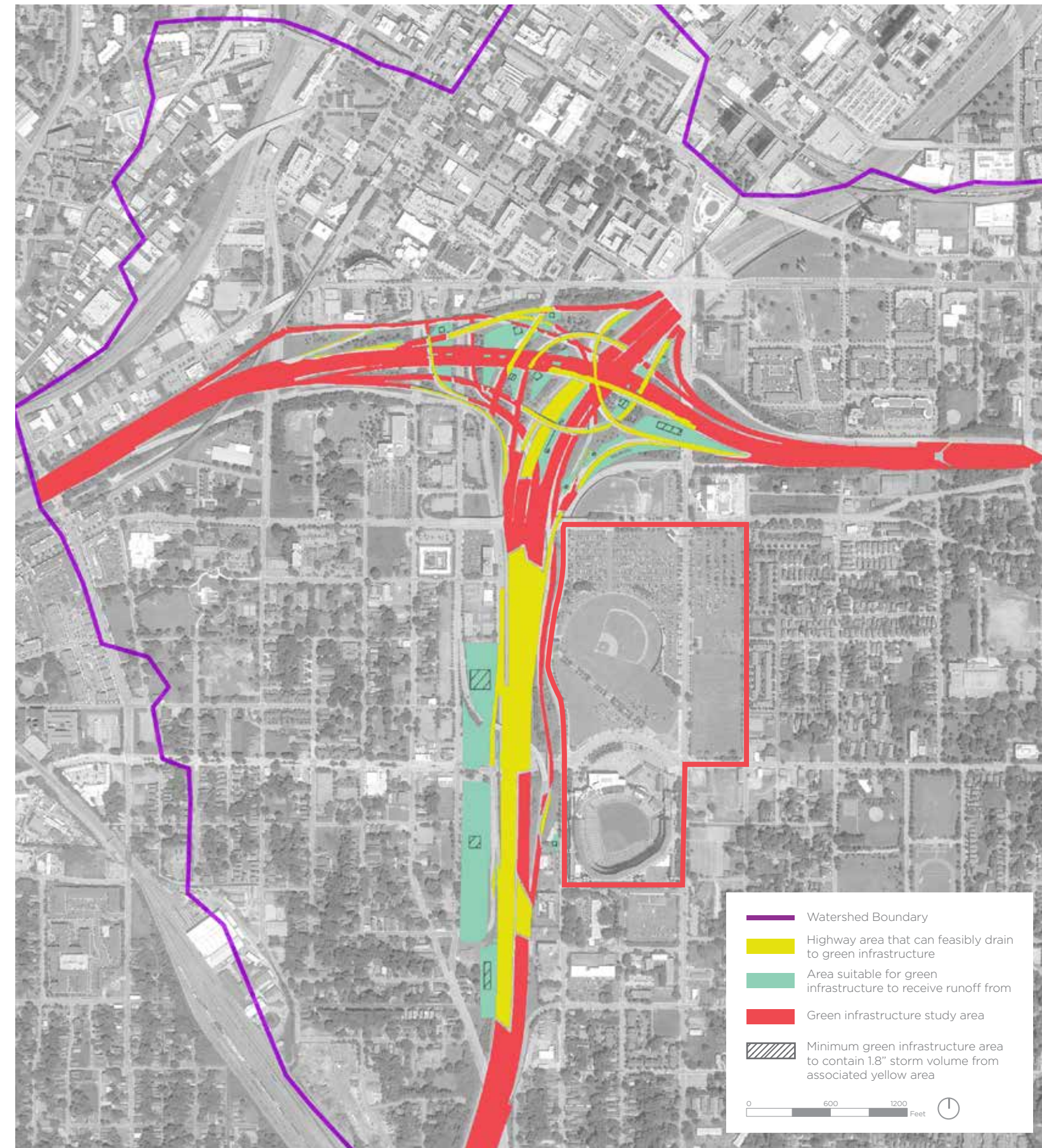
Responsible redevelopment of the core area can make a major impact in reducing downstream flooding.

One contributor to the stormwater management and flooding issues experienced in the Turner Field Area is the significant amount of runoff from I-75/85 to the west, I-20 to the north, and the interchange between the two interstates just northwest of the study area. During the planning process, the team collaborated with American Rivers who conducted an independent stormwater assessment. The team also met with officials from the Georgia Department of Transportation (GDOT) to discuss potential solutions to retain stormwater runoff.

Two potential solutions to reduce runoff from the Interstates are for GDOT to incorporate green stormwater infrastructure (bioswales or similar) or retention/detention facilities in the open spaces below the interchange. While there may be some interest from GDOT to test runoff reduction strategies under the interchange, a partnership to maintain these elements may be necessary to fully implement them. A second solution to mitigate runoff from the interstates would include use of property west

of I-75/85 (between the Connector and Central Avenue between Fulton Street and Ralph David Abernathy Boulevard) for stormwater retention. This low lying area has the best potential to capture and retain stormwater from the adjacent interstate and interchange areas and prevent significant flow of runoff from the interstate into downstream neighborhoods; see Appendix.

For the redevelopment area, the preferred practices are rainwater harvesting for buildings; bioretention for parks, landscape areas, and some roadways; and permeable pavers for any new roads. These cost-effective solutions, particularly rainwater harvesting, have the potential to save money in the long-term. Money will be saved directly from reductions in water and sewer fees and reduced energy use. Additional profit could be made indirectly by creating an aesthetically pleasing area with a lower heat island effect, inviting people to live, work, and play in a space they want to occupy; see Appendix.



Priority areas for green infrastructure to address interstate runoff.
Map courtesy of American Rivers

Parks and Community Facilities

Each Stadium Neighborhood is surprisingly well-served by existing or planned parks and community centers as a testament to years of local advocacy and a combination of city, philanthropic and individual support. The priority therefore is to supplement these assets as needed and link them in a connected network of green using the BeltLine and the future core area parks as east-west bridges that help the system flow over the interstate. This will allow each neighborhood to benefit from the ensemble as well as facilitating greater access to and through the green framework by other city residents and visitors.

Three elements comprise this system – parks, community centers, and stormwater facilities – that can have programmatic overlap. Moreover, each anchor park has been expanded through extensions or additions that pull them closer to the neighborhoods' edges, suggesting future green corridors that could be developed to complete the circuit. Overall, future improvements should be made with attention paid to increasing the diversity of recreational amenities and reducing redundancy, while maintaining a high level of design and integrating the three basic considerations – indigenous landscape planting, structures for active human use, and stormwater control techniques – into every space.



King Middle School under renovation, Atlanta, GA.

STORMWATER CONTROL

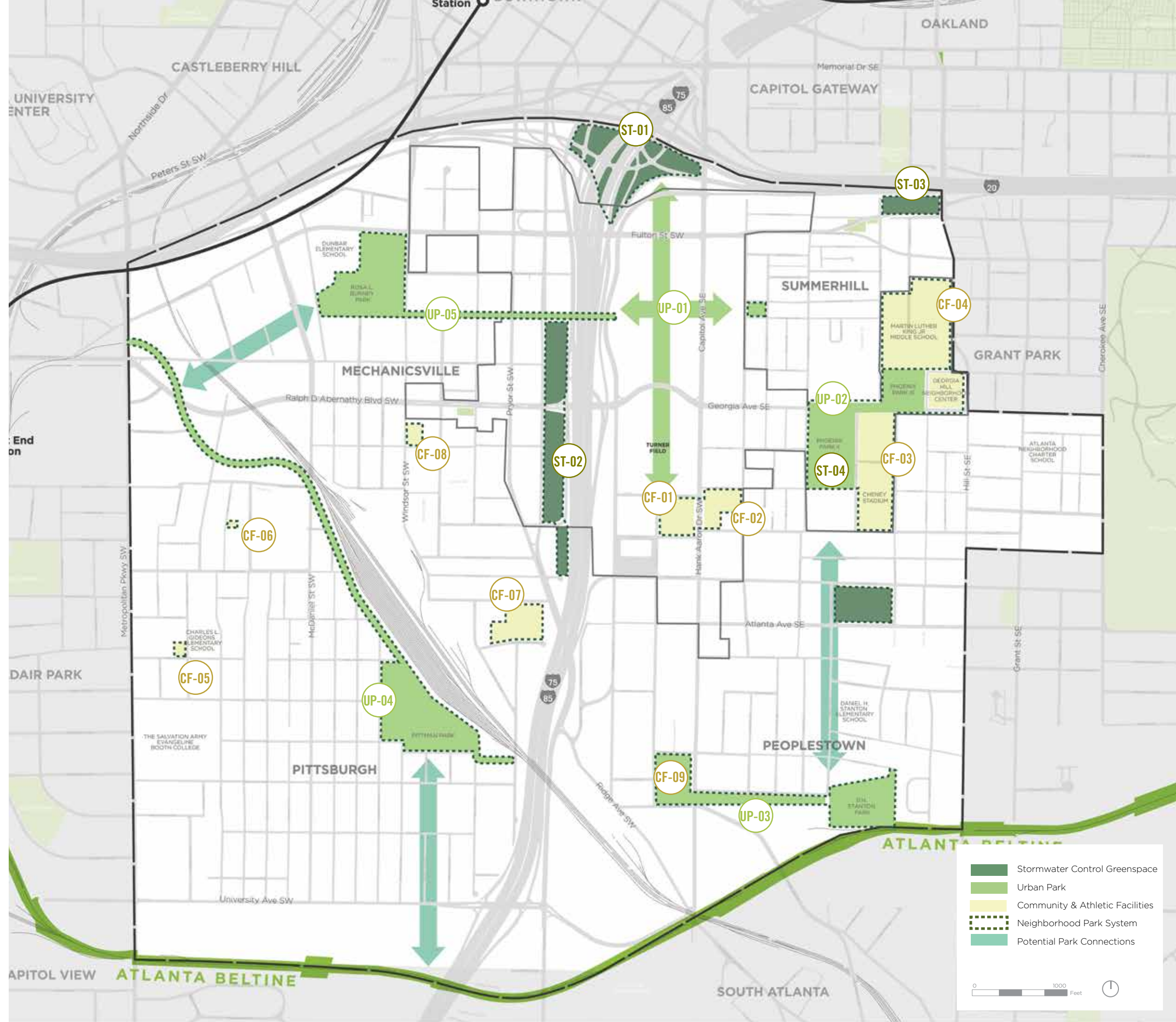
- ST-01** Interchange Stormwater Infiltration Zone
- ST-02** Connector Stormwater Infiltration Zone
- ST-03** Stormwater Infiltration Zone
- ST-04** Connally Storage Vault

URBAN PARK

- UP-01** Core Area Parks / Heritage Park Restoration
- UP-02** Phoenix Parks Redesign
- UP-03** Four Corners Park / Stanton Connector
- UP-04** Pittman Park / Pittsburgh Greenway
- UP-05** Mechanicsville Connector

COMMUNITY / ATHLETIC FACILITIES

- CF-01** Media Lot Conversion: Park/Athletic Facility
- CF-02** FanPlex Improvements
- CF-03** Cheney Stadium / APS Project
- CF-04** King Middle School Renovation
- CF-05** Neighborhood Learning Center
- CF-06** Welch Street Park Urban Garden
- CF-07** Mechanicsville Community Center
- CF-08** Windsor Street Park Improvements
- CF-09** Peoplestown Community Center



LCI Study Area Open Space and Community Facilities Proposed Projects

Legend

- Stormwater Control Greenspace
- Urban Park
- Community & Athletic Facilities
- Neighborhood Park System
- Potential Park Connections

0 1000 Feet

Broad and multifaceted investment in the core area means economic opportunity for the rest of the LCI.



04 | **03** NEW DEVELOPMENT

Economic development has been a subject of varying initiatives and emphasis in the LCI neighborhoods. Whether urban renewal, or deindustrialization and brownfield degradation, or business closures from an eroding market, or loss of population along with the housing crisis, the LCI has been exposed to the worst of the widespread problems facing cities in the 1950s through the 1980s and into the 2000s. It has also been the subject of repeated efforts to increase investment through land use regulation, subsidies and civic projects.

Georgia State University's commitment to build an athletic / wellness campus surrounded by mixed-use urban development changes this decades-old dynamic. Instead of a sports attraction that remains vacant for the majority of the year, there will now be an urban neighborhood that is active every day. This means that the rest of the LCI can fill critical development roles that round out a comprehensive economic program with many avenues for increasing entrepreneurship and employment while providing services that meet the retail demands and the need for jobs within the neighborhood.

URBAN CORE

- UC-01 Turner Field / GSU Redevelopment
- UC-02 Central Avenue Corridor Redevelopment
- UC-03 Capitol North Redevelopment

TRANSITIONAL MIXED-USE

- TM-01 Stadium East Redevelopment
- TM-02 Fulton-Windsor Redevelopment
- TM-03 Solomon Street Redevelopment

NEIGHBORHOOD CENTERS

- NC-01 Summerhill Neighborhood Center
- NC-02 Mechanicsville Neighborhood Center
- NC-03 Peoplestown Neighborhood Center
- NC-04 Pittsburgh Neighborhood Center

TRANSITIONAL NEIGHBORHOOD DEVELOPMENT

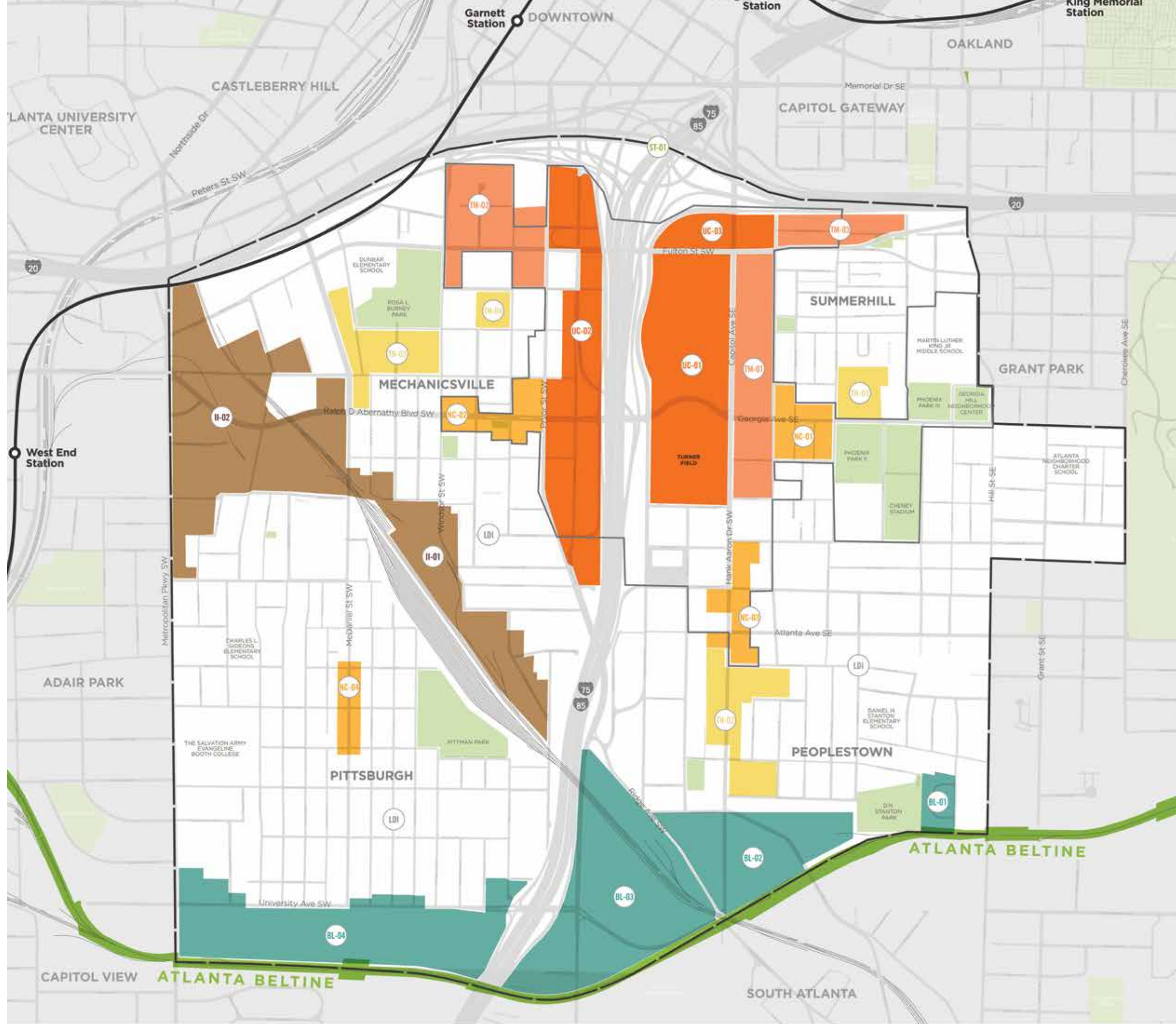
- TN-01 Martin Street Intergenerational Village
- TN-02 Hank Aaron Drive South
- TN-03 McKenzie Place Redevelopment
- TN-04 McDaniel Glenn Annex East Site

INDUSTRIAL INNOVATION DISTRICTS

- II-01 Railway Heritage Corridor
- II-02 Metropolitan East

BELTLINE DEVELOPMENT

- BL-01 Grant Terrace Village
- BL-02 Hank Aaron / McDonough Node
- BL-03 Industrial Urban Enterprise Zone
- BL-04 Casey University Avenue Site



LCI Study Area Development Opportunities

From left to right: Waterfront Station, Washington D.C.; MIT Tech Square, Cambridge, MA; Virginia Highland Neighborhood, Atlanta, GA; East Lake Commons, Atlanta, GA.



URBAN CORE

The densest and most intense part of the LCI, this area was the subject of hours of community dialogue and debate over the appropriate level of development expressed through the frame of an activity score. The urban core of the LCI should be thought of as a bridge between Downtown and the neighborhoods, a regional center that is both a main street and piece of Atlanta's urban center.

The urban core is discussed at length in Chapter 2.

TRANSITIONAL MIXED-USE

This district occupies the area between the urban core and residential neighborhood fabric. It is biased in favor of housing although can contain commercial uses along primary streets. Examples of transitional mixed-use development can be found in Glenwood Park, in Midtown West, and along the Beltline. Quality of Life Zoning with transitional height planes extending from neighborhood edges is recommended.

The LCI contains three Transitional Mixed-Use district – two buffering Summerhill from more intense surroundings, and one bridging between small neighborhood housing in Mechanicsville and Downtown.

NEIGHBORHOOD CENTERS

Neighborhood centers are small, locally-oriented districts that reflect the patterns of the community that they serve. They are dominated by one- and two-story storefront buildings and emphasize historic preservation and compatible new construction.

Atlanta is notable for its neighborhood centers like Virginia-Highland, Little Five Points and East Atlanta Village. Neighborhood commercial zoning has been created to protect these places and is an appropriate regulatory overlay for these areas in the LCI.

TRANSITIONAL NEIGHBORHOOD DEVELOPMENT

Medium-density residential uses subject to traditional neighborhood design standards are covered by this category. In most cases this refers to redevelopment of former public housing sites and subsidized multifamily approaching obsolescence. However, the large single-family homes fronting Hank Aaron Drive in Peoplestown are also included to incentivize historic renovation with a slight increase in density through the introduction of accessory units in the main structure or in detached carriage houses.

From left to right: Krog Street Market, Atlanta, GA; Indsutry City, Brooklyn, NY; Atlanta Dairies Rendering, Atlanta, GA; Pier 70, San Francisco, CA; Toronto's Distillery District, Toronto, Canada.



BELTLINE DEVELOPMENT

Areas subject to the Beltline TAD are covered in this category. Significant planning has been completed or is underway including the master development of the University Avenue Civic Site spearheaded by the Anne E. Casey Foundation. While all development in this district should have densities supporting transit, the use mix changes based on existing policy and physical context. See BeltLine Subarea 1 and 2 master plans for more detail.

INDUSTRIAL INNOVATION DISTRICT

This district provides an opportunity to change from the existing land use policy of light industrial because of the link to the BeltLine and the unique rail-base building stock that is being converted to new industrial uses and employment, destination retail, creative office, maker spaces and the like around the city. Local examples include Krog Street Market, the Atlanta Dairies and the LCI's Railyard project; while national and international examples include Pier 70 in San Francisco and Toronto's Distillery District.

Although there is room in the LCI study area for these type of adaptive reuse projects, there is also a demand for conserving light industrial uses; specially in the brownfield sites.

In addition, long-term preservation and mixed-use activation of the historic Peagram Shops complex should be given high priority with an emphasis on job creation and retention.

The community's desire for higher quality grocery stores can be realized with the influx of a critical mass of residents, workers, and students likely to occur through redevelopment of the core area.



04 | **04** COMMERCIAL OPPORTUNITIES

While the LCI Study Area has faced historical challenges, the large-scale redevelopment centered around Turner Field, in addition to citywide investments such as the Atlanta BeltLine, Renew Atlanta and Clean Water Atlanta will contribute over time to the changing physical and economic makeup of the Turner Field study area. These catalysts will create new sources of demand and opportunities for reinvention that serve existing residents and businesses as well as future users.

Redevelopment of these neighborhoods will not be easy or happen immediately. There are clear challenges that the LCI neighborhoods share, such as: poor connectivity due to barriers created by the highways; lack of neighborhood retail; large vacant properties; brownfields; and weak market demand. However, they also have a number of assets, including: nearby non-profit and academic institutions; proximity to downtown; easy access to the highways; valuable industrial properties; and plentiful parkland and open space.

Identification of market opportunities has been informed by commercial market analysis, community and stakeholder input, and urban design and development proposals for the core area prepared by the planning team. There is an opportunity to catalyze significant new development that will allow the four neighborhoods to create new retail amenities, job opportunities, and public realm improvements in the coming years. The following section outlines the existing state of office, commercial, and light industrial uses and the roles these uses might play in supporting the increased residential presence in creating a mixed-use district within the Study Area. 149

Office

Though existing office spaces are aging without any speculative office product being built, rents have been trending upwards throughout the City and within the Study Area since the 2008 recession, with very low vacancy existing within the Study Area. While future space is likely to cluster Downtown, the low vacancy rate coupled with the introduction of Georgia State University may provide opportunities for the addition of new, university-serving office uses within the LCI Study Area. These uses are likely to be proximate to the universities located near Mechanicsville or Summerhill — such as Clark Atlanta University, Spelman College, and soon Georgia State -- even if not in the Turner Field core, and have the potential to provide flex and non-traditional office space that may be attractive to start-up and growth stage firms.



Outdoor Shopping at Ponce City Market, Atlanta, GA.



Food Hall at Krog Street Market, Atlanta, GA.

Retail

The market for retail is currently limited due to low residential densities, a lack of available and ready to lease retail space, and a limited range of incomes, with rents for retail considerably lower than Atlanta overall. Yet the community's desire for upgraded retail offerings, most notably through improved access to higher quality grocery stores, can be realized with the influx of a critical mass of residents, workers, and students likely to occur through the Turner Field Redevelopment. The potential for more locally-driven retail opportunities may emerge with maker and food spaces in repositioned corridors in Mechanicsville, as well as those that can build off future opportunities alongside the BeltLine in the southern portions of Pittsburgh and Peoplestown. Nearer-term opportunities may exist in Summerhill, moving towards town center-styled developments that can draw customers from both Grant Park and Downtown, similar to Memorial Drive.

Light Industrial

Due to its position outside of Downtown, but along the confluence of Atlanta's major highways, rail corridor, rail yard and light industrial uses are prevalent within the LCI Study Area, with higher rents relative to the City and lower vacancy. There is an opportunity to foster the growth of light industrial uses, particularly in the realm of tech- supportive light industrial spaces which has been a demand driver throughout the city.



Above: Innovation Lab at Industry City. The lab is a catalyst for employment, providing pre-screening and job placement services, technology and vocational training programs. Brooklyn, NY.



Above: Makerspace inside Freeside Atlanta, Atlanta, GA. The space is equipped with electronics, 3D printing, woodworking, and metalworking tools that are used by a community of creatives, engineers, programmers, artists and teachers.

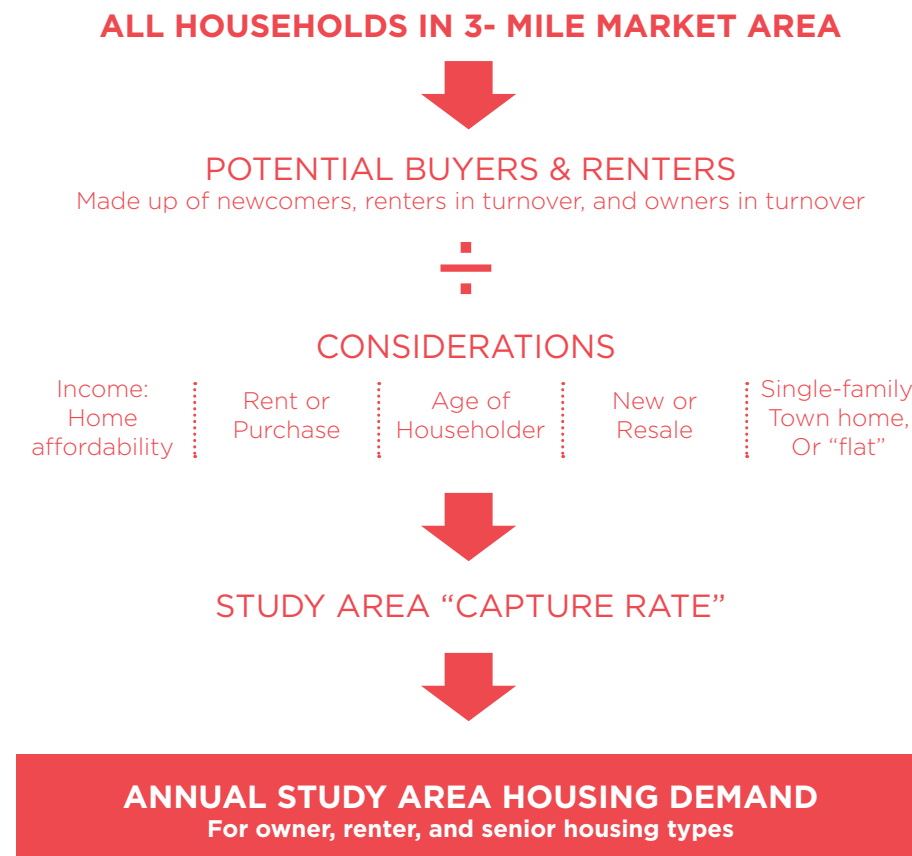
Demand potential in the stadium neighborhoods currently exists for up to 209 new rental units annually through 2020.



04 | 05 HOUSING OPPORTUNITIES

In assessing the Turner Field Neighborhoods LCI area's potential to add new housing the planning team evaluated the local economic and demographic characteristics, as well as the for-sale and for-rent housing markets in the Study Area, the surrounding area (3-mile radius) and the Atlanta region. The future new housing market in the Study Area will be shaped by additions to both the for-sale and for-rent inventories in the Study Area neighborhoods. See graphic in following page.* The for-sale market was dramatically impacted by the housing crash during the Great Recession. The volume of new home sales within a 3-mile radius of Turner Field decreased dramatically since 2009: 319 new homes sold in 2009, compared to 54 in 2015, an 83% decline. While the number of sales decreased the average sales price increased significantly. Average sales price bottomed-out in 2011 at \$169,000 and reached its peak in 2015 at \$415,000, a 146% increase.

The general trend toward increased rental preferences nationwide is apparent locally. Apartment vacancy in the local area and larger region is at or below 5% currently, pointing to a tight market. Overall average apartment rents in the Study Area lag the larger area on an absolute and per square foot basis. However, rents in the 3-mile market area exceed overall region averages, pointing to a potential upside in rents in the Study Area that could be realized with a catalytic Turner Field redevelopment driving a positive market shift.



In total, the planning team estimates that demand potential in the Stadium Neighborhood study area currently exists for up to 136 new home sales annually. Of that potential, demand for 81 new home sales comes from households with incomes at 80% AMI (\$55,000) or greater. These home prices (\$280,000+) would be considered market rate housing. The accelerated scenario assumes that demand could increase by up to 40% annually for homes should the Turner Field redevelopment provide amenities and services currently lacking in the area and, thus, improving the overall desirability of the study area as a residential location. Total annual demand for new home sales could range up to 190 units in the accelerated scenario.

Further, the planning team estimates that demand potential in the stadium Study Area currently exists for up to 209 new rental units annually through 2020. Of that potential, demand for 40 new units comes from households with incomes at 80% AMI (\$55,000) or greater. These units (monthly rents at \$1,375+) would be considered market rate housing. Homes below that threshold could likely be considered

affordable, based on the incomes of the home owners and the size of the renter households. The accelerated scenario assumes that demand could also increase by up to 40% annually for rental units. Total annual demand for new rental units could range up to near 300 units in the accelerated scenario. A majority of the rental demand potential comes from affordable units. Similar to the for-sale market, rental units are hard to deliver to households below 50% AMI (\$35,000 annual income).

This analysis is an estimate of what the market would allow in the near future and does not account for land availability or local political will for any particular real estate product type. Further, the analysis does not estimate student housing demand.

**Results were based on an econometric modelling exercise with population growth, household characteristics and employment projections from the Atlanta Regional Commission (ARC), Nielsen and the US Census as base data.*

Annual For-Sale Demand Summary

	Home Price	Below \$90,000	\$90,000-\$160,000	\$160,000-\$280,000	\$280,000-\$360,000	\$360,000 and above	TOTAL
	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	
Status Quo							
Potential Study Area New SFD Sales		0	0	4	8	22	34
Potential Study Area New TH Sales		0	2	4	5	12	23
Potential Study Area New Condo Sales		0	17	29	31	3	80
TOTAL		0	19	37	44	37	137
Accelerated							
Potential Study Area New SFD Sales		0	1	5	11	30	47
Potential Study Area New TH Sales		0	2	5	8	17	32
Potential Study Area New Condo Sales		0	24	40	43	4	111
TOTAL		0	27	50	62	51	190

Annual For-Rent Demand Summary

	Monthly Rent	Below \$650	\$650-\$875	\$875-\$1,375	\$1,375-\$2,000	\$2,000 and above	TOTAL
	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	
Status Quo							
Non-Senior		69	38	17	19	9	152
Senior		30	7	19	1	1	58
TOTAL		99	45	36	20	10	210
Accelerated							
Non-Senior		97	53	23	27	13	213
Senior		42	9	27	2	1	81
TOTAL		139	62	50	29	14	294

Turner Field LCI Affordable Housing Strategy Summary

The housing demand forecast for the Turner Field Study Area indicated demand for:

- **170 affordable rental** units annually (80% or less AMI) 850 affordable units over 5 years;
- **55 affordable for-sale** units annually (80%or less AMI) 275 affordable units over five years.

POTENTIAL STRATEGIES TO CREATE AFFORDABLE HOUSING

- Dedicate **Stadium TAD Funds** to Affordable Housing—From the taxable development that will occur around Turner Field, commit the TAD increment to fund affordable housing in the area, either through site acquisition, affordable unit subsidies, matching LIHTC funding, etc. \$100 million of taxable new investment could generate \$8 million to \$10 million for affordable housing.
- Implementation of **Atlanta’s New Inclusionary Zoning Requirements** — Recently approved inclusionary zoning requirements tied to the full range of Atlanta housing incentives can ensure 10%-15% of all new units be affordable.
- Creation of a **Turner Field Housing Collaborative** —Under the sponsorship of Georgia State University, CARTER and Invest Atlanta, create a non-profit development corporation to collaborate/partner with local Community Development Corporations (CDCs) and area developers to target affordable and mixed use housing opportunities.
- Allow 20% **Micro Units in Market Rate Rentals** —by allowing micro units of 450 SF to 600 SF in new projects, available at same per SF rents as other units, affordable market rate units can be created at no public cost.



2602 Broadway - Affordable housing building. Santa Monica, CA.



Action Plan

Transportation Implementation Matrix
Future Land Use / Development Districts
One Hundred-Day Action Plan*

**The One Hundred-Day Action Plan will be developed after the Public Forum scheduled for October, 2016*



05 | **01** IMPLEMENTATION MATRIX

The following pages itemize the planning team's recommendations for mobility enhancement projects in the LCI area. The projects have been categorized by Core Area, Neighborhoods, and Regional or Area-wide though some of them overlap all three.

Each item includes a description, an approximate budget and potential funding sources and partners. Many of them require public-private partnerships that would be possible with the redevelopment of the core area. It is also worth mentioning that the transportation projects in the core area are within the Stadium TAD and can therefore pursue TAD funding.

Priority projects include the signature corridors identified in the study area such as Capitol Avenue, Hank Aaron Drive, Milton Avenue, Georgia Avenue, Ralph David Abernathy, University Avenue and Fulton Street.

Mobility Projects: Core Area

Number	Project Name	Extents	Description	Type	Engineering		Right-Of-Way		Construction		Total Project Costs	Funding	
					Year	Costs	Year	Costs	Year	Costs		Responsible Party	Primary Source
CM-01	Hank Aaron Drive Streetscape Improvements	Fulton St to Georgia Ave	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing. This cost does not include a transit ready street.	Bike/Ped and Roadway		\$800,000		\$6,000,000		\$4,500,000	\$11,300,000	Private, CoA, Transit Operator	Private, TAD, COA
CM-02	Fulton St Streetscape Improvements	Pollard Blvd to Capitol Ave	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing.	Bike/Ped and Roadway		\$260,000		N/A		\$1,440,000	\$1,700,000	Private	Private, TAD
CM-03	Georgia Ave Streetscape Improvements	Pollard Blvd to Hank Aaron Dr	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing.	Bike/Ped and Roadway		\$210,000		N/A		\$1,190,000	\$1,400,000	Private	Private, TAD
CM-04	Capitol Avenue and Memorial Avenue Bridge Feasibility Study	Capitol Square SW to Pollard Blvd	Feasibility study to determine if the existing Capitol Avenue bridge over I-20 and existing Memorial Avenue bridge/ Capitol Ave bridge over I-75/I-85 can hold transit.	Study		\$75,000		N/A		N/A	\$75,000	CoA, Transit Operator	ARC, CoA, Transit Operator, TAD
CM-05A	Capitol Ave Bridge New Bridge	I-20 WB Off-Ramp to Fulton St	Replace the existing bridge with a new bridge that includes dedicated transit lanes, four travel lanes with one turn lane, landscape strips, high quality bicycle facilities, large sidewalks, and lighting. Designed to accept/handle proposed I-20 BRT east facing ramps.	Bridge		\$4,500,000		N/A		\$35,000,000-\$40,000,000	\$40,000,000- \$50,000,000	CoA, Transit Operator	ARC, CoA, Transit Operator, TAD
CM-05B	Capitol Ave Bridge Transit Bridge	I-20 WB Off-Ramp to Fulton St	New bridge adjacent to existing bridge with dedicated transit lanes and bicycle facilities with streetscape including, but not limited to, shade trees and lighting.	Bridge		\$2,300,000		N/A		\$17,000,000 - \$23,000,000	\$20,000,000 - \$25,000,000	CoA, Transit Operator	ARC, CoA, Transit Operator, TAD
CM-05C	Capitol Ave Bridge Retrofit	I-20 WB Off-Ramp to Fulton St	Retrofit existing bridge to include high quality bicycle facilities and streetscape improvements including, but not limited to, sidewalks, landscaping, and lighting.	Bridge		\$600,000		N/A		\$3,400,000	\$4,000,000	CoA, Transit Operator	ARC, CoA, Transit Operator, TAD
CM-06	Fulton St Bridge Retrofit	Central Ave to Pollard Blvd	Retrofit existing bridge to include cycle track, sidewalks and landscape buffer.	Bridge		\$150,000		N/A		\$850,000	\$1,000,000	CoA	CoA, TAD
CM-07	Ralph David Abernathy Underpass Improvements	Dodd Ave to Pollard Blvd	High quality bicycle facilities and pedestrian improvements including, but not limited to, lighting, paint, art, and moving sidewalks away from the road.	Underpass		\$150,000		N/A		\$850,000	\$1,000,000	CoA	CoA, TAD
CM-08	Pryor/ Central Streetscape Improvements	Martin Luther King Jr. Drive to Dodd Ave	One-way high quality bicycle facilities on Pryor and Central. Streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting and milling and resurfacing.	Bike/Ped and Roadway		\$2,000,000		N/A		\$11,000,000	\$13,000,000	CoA	CoA, TAD
CM-09	Fraser Street Streetscape Improvements	Fulton St to Atlanta Ave	Two-way conversion from Georgia Avenue to Vanira Avenue. Streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting and milling and resurfacing.	Two-way Conversion and Roadway		\$1,300,000		N/A		\$7,400,000	\$8,700,000	CoA	CoA, TAD
CM-10	Core Grid Network	Between Pollard Blvd, Fraser St and Love St	New street grid at a preferred block size of 450', align new streets with existing intersections along the eastern edge. An important connection is from Fulton St to Pollard Blvd to allow southbound traffic to get to parking decks, new streets to include sidewalk and landscape buffer on each side.	New Roadway		N/A		N/A		N/A	N/A	Private	Private
CM-11	On-Site Stormwater Retention	Core Area	1.8" of rainfall is suggested to be captured on site. The City of Atlanta's standard is 1.0" but American Rivers recommendation is that the development aspires to a higher standard of 1.8"	Stormwater		N/A		N/A		N/A	N/A	Private	Private
CM-12	Maximize Shared Parking Study	Core Area	Event parking should share with office parking, on-street parking during off-peak hours.	Parking		\$50,000		N/A		\$0	\$50,000	Private	Private
CM-13	Integrate Georgia State Shuttle	Core Area	GSU shuttle to integrate pedestrian and bicyclist in stops and routes.	Transit		N/A		N/A		N/A	N/A	GSU	GSU

Mobility Projects: Neighborhoods

Number	Project Name	Extents	Description	Type	Engineering		Right-Of-Way		Construction		Total Project Costs	Funding	
					Year	Costs	Year	Costs	Year	Costs		Responsible Party	Primary Source
NM-01	Hank Aaron Drive Streetscape Improvements	Georgia Ave to Beltline	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing. This cost does not include a transit ready street.	Bike/Ped and Roadway		\$1,600,000		N/A		\$8,900,000	\$10,500,000	CoA, Transit Operator	CoA, Transit Operator
NM-02	Milton Ave Streetscape Improvements	Hank Aaron Dr to Beltline	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing. This cost does not include a transit ready street.	Bike/ Ped and Roadway		\$300,000		N/A		\$1,900,000	\$2,200,000	CoA, Transit Operator	CoA, Transit Operator
NM-03	Wells St/ Fulton St/ Glenwood Ave Streetscape Improvements	Glenn St to Pulliam St and Capitol Ave to Hill St	High quality bicycle facilities and streetscape improvements including, but not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Bike/Ped and Roadway		\$1,700,000		N/A		\$9,400,000	\$11,100,000	CoA	CoA, TAD
NM-04	Ralph David Abernathy Blvd / Georgia Ave Streetscape Improvements	Metropolitan Pkwy to Pulliam St and Hank Aaron Dr to Hill St	High quality bicycle facilities and streetscape improvements including, but not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Bike/Ped and Roadway		\$2,000,000		N/A		\$12,700,000	\$14,700,000	CoA	CoA, TAD
NM-05	McDaniel Street Improvements	Ralph David Abernathy to University Ave	High quality bicycle facilities and streetscape improvements including, but not limited to, landscaping, bulb-outs, lighting, sidewalks, and milling and resurfacing.	Bike/Ped and Roadway		\$1,000,000		N/A		\$6,200,000	\$7,200,000	CoA	CoA
NM-06	Hill Street Improvements	Glenwood Ave to Beltline	Two-way conversion from Georgia Ave to Ormond St. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Bike/Ped and Roadway		\$1,400,000		N/A		\$7,600,000	\$9,000,000	CoA	CoA, TAD
NM-07	Windsor Street Improvements	I-20 underpass to Pittman Park	Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Roadway		\$1,300,000		N/A		\$7,200,000	\$8,500,000	CoA	CoA, TAD
NM-08	McDaniel Extension	University Avenue to BeltLine	New roadway connecting McDaniel Street to Beltline with new wide sidewalks, street trees and landscaping and street lights.	New Roadway		\$300,000		\$1,372,800		\$1,700,000	\$2,000,000	CoA	CoA
NM-09	Fortress Street Improvements	Fortress Ave	Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing especially over railroad tracks.	Roadway		\$600,000		N/A		\$3,400,000	\$4,000,000	CoA	CoA
NM-10	Windsor Street Underpass Improvements	Windsor Street under I-20	Safety improvements for pedestrians including, but not limited to, lighting, paint, art, and moving sidewalks away from the road.	Bridge/Underpass		\$150,000		N/A		\$850,000	\$1,000,000	CoA	CoA
NM-11	Atlanta Ave Improvements	Hank Aaron Dr to Cherokee Ave	Two-way conversion from Washington St to Hill St. Streetscape improvements/ traffic calming including but not limited to pavers, landscaping, lighting and milling and resurfacing. High quality bicycle facilities from Cherokee Ave to Hank Aaron Dr.	Two-way Conversion and Bike/Ped and Roadway		\$1,100,000		N/A		\$5,900,000	\$7,000,000	CoA	CoA, TAD
NM-12	Crew Street Improvements	Bill Lucas Dr to Weyman Ave	Two-way conversion from Ormond St to Weyman Ave. Streetscape improvements including, but not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$500,000		N/A		\$2,700,000	\$3,200,000	CoA	CoA, TAD
NM-13	Martin St Improvements	Fulton St to Boynton Ave	Two-way conversion from Georgia Ave to Ormond St. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$900,000		N/A		\$4,900,000	\$5,800,000	CoA	CoA, TAD
NM-14	Ami St Improvements	Georgia Ave to Little St	Two-way conversion from Georgia Ave to Little St. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$200,000		N/A		\$1,100,000	\$1,300,000	CoA	CoA, TAD
NM-15	Connally St Improvements	Georgia Ave to Little St	Two-way conversion from Georgia Ave to Little St. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$200,000		N/A		\$1,100,000	\$1,300,000	CoA	CoA, TAD
NM-16	University Ave Improvements	Metropolitan Pkwy to Hank Aaron Dr	High quality bicycle facilities and streetscape improvements including, but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Bike/ Ped and Roadway		\$1,200,000		N/A		\$7,100,000	\$8,300,000	CoA, GDOT, Renew Atlanta	CoA, GDOT, Renew Atlanta
NM-17	Ormond St Concept Study	Washington St to Cherokee Ave	Public engagement process needed to determine whether Ormond St should remain a one-way street or convert to a two-way street. Cost reflects concept study and construction cost.	Study		\$125,000		N/A		\$375,000	\$500,000	CoA	CoA
NM-18	Sydney St Improvements	Fulton St to Cherokee Ave	Two-way conversion from Fulton St to Cherokee Ave. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$750,000		N/A		\$4,250,000	\$5,000,000	CoA	CoA

Mobility Projects: Regional / Area-Wide

Number	Project Name	Extents	Description	Type	Engineering		Right-Of-Way		Construction		Total Project Costs	Funding	
					Year	Costs	Year	Costs	Year	Costs		Responsible Party	Primary Source
RM-01	Hank Aaron Drive High Quality Transit	Fulton St to Georgia Ave	Dedicated Streetcar lanes. Does not include street improvements.	Transit		\$3,200,000		N/A		\$28,800,000	\$32,000,000	CoA, Transit Operator	CoA, Transit Operator
RM-02	Hank Aaron Drive High Quality Transit	Georgia Ave to Beltline	Likely shared Streetcar lanes. Does not include street improvements.	Transit		\$9,400,000		N/A		\$84,600,000	\$94,000,000	CoA, Transit Operator	CoA, Transit Operator
RM-03	Ralph David Abernathy/ Georgia Ave High Quality Transit	Beltline at Joseph E Boone Blvd to Beltline at Boulevard Southeast	Shared Streetcar lanes. Does not include street improvements.	Transit		\$55,000,000		N/A		\$499,000,000	\$554,000,000	CoA, Transit Operator	CoA, Transit Operator
RM-04	I-20 Eastbound Glenwood Reconfiguration Ramp	Glenwood / Sydney Split to Ramp	Close existing Glenwood Avenue east of Connally St and west of Hill St, realign Glenwood Ave to be perpendicular to Hill St and add roundabout at Hill/ Glenwood intersection.	Ramp		\$750,000		N/A		\$4,250,000	\$5,000,000	GDOT	GDOT
RM-05	I-75/85 Washington Street Off-Ramp Concept Study	Ramp to Ormond Street	Downtown Connector study to look at off-ramp in detail.	Study		\$75,000		N/A		N/A	\$75,000	GDOT	GDOT
RM-06	Mitigate Stormwater Runoff	Southeast of I-75/I-85 and I-20	GDOT to fund. 1.8" of rainfall is suggested to be captured on site where feasible, per American Rivers' assessment.	Stormwater		N/A		N/A		N/A	N/A	GDOT	GDOT
RM-07	University Interchange	Moton Ave to Pryor Rd	GDOT prepared study in 2013 (updated 2014) for the intersection of State Route 54/ University Ave @ Interstate 75 and Pryor Rd. Three solutions to the interchange are contemplated.	Roadway		\$2,300,000		N/A		\$12,700,000	\$15,000,000	GDOT	GDOT
RM-08	Pryor St/ Mitchell St High Quality Transit	Edgewood Ave t to Capitol Ave	Dedicated Streetcar lanes. Does not include street improvements.	Transit		\$5,000,000				\$45,000,000	\$50,000,000	CoA, Transit Operator	CoA, Transit Operator
RM-09	Capitol Ave High Quality Transit	Capitol Square SW to Pollard Blvd	Dedicated Streetcar lanes. Does not include street improvements.	Transit		\$3,000,000		N/A		\$28,000,000	\$31,000,000	CoA, Transit Operator	CoA, Transit Operator



Action Plan

Transportation Implementation Matrix
Future Land Use / Development Districts
One Hundred-Day Action Plan*

**The One Hundred-Day Action Plan will be developed after the Public Forum scheduled for October, 2016*



05 | **01** IMPLEMENTATION MATRIX

The following pages itemize the planning team's recommendations for mobility enhancement projects in the LCI area. The projects have been categorized by Core Area, Neighborhoods, and Regional or Area-wide though some of them overlap all three.

Each item includes a description, an approximate budget and potential funding sources and partners. Many of them require public-private partnerships that would be possible with the redevelopment of the core area. It is also worth mentioning that the transportation projects in the core area are within the Stadium TAD and can therefore pursue TAD funding.

Priority projects include the signature corridors identified in the study area such as Capitol Avenue, Hank Aaron Drive, Milton Avenue, Georgia Avenue, Ralph David Abernathy, University Avenue and Fulton Street.

Mobility Projects: Core Area

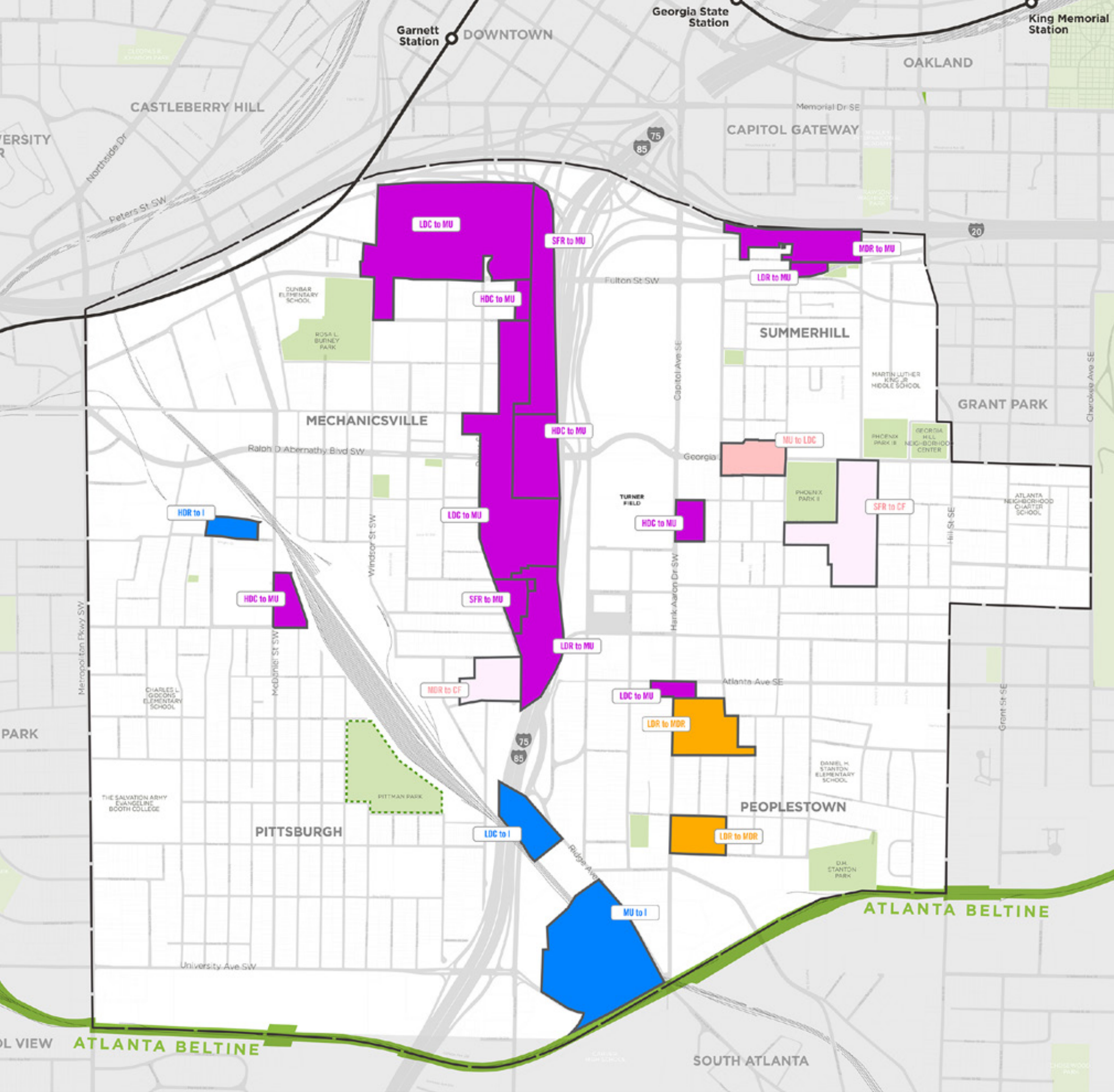
Number	Project Name	Extents	Description	Type	Engineering		Right-Of-Way		Construction		Total Project Costs	Funding	
					Year	Costs	Year	Costs	Year	Costs		Responsible Party	Primary Source
CM-01	Hank Aaron Drive Streetscape Improvements	Fulton St to Georgia Ave	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing. This cost does not include a transit ready street.	Bike/Ped and Roadway		\$800,000		\$6,000,000		\$4,500,000	\$11,300,000	Private, CoA, Transit Operator	Private, TAD, COA
CM-02	Fulton St Streetscape Improvements	Pollard Blvd to Capitol Ave	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing.	Bike/Ped and Roadway		\$260,000		N/A		\$1,440,000	\$1,700,000	Private	Private, TAD
CM-03	Georgia Ave Streetscape Improvements	Pollard Blvd to Hank Aaron Dr	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing.	Bike/Ped and Roadway		\$210,000		N/A		\$1,190,000	\$1,400,000	Private	Private, TAD
CM-04	Capitol Avenue and Memorial Avenue Bridge Feasibility Study	Capitol Square SW to Pollard Blvd	Feasibility study to determine if the existing Capitol Avenue bridge over I-20 and existing Memorial Avenue bridge/ Capitol Ave bridge over I-75/I-85 can hold transit.	Study		\$75,000		N/A		N/A	\$75,000	CoA, Transit Operator	ARC, CoA, Transit Operator, TAD
CM-05A	Capitol Ave Bridge New Bridge	I-20 WB Off-Ramp to Fulton St	Replace the existing bridge with a new bridge that includes dedicated transit lanes, four travel lanes with one turn lane, landscape strips, high quality bicycle facilities, large sidewalks, and lighting. Designed to accept/handle proposed I-20 BRT east facing ramps.	Bridge		\$4,500,000		N/A		\$35,000,000-\$40,000,000	\$40,000,000- \$50,000,000	CoA, Transit Operator	ARC, CoA, Transit Operator, TAD
CM-05B	Capitol Ave Bridge Transit Bridge	I-20 WB Off-Ramp to Fulton St	New bridge adjacent to existing bridge with dedicated transit lanes and bicycle facilities with streetscape including, but not limited to, shade trees and lighting.	Bridge		\$2,300,000		N/A		\$17,000,000 - \$23,000,000	\$20,000,000 - \$25,000,000	CoA, Transit Operator	ARC, CoA, Transit Operator, TAD
CM-05C	Capitol Ave Bridge Retrofit	I-20 WB Off-Ramp to Fulton St	Retrofit existing bridge to include high quality bicycle facilities and streetscape improvements including, but not limited to, sidewalks, landscaping, and lighting.	Bridge		\$600,000		N/A		\$3,400,000	\$4,000,000	CoA, Transit Operator	ARC, CoA, Transit Operator, TAD
CM-06	Fulton St Bridge Retrofit	Central Ave to Pollard Blvd	Retrofit existing bridge to include cycle track, sidewalks and landscape buffer.	Bridge		\$150,000		N/A		\$850,000	\$1,000,000	CoA	CoA, TAD
CM-07	Ralph David Abernathy Underpass Improvements	Dodd Ave to Pollard Blvd	High quality bicycle facilities and pedestrian improvements including, but not limited to, lighting, paint, art, and moving sidewalks away from the road.	Underpass		\$150,000		N/A		\$850,000	\$1,000,000	CoA	CoA, TAD
CM-08	Pryor/ Central Streetscape Improvements	Martin Luther King Jr. Drive to Dodd Ave	One-way high quality bicycle facilities on Pryor and Central. Streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting and milling and resurfacing.	Bike/Ped and Roadway		\$2,000,000		N/A		\$11,000,000	\$13,000,000	CoA	CoA, TAD
CM-09	Fraser Street Streetscape Improvements	Fulton St to Atlanta Ave	Two-way conversion from Georgia Avenue to Vanira Avenue. Streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting and milling and resurfacing.	Two-way Conversion and Roadway		\$1,300,000		N/A		\$7,400,000	\$8,700,000	CoA	CoA, TAD
CM-10	Core Grid Network	Between Pollard Blvd, Fraser St and Love St	New street grid at a preferred block size of 450', align new streets with existing intersections along the eastern edge. An important connection is from Fulton St to Pollard Blvd to allow southbound traffic to get to parking decks, new streets to include sidewalk and landscape buffer on each side.	New Roadway		N/A		N/A		N/A	N/A	Private	Private
CM-11	On-Site Stormwater Retention	Core Area	1.8" of rainfall is suggested to be captured on site. The City of Atlanta's standard is 1.0" but American Rivers recommendation is that the development aspires to a higher standard of 1.8"	Stormwater		N/A		N/A		N/A	N/A	Private	Private
CM-12	Maximize Shared Parking Study	Core Area	Event parking should share with office parking, on-street parking during off-peak hours.	Parking		\$50,000		N/A		\$0	\$50,000	Private	Private
CM-13	Integrate Georgia State Shuttle	Core Area	GSU shuttle to integrate pedestrian and bicyclist in stops and routes.	Transit		N/A		N/A		N/A	N/A	GSU	GSU

Mobility Projects: Neighborhoods

Number	Project Name	Extents	Description	Type	Engineering		Right-Of-Way		Construction		Total Project Costs	Funding	
					Year	Costs	Year	Costs	Year	Costs		Responsible Party	Primary Source
NM-01	Hank Aaron Drive Streetscape Improvements	Georgia Ave to Beltline	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing. This cost does not include a transit ready street.	Bike/Ped and Roadway		\$1,600,000		N/A		\$8,900,000	\$10,500,000	CoA, Transit Operator	CoA, Transit Operator
NM-02	Milton Ave Streetscape Improvements	Hank Aaron Dr to Beltline	High quality bicycle facilities and streetscape improvements including, but not limited to, granite curb, landscaping, sidewalks, lighting, and milling and resurfacing. This cost does not include a transit ready street.	Bike/ Ped and Roadway		\$300,000		N/A		\$1,900,000	\$2,200,000	CoA, Transit Operator	CoA, Transit Operator
NM-03	Wells St/ Fulton St/ Glenwood Ave Streetscape Improvements	Glenn St to Pulliam St and Capitol Ave to Hill St	High quality bicycle facilities and streetscape improvements including, but not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Bike/Ped and Roadway		\$1,700,000		N/A		\$9,400,000	\$11,100,000	CoA	CoA, TAD
NM-04	Ralph David Abernathy Blvd / Georgia Ave Streetscape Improvements	Metropolitan Pkwy to Pulliam St and Hank Aaron Dr to Hill St	High quality bicycle facilities and streetscape improvements including, but not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Bike/Ped and Roadway		\$2,000,000		N/A		\$12,700,000	\$14,700,000	CoA	CoA, TAD
NM-05	McDaniel Street Improvements	Ralph David Abernathy to University Ave	High quality bicycle facilities and streetscape improvements including, but not limited to, landscaping, bulb-outs, lighting, sidewalks, and milling and resurfacing.	Bike/Ped and Roadway		\$1,000,000		N/A		\$6,200,000	\$7,200,000	CoA	CoA
NM-06	Hill Street Improvements	Glenwood Ave to Beltline	Two-way conversion from Georgia Ave to Ormond St. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Bike/Ped and Roadway		\$1,400,000		N/A		\$7,600,000	\$9,000,000	CoA	CoA, TAD
NM-07	Windsor Street Improvements	I-20 underpass to Pittman Park	Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Roadway		\$1,300,000		N/A		\$7,200,000	\$8,500,000	CoA	CoA, TAD
NM-08	McDaniel Extension	University Avenue to BeltLine	New roadway connecting McDaniel Street to Beltline with new wide sidewalks, street trees and landscaping and street lights.	New Roadway		\$300,000		\$1,372,800		\$1,700,000	\$2,000,000	CoA	CoA
NM-09	Fortress Street Improvements	Fortress Ave	Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing especially over railroad tracks.	Roadway		\$600,000		N/A		\$3,400,000	\$4,000,000	CoA	CoA
NM-10	Windsor Street Underpass Improvements	Windsor Street under I-20	Safety improvements for pedestrians including, but not limited to, lighting, paint, art, and moving sidewalks away from the road.	Bridge/Underpass		\$150,000		N/A		\$850,000	\$1,000,000	CoA	CoA
NM-11	Atlanta Ave Improvements	Hank Aaron Dr to Cherokee Ave	Two-way conversion from Washington St to Hill St. Streetscape improvements/ traffic calming including but not limited to pavers, landscaping, lighting and milling and resurfacing. High quality bicycle facilities from Cherokee Ave to Hank Aaron Dr.	Two-way Conversion and Bike/Ped and Roadway		\$1,100,000		N/A		\$5,900,000	\$7,000,000	CoA	CoA, TAD
NM-12	Crew Street Improvements	Bill Lucas Dr to Weyman Ave	Two-way conversion from Ormond St to Weyman Ave. Streetscape improvements including, but not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$500,000		N/A		\$2,700,000	\$3,200,000	CoA	CoA, TAD
NM-13	Martin St Improvements	Fulton St to Boynton Ave	Two-way conversion from Georgia Ave to Ormond St. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$900,000		N/A		\$4,900,000	\$5,800,000	CoA	CoA, TAD
NM-14	Ami St Improvements	Georgia Ave to Little St	Two-way conversion from Georgia Ave to Little St. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$200,000		N/A		\$1,100,000	\$1,300,000	CoA	CoA, TAD
NM-15	Connally St Improvements	Georgia Ave to Little St	Two-way conversion from Georgia Ave to Little St. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$200,000		N/A		\$1,100,000	\$1,300,000	CoA	CoA, TAD
NM-16	University Ave Improvements	Metropolitan Pkwy to Hank Aaron Dr	High quality bicycle facilities and streetscape improvements including, but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Bike/ Ped and Roadway		\$1,200,000		N/A		\$7,100,000	\$8,300,000	CoA, GDOT, Renew Atlanta	CoA, GDOT, Renew Atlanta
NM-17	Ormond St Concept Study	Washington St to Cherokee Ave	Public engagement process needed to determine whether Ormond St should remain a one-way street or convert to a two-way street. Cost reflects concept study and construction cost.	Study		\$125,000		N/A		\$375,000	\$500,000	CoA	CoA
NM-18	Sydney St Improvements	Fulton St to Cherokee Ave	Two-way conversion from Fulton St to Cherokee Ave. Streetscape improvements include but are not limited to, landscaping, lighting, sidewalks, and milling and resurfacing.	Two-way Conversion and Roadway		\$750,000		N/A		\$4,250,000	\$5,000,000	CoA	CoA

Mobility Projects: Regional / Area-Wide

Number	Project Name	Extents	Description	Type	Engineering		Right-Of-Way		Construction		Total Project Costs	Funding	
					Year	Costs	Year	Costs	Year	Costs		Responsible Party	Primary Source
RM-01	Hank Aaron Drive High Quality Transit	Fulton St to Georgia Ave	Dedicated Streetcar lanes. Does not include street improvements.	Transit		\$3,200,000		N/A		\$28,800,000	\$32,000,000	CoA, Transit Operator	CoA, Transit Operator
RM-02	Hank Aaron Drive High Quality Transit	Georgia Ave to Beltline	Likely shared Streetcar lanes. Does not include street improvements.	Transit		\$9,400,000		N/A		\$84,600,000	\$94,000,000	CoA, Transit Operator	CoA, Transit Operator
RM-03	Ralph David Abernathy/ Georgia Ave High Quality Transit	Beltline at Joseph E Boone Blvd to Beltline at Boulevard Southeast	Shared Streetcar lanes. Does not include street improvements.	Transit		\$55,000,000		N/A		\$499,000,000	\$554,000,000	CoA, Transit Operator	CoA, Transit Operator
RM-04	I-20 Eastbound Glenwood Reconfiguration Ramp	Glenwood / Sydney Split to Ramp	Close existing Glenwood Avenue east of Connally St and west of Hill St, realign Glenwood Ave to be perpendicular to Hill St and add roundabout at Hill/ Glenwood intersection.	Ramp		\$750,000		N/A		\$4,250,000	\$5,000,000	GDOT	GDOT
RM-05	I-75/85 Washington Street Off-Ramp Concept Study	Ramp to Ormond Street	Downtown Connector study to look at off-ramp in detail.	Study		\$75,000		N/A		N/A	\$75,000	GDOT	GDOT
RM-06	Mitigate Stormwater Runoff	Southeast of I-75/I-85 and I-20	GDOT to fund. 1.8" of rainfall is suggested to be captured on site where feasible, per American Rivers' assessment.	Stormwater		N/A		N/A		N/A	N/A	GDOT	GDOT
RM-07	University Interchange	Moton Ave to Pryor Rd	GDOT prepared study in 2013 (updated 2014) for the intersection of State Route 54/ University Ave @ Interstate 75 and Pryor Rd. Three solutions to the interchange are contemplated.	Roadway		\$2,300,000		N/A		\$12,700,000	\$15,000,000	GDOT	GDOT
RM-08	Pryor St/ Mitchell St High Quality Transit	Edgewood Ave t to Capitol Ave	Dedicated Streetcar lanes. Does not include street improvements.	Transit		\$5,000,000				\$45,000,000	\$50,000,000	CoA, Transit Operator	CoA, Transit Operator
RM-09	Capitol Ave High Quality Transit	Capitol Square SW to Pollard Blvd	Dedicated Streetcar lanes. Does not include street improvements.	Transit		\$3,000,000		N/A		\$28,000,000	\$31,000,000	CoA, Transit Operator	CoA, Transit Operator



05 | 02 FUTURE LAND USE/ DEVELOPMENT DISTRICTS

The Comprehensive Development Plan serves as the long-term guide for future growth and development. Updates to the Future Land Use Map are recommended to fully achieve the vision of this plan. The recommended amendments to the Future Land Use Map, as shown in the map and table, reflect a move toward a broader mix of uses and more dense development.

- CF** COMMUNITY FACILITY
- HDC** HIGH DENSITY COMMERCIAL
- HDR** HIGH DENSITY RESIDENTIAL
- LDC** LOW DENSITY COMMERCIAL
- LDR** LOW DENSITY RESIDENTIAL
- MDR** MEDIUM DENSITY RESIDENTIAL
- MU** MIXED USE
- SFR** SINGLE FAMILY RESIDENTIAL

Proposed Changes to Future Land Use Map

Number on Map	Location	Current Designation	Proposed Designation	Rationale	Neighborhood
1	I-20, Windsor Street, Fulton street, I/75/85, Pryor Street	Single Family Residential, Low Density Residential and Low Density Commercial	Mixed Use	Allow development of the Core area and Allow for a broader mix of uses	Mechanicsville
2	Doanne Street, Buena Vista Ave	Medium Density	Community Facility	Reflect existing use of parcel	Mechanicsville
3	McDaniel and Rockwell	High Density Commercial	Mixed Use		Pittsburgh
4	Stephens Street*	High Density Residential	Industrial		Pittsburgh
5	I-20, Fraser, Connally, Glenwood Ave	Medium Density Residential	Mixed Use	Allow development of the Core area and Allow for a broader mix of uses	Summerhill
6	Martin, Fraser, Georgia	Mixed Use	Low Density Commercial	Allow for renovation and neighborhood scaled commercial	Summerhill
7	Georgia, Connally, Little, Ami, Bill Lucas	Single Family Residential	Community Facility	Reflect existing use of parcel	Summerhill
8	Hank Aaron, Bass, Bill Lucas	High Density Commercial	Mixed Use	Allow development of the Core area and Allow for a broader mix of uses	Summerhill
9	Hank Aaron, Atlanta Ave	Low Density Commercial	Mixed Use	Allow development of the Core area and Allow for a broader mix of uses	Peoplestown
10	Hank Aaron and Vanira	Low Density Residential	Medium Density Residential	Support Transit Oriented development	Peoplestown
11	Hank Aaron, Boyton, Haygood Ave	Low Density Residential	Medium Density Residential	Support Transit Oriented development	Peoplestown
12	Ridge Ave, Rail Corridor, University	Mixed Use	Industrial	Reflect use and zoning of parcel and Industrial Enterprize Zone	Peoplestown

Proposed Changes to Future Land Use Map

Number on Map	Location	Current Designation	Proposed Designation	Rationale	Neighborhood
1	I-20, Windsor Street, Fulton street, I/75/85, Pryor Street	Single Family Residential, Low Density Residential and Low Density Commercial	Mixed Use	Allow development of the Core area and Allow for a broader mix of uses	Mechanicsville
2	Doanne Street, Buena Vista Ave	Medium Density	Community Facility	Reflect existing use of parcel	Mechanicsville
3	McDaniel and Rockwell	High Density Commercial	Mixed Use		Pittsburgh
4	Stephens Street*	High Density Residential	Industrial		Pittsburgh
5	I-20, Fraser, Connally, Glenwood Ave	Medium Density Residential	Mixed Use	Allow development of the Core area and Allow for a broader mix of uses	Summerhill
6	Martin, Fraser, Georgia	Mixed Use	Low Density Commercial	Allow for renovation and neighborhood scaled commercial	Summerhill
7	Georgia, Connally, Little, Ami, Bill Lucas	Single Family Residential	Community Facility	Reflect existing use of parcel	Summerhill
8	Hank Aaron, Bass, Bill Lucas	High Density Commercial	Mixed Use	Allow development of the Core area and Allow for a broader mix of uses	Summerhill
9	Hank Aaron, Atlanta Ave	Low Density Commercial	Mixed Use	Allow development of the Core area and Allow for a broader mix of uses	Peoplestown
10	Hank Aaron and Vanira	Low Density Residential	Medium Density Residential	Support Transit Oriented development	Peoplestown
11	Hank Aaron, Boyton, Haygood Ave	Low Density Residential	Medium Density Residential	Support Transit Oriented development	Peoplestown
12	Ridge Ave, Rail Corridor, University	Mixed Use	Industrial	Reflect use and zoning of parcel and Industrial Enterprize Zone	Peoplestown

IMAGE CREDITS (IN PROGRESS)

CHAPTER 1

Page 1: www.alturbanist.tumblr.com

Page 5: Atlanta History Center

Page 6: www.baseballhall.org
www.foxsports.com
www.ajc.com
www.washingtonpost.com
www.ballparksofbaseball.com
www.myacj.com

Page 7: Atlanta History Center

CHAPTER 2

Page 20: Atlanta History Center

Page 21: Atlanta History Center
www.newyorkdailynews.com
Wally Gobetz, Flickr

Page 29: www.atlintownliving.com
www.midtownatl.com
www.saportareport.com
www.doverkohl.com

Pages 38,39: www.city-data.com
www.myacj.com
Atlanta History Center
www.bloomberg.com

Page 42: www.wieninfo.com
Gehl Architects
Andrew Lloyd

Page 46: www.vizts.com
www.realtydigs.com
www.klydewarrenpark.com

Page 48: Atelier Groenblauw, Madelein d'Ersu
Johnny Crawford, AJC File

Page 80: Scott Shigley,
www.landscapeperformance.com
Sharon Yeari, www.landezine.com
SWA Group, www.landezine.com
www.land8.com
Amit Geron, www.landezine.com

CHAPTER 3

Page 84,86: Jason Travis, Creative Loafing

Pages 98-107: Instagram

CHAPTER 4

Page 118: www.cleantechnica.com

Page 129: www.beyonddc.com

Page 130: www.landezine.com

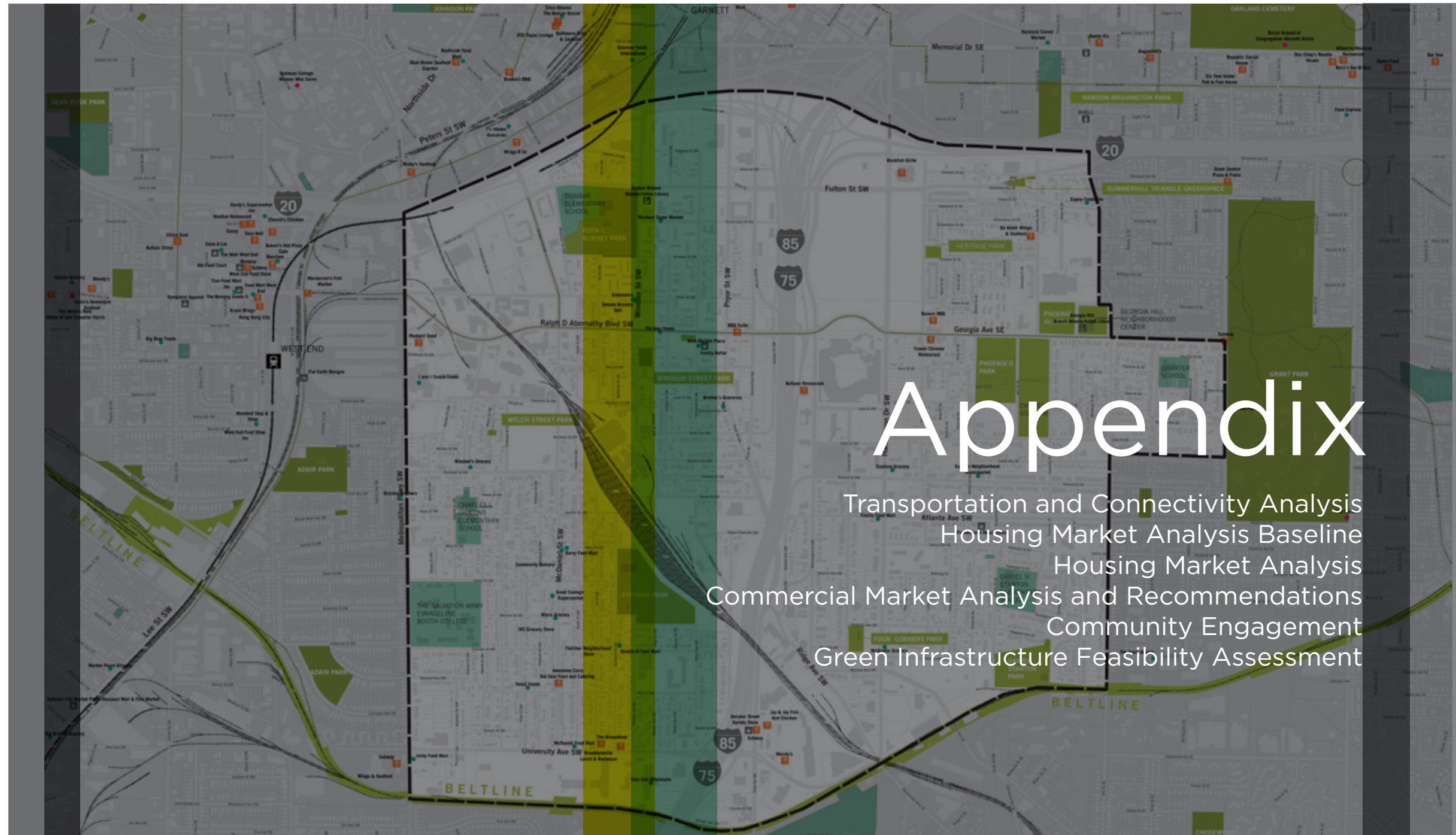
Page 146: www.typeaprojects.com

Page 148, 149: www.theahaconnection.com
www.bonappetit.com

Pages 150, 151: www.industrycity.com
www.wiki.freesideatlanta.org

Page 152: www.designarc.net

Page 171: www.architecturalrecord.com



Appendix

- Transportation and Connectivity Analysis
- Housing Market Analysis Baseline
- Housing Market Analysis
- Commercial Market Analysis and Recommendations
- Community Engagement
- Green Infrastructure Feasibility Assessment