

Turner Field Stadium
Neighborhoods
LIVEABLE CENTERS INITIATIVE

Core Area Visioning

January 30, 2016

FanPlex



Tim Keane, Commissioner,
Department of Planning and
Community Development

Charletta Wilson Jacks, Director,
Office of Planning



Turner Field Stadium Neighborhoods

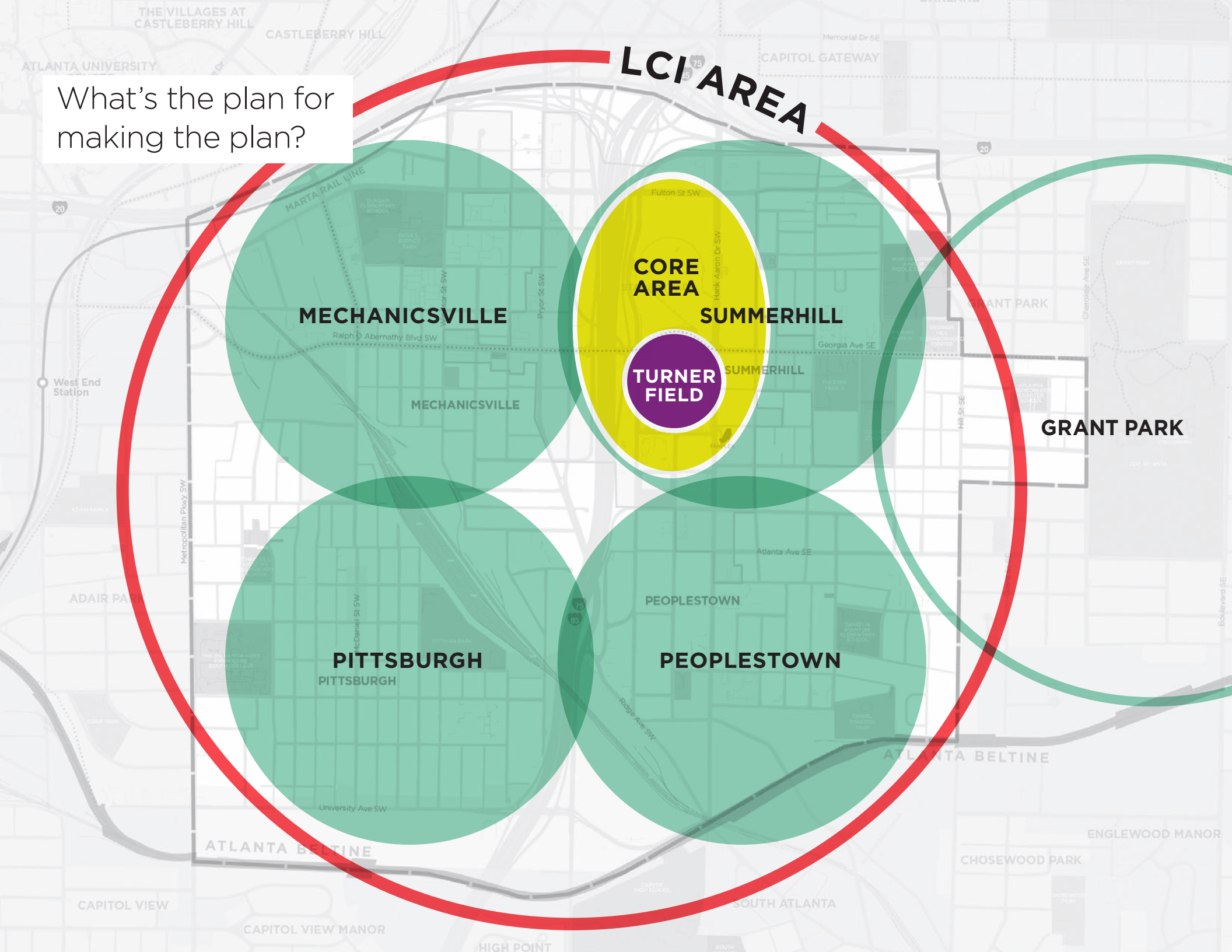
LIVEABLE CENTERS INITIATIVE

Funding Partners



Where are we in the LCI process?

What's the plan for making the plan?



A large group of people is gathered in a modern, open-plan building with high ceilings and large windows. The room is filled with people, some sitting at tables and others standing, engaged in conversations. The atmosphere appears to be a professional meeting or workshop. The text "Kickoff Meeting Summary" is overlaid in white on a red background in the center of the image.

Kickoff Meeting Summary

What were the major themes at the kickoff meeting?

Transportation & Connectivity

Reestablishment of **historic grid**

Better **connection between neighborhoods and downtown**

Increased and improved bike and pedestrian infrastructure

Enhanced public transportation: Streetcar, bus stops, MARTA

Connection to the BeltLine

Traffic calming measures on certain streets

Safe pedestrian crossings in major streets and around schools

Improved safety at railroad crossings

Land Use, Services & Development

Grocery store with fresh produce

Retail, services, restaurants, shops, and entertainment

Affordable housing

Mixed-use development

Shared office space / tech incubators

Development similar to Ponce City Market and Krog Street Market

Safety

Green energy strategies

Historic significance of the area

Open Space & Recreation

Green space: dog parks, ball fields and green space that is not programmed

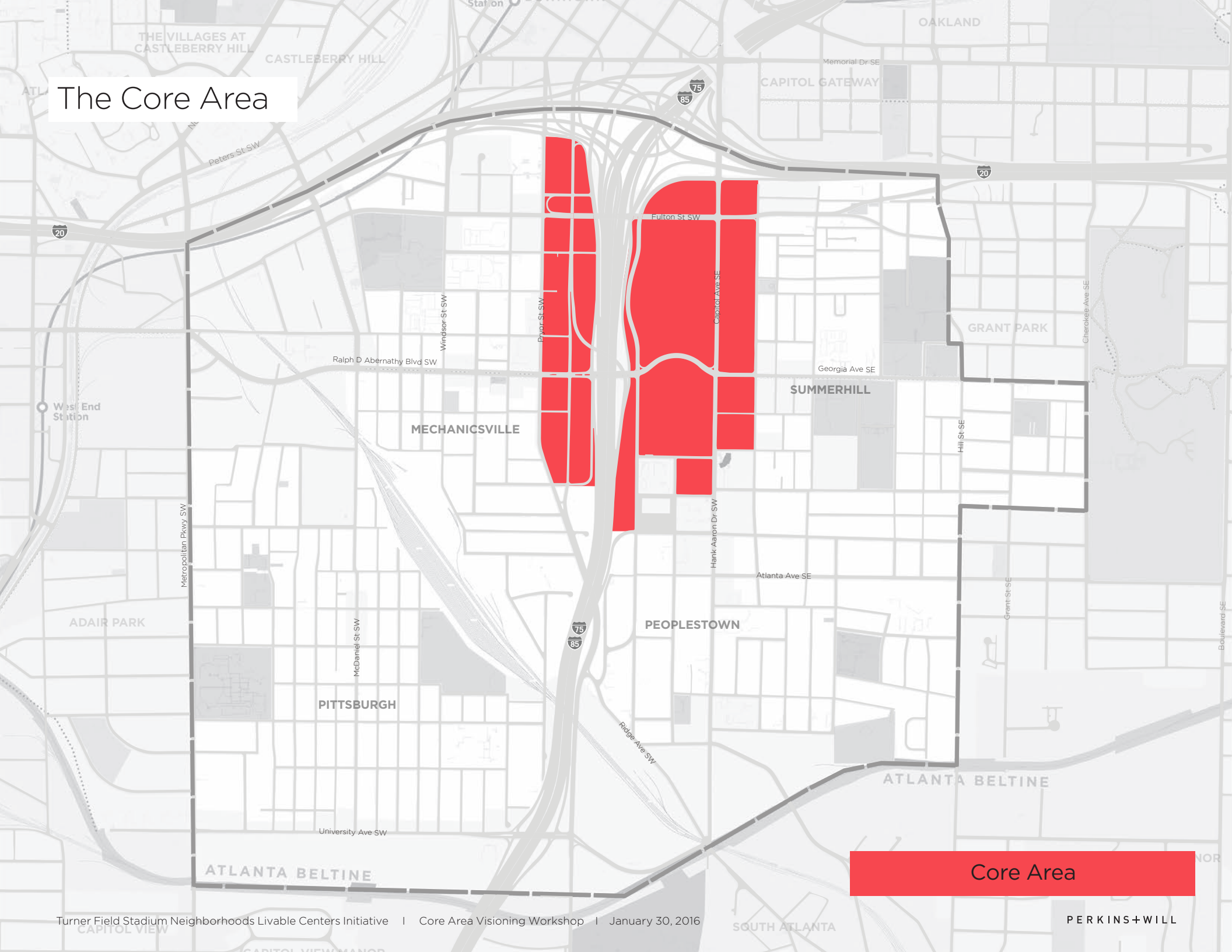
Stormwater management and **green infrastructure** plan

Urban agriculture: community gardens, urban farm, farmers market

Recreation opportunities for youth and families

OPPORTUNITIES FOR A HEALTHIER COMMUNITY

The Core Area



MECHANICSVILLE

SUMMERHILL

PEOPLESTOWN

Core Area

**What should drive
the vision?**

**Let's begin with context
and opportunities.**

How are we thinking about the site and design?

It's about striking a balance.

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

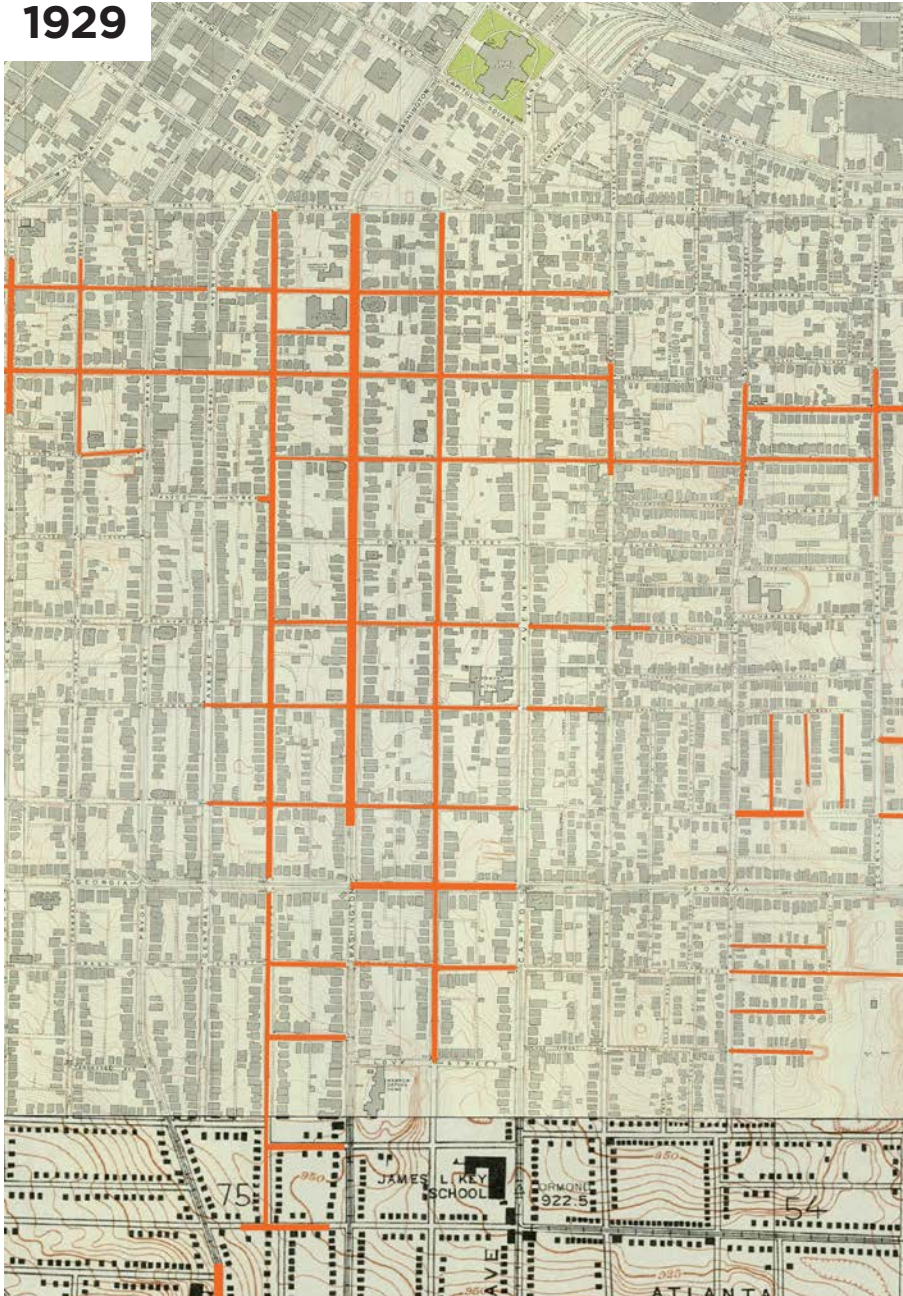
Unique elements embedded in a place

ELEMENTS LIKE:

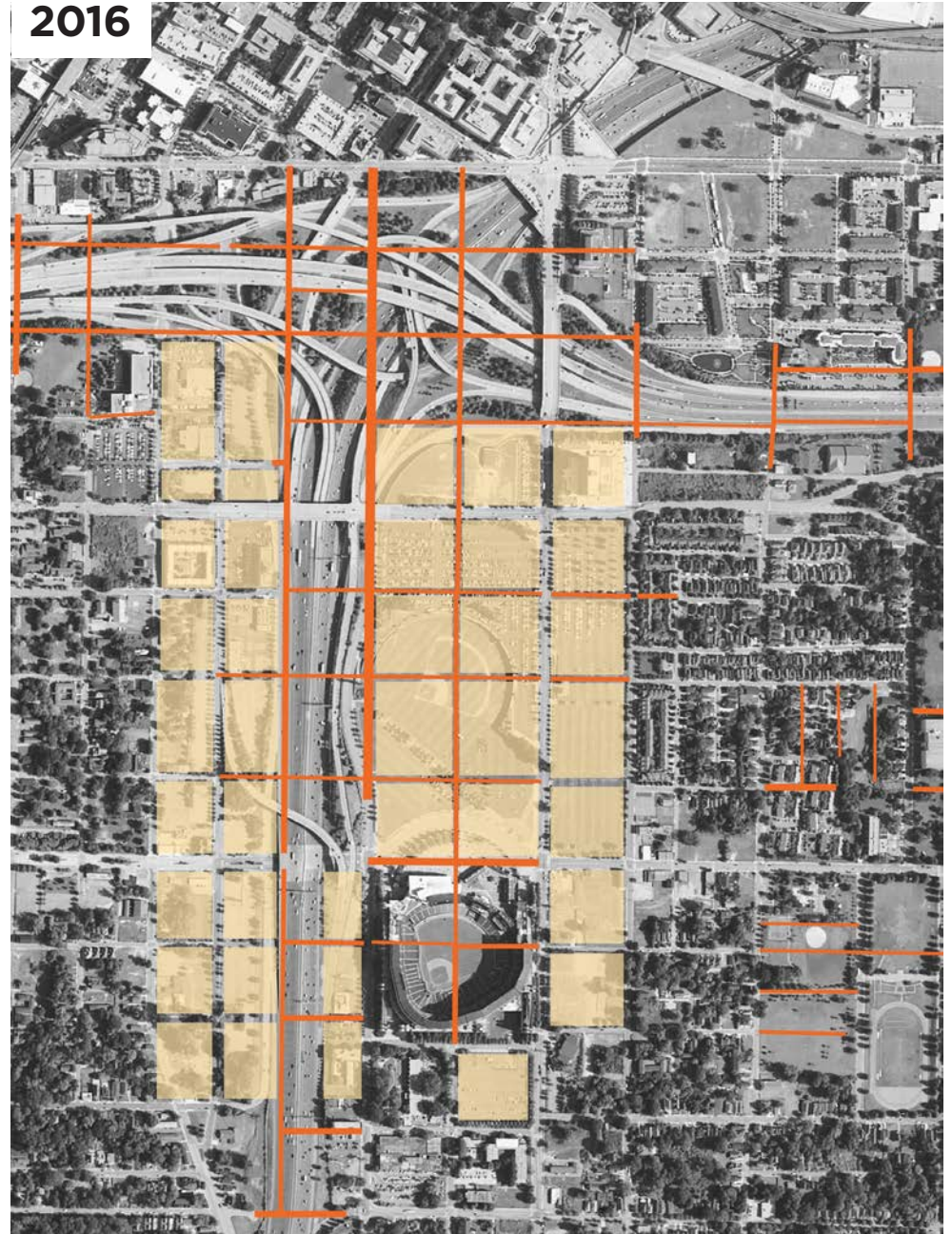
- Landform and topography
- Historic objects and memories
- Major streets and connections

The Site's DNA: **The Urban Fabric**

1929



2016



The Site's DNA: **Hank Aaron Drive**

1949



2016



The Site's DNA: **Hank Aaron Drive**

Design Opportunity
Signature Boulevard



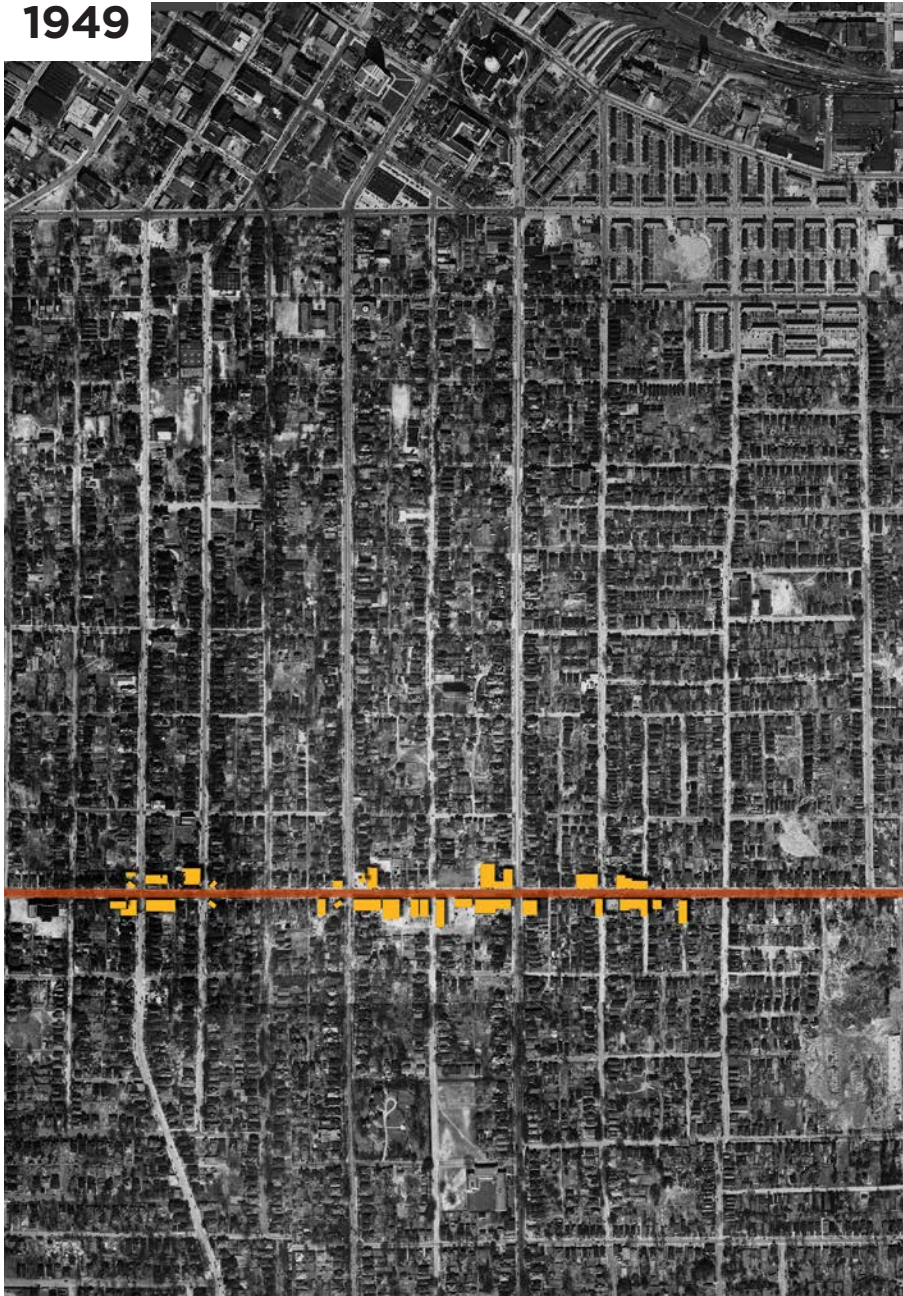
The Site's DNA: **Hank Aaron Drive**

Design Opportunity
Dynamic Pedestrian Spaces

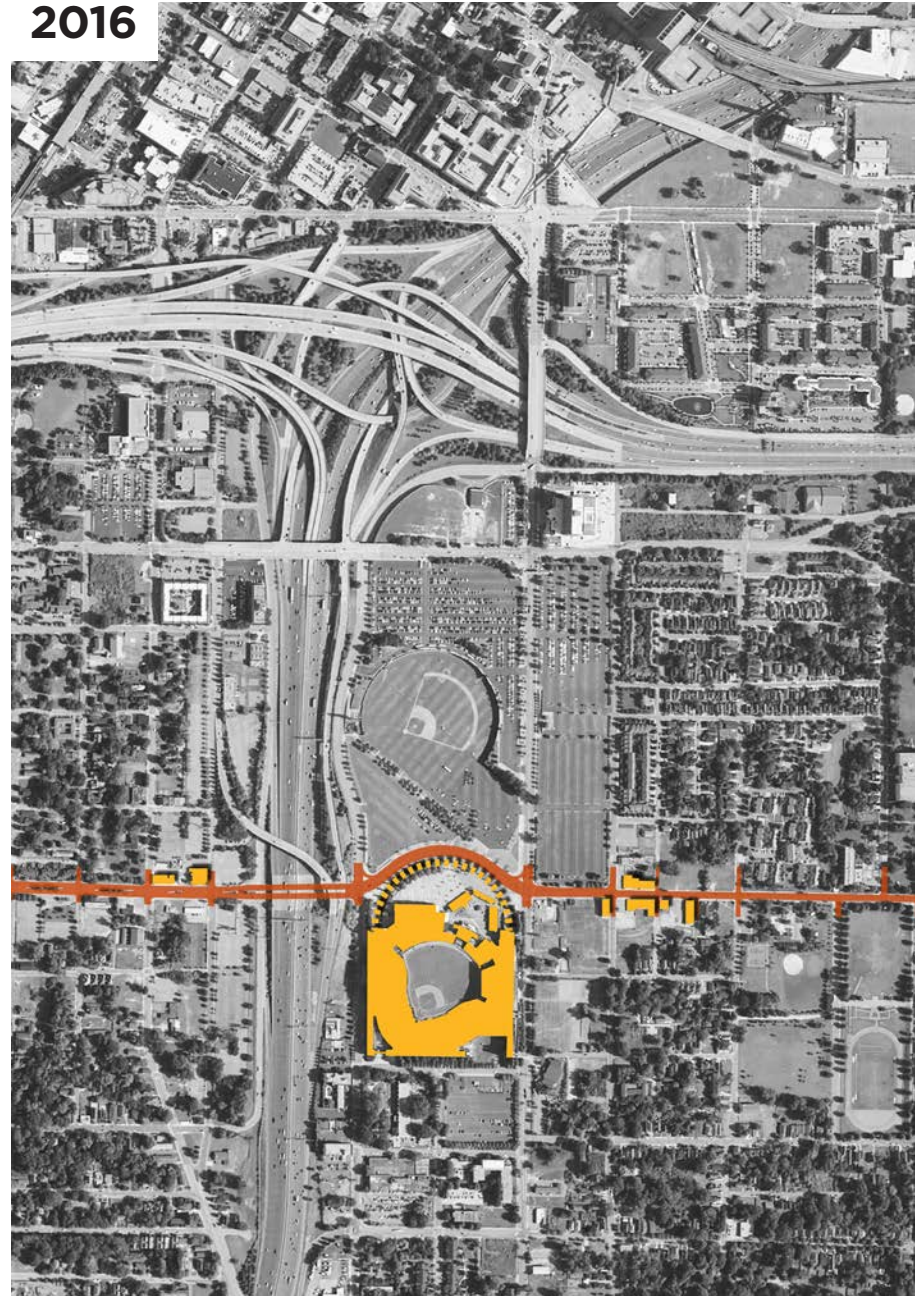


The Site's DNA: Georgia Avenue

1949



2016



The Site's DNA: **Georgia Avenue / RDA Boulevard**

Design Opportunity
Active Neighborhood Streets



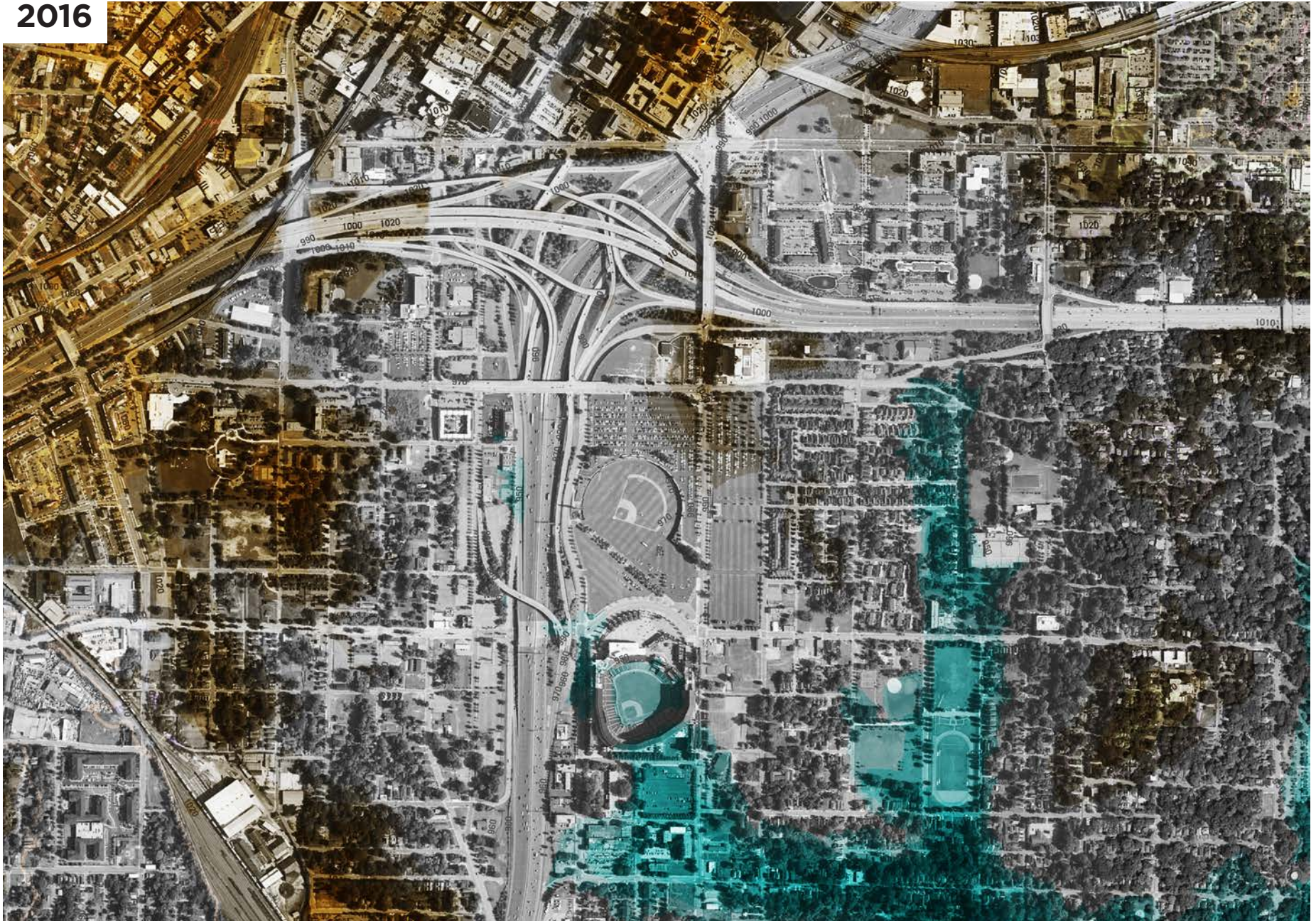
The Site's DNA: **Georgia Avenue / RDA Boulevard**

Design Opportunity
Civic Gathering Place



The Site's DNA: **Landform and Topography**

2016



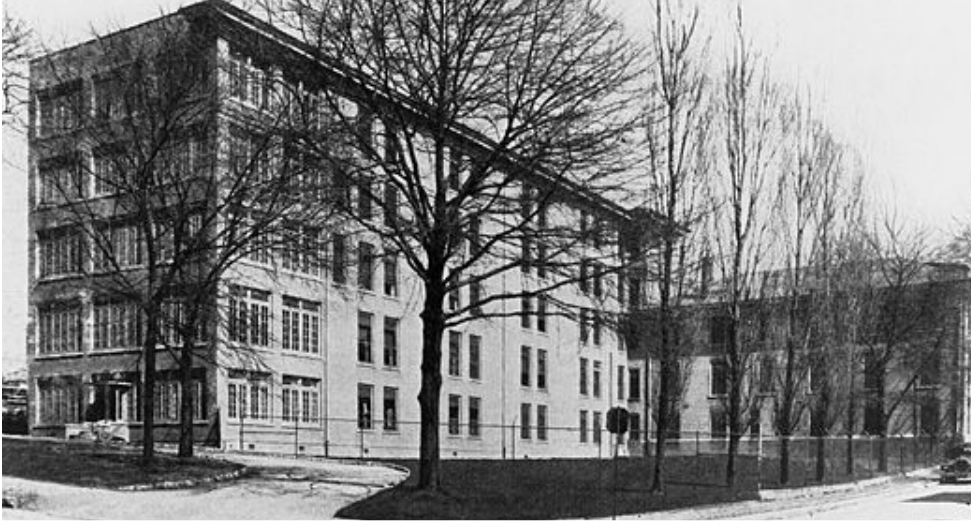
The Site's DNA: **Landform and Topography**

Design Opportunity
Water as Infrastructure



The Site's DNA: **Historic Objects and Memories**

1940s
Neighborhood Icons



1967
Fulton County Stadium



1996
Olympic Games



2009
Turner Field







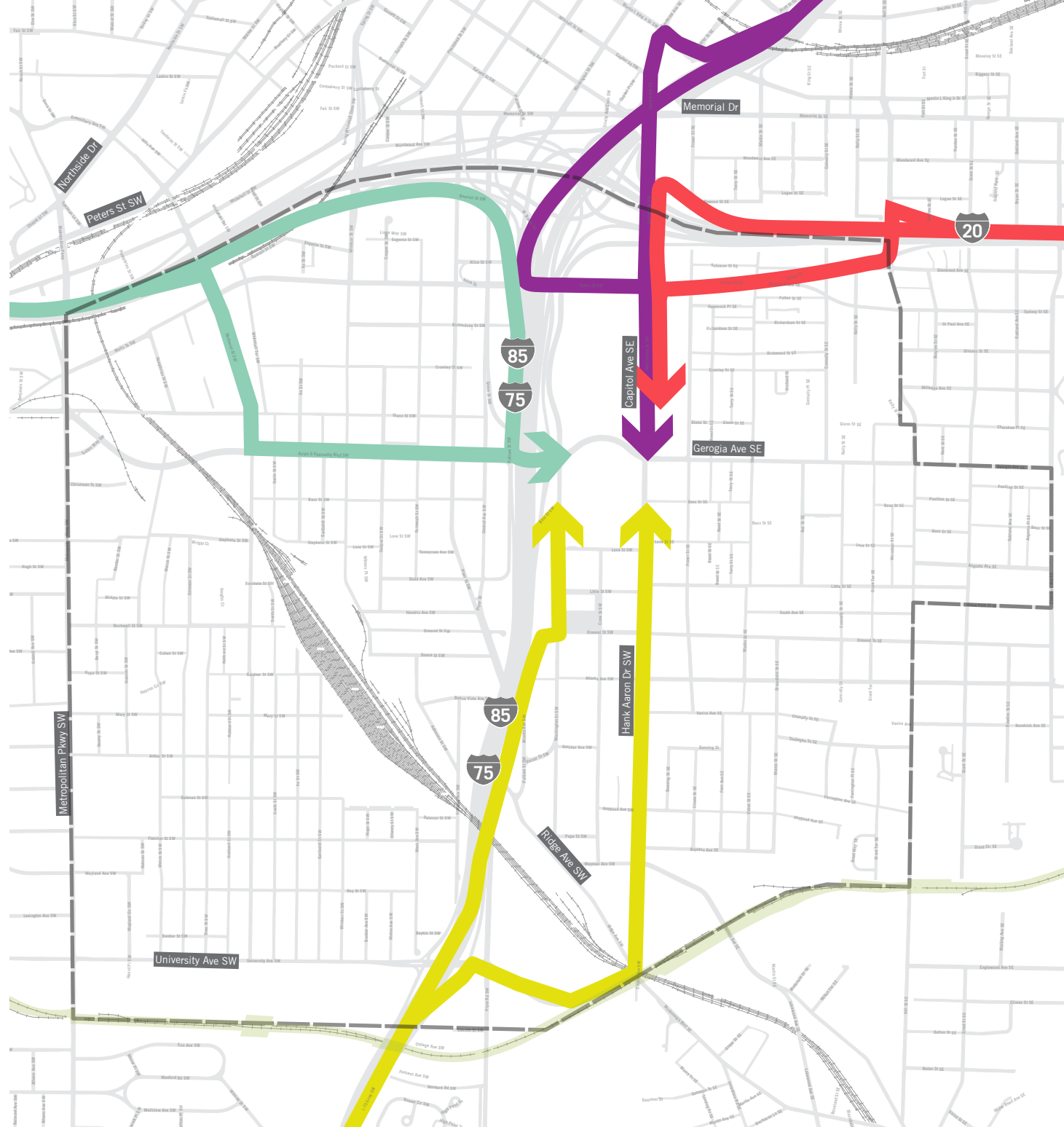


Transportation

Access





Into the area from:

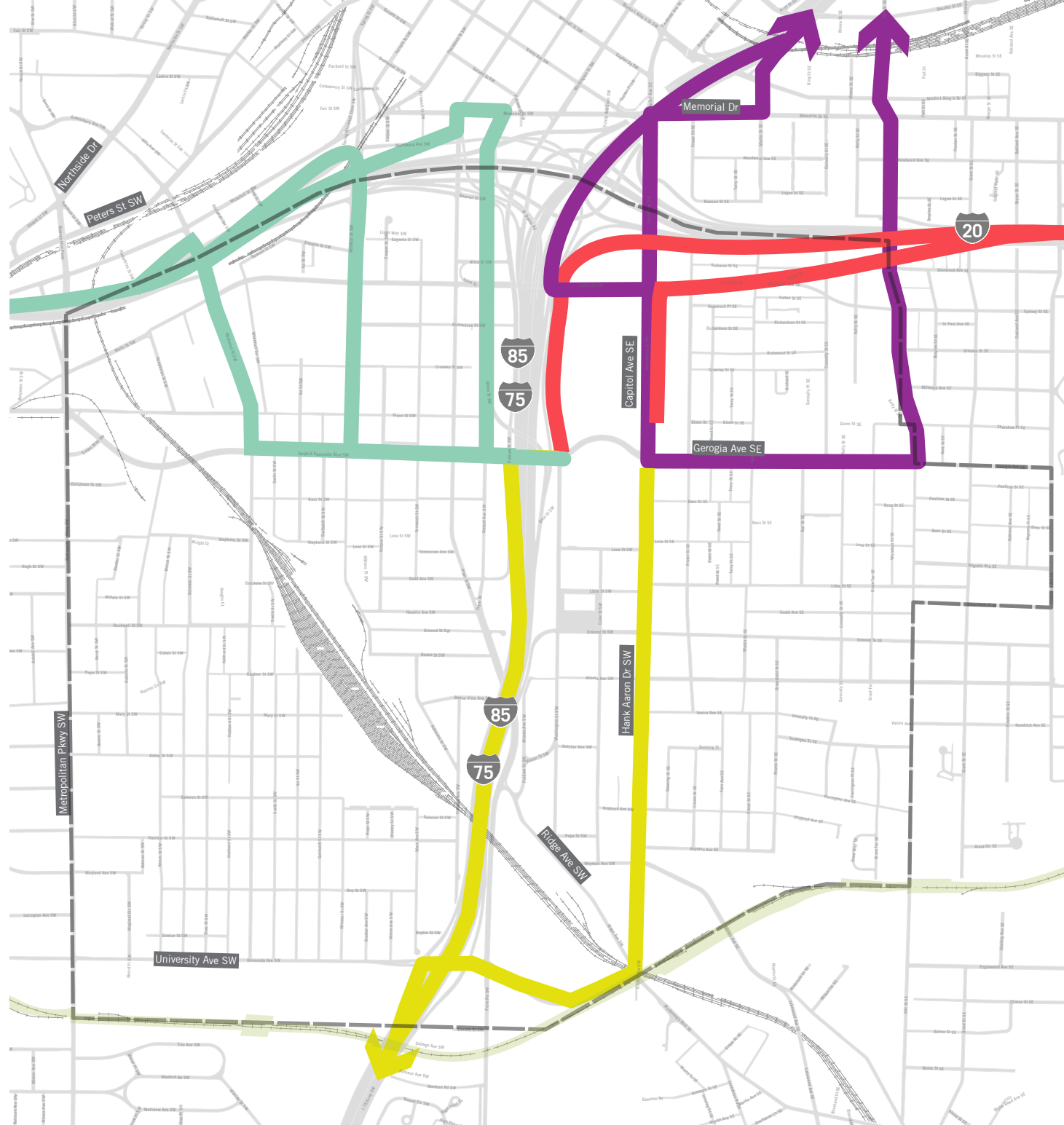
-  I-75/I-85 South
-  I-75/I-85 North
-  I-20 West
-  I-20 East



Access

Out of the area to:

-  I-75/I-85 South
-  I-75/I-85 North
-  I-20 West
-  I-20 East



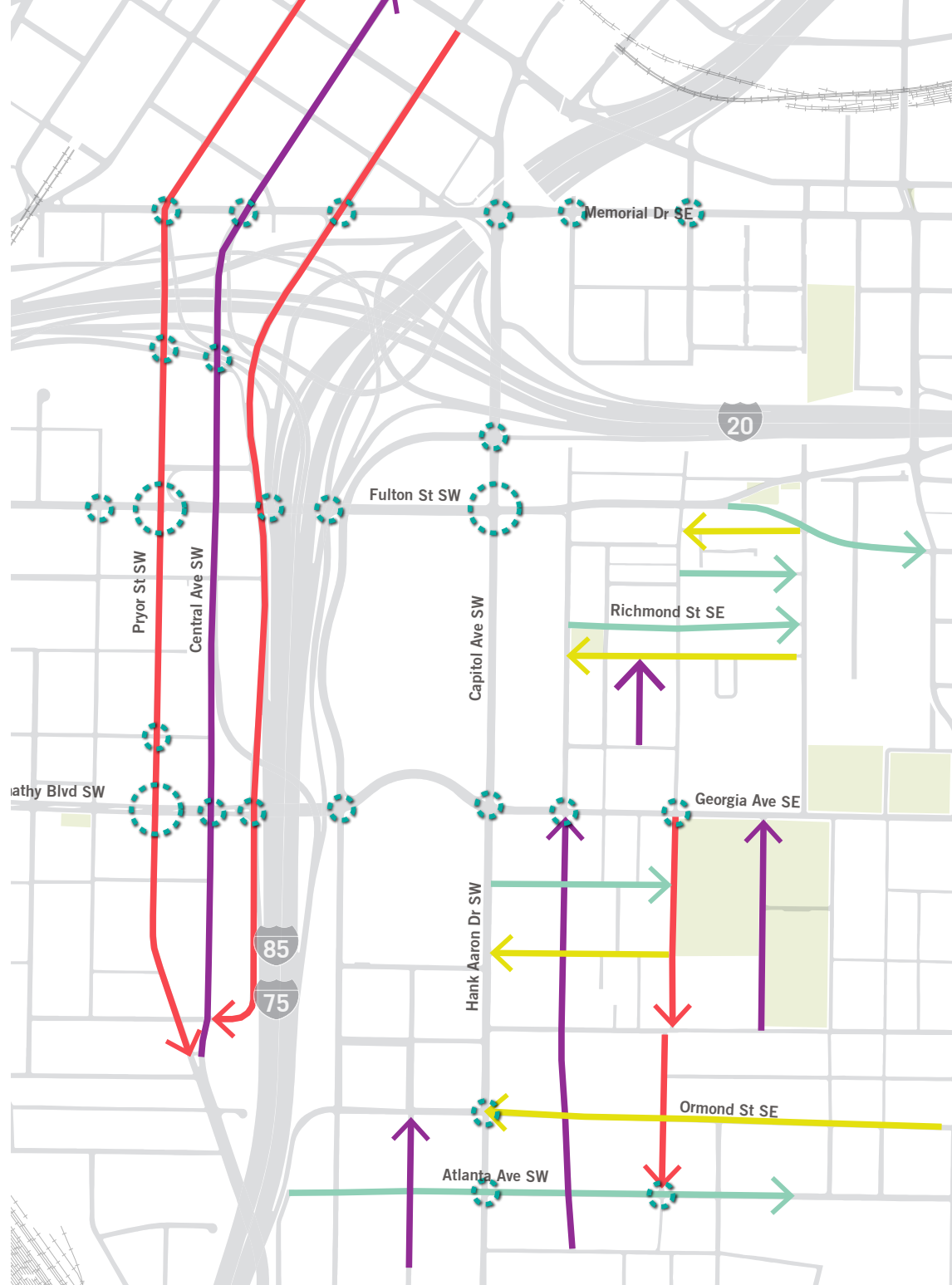
Access

ONE-WAY STREETS





- Northbound
- Southbound
- Eastbound
- Westbound

SIGNALIZED INTERSECTIONS

- Signalized Gateway
- Signal



Streets

-  Interstate
-  Principal Arterial
-  Minor Arterial
-  Collector



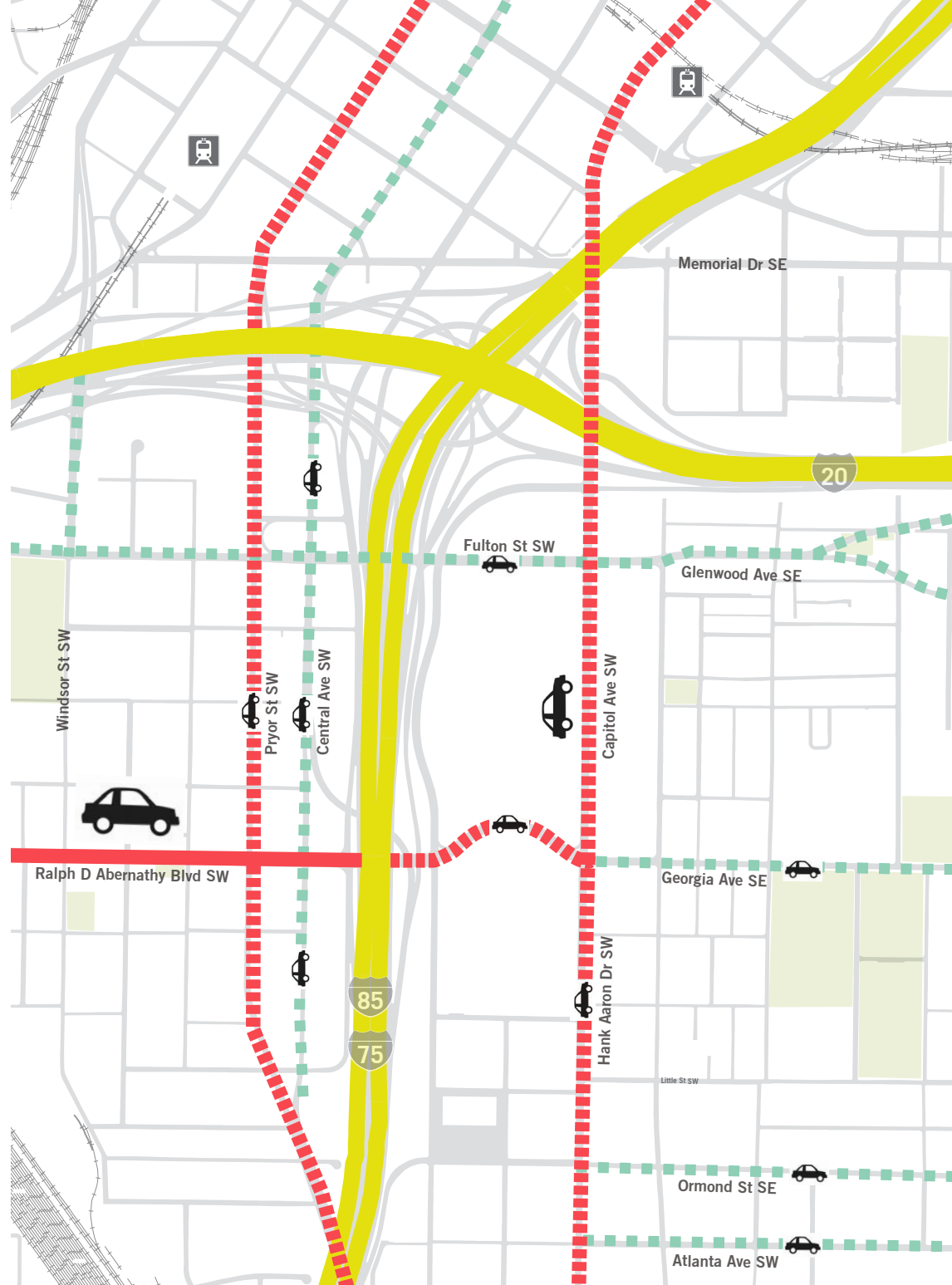
SOME CAPACITY
33% AVAILABILITY
 Ralph D Abernathy Blvd SW



ABUNDANT CAPACITY
67% AVAILABILITY
 Capitol Ave SW








SUPERABUNDANT CAPACITY
 Pryor St SW
 Central Ave SW
 Fulton St SW
 Georgia Ave SE
 Hank Aaron Dr SW
 Ormond St SE
 Atlanta Ave SW



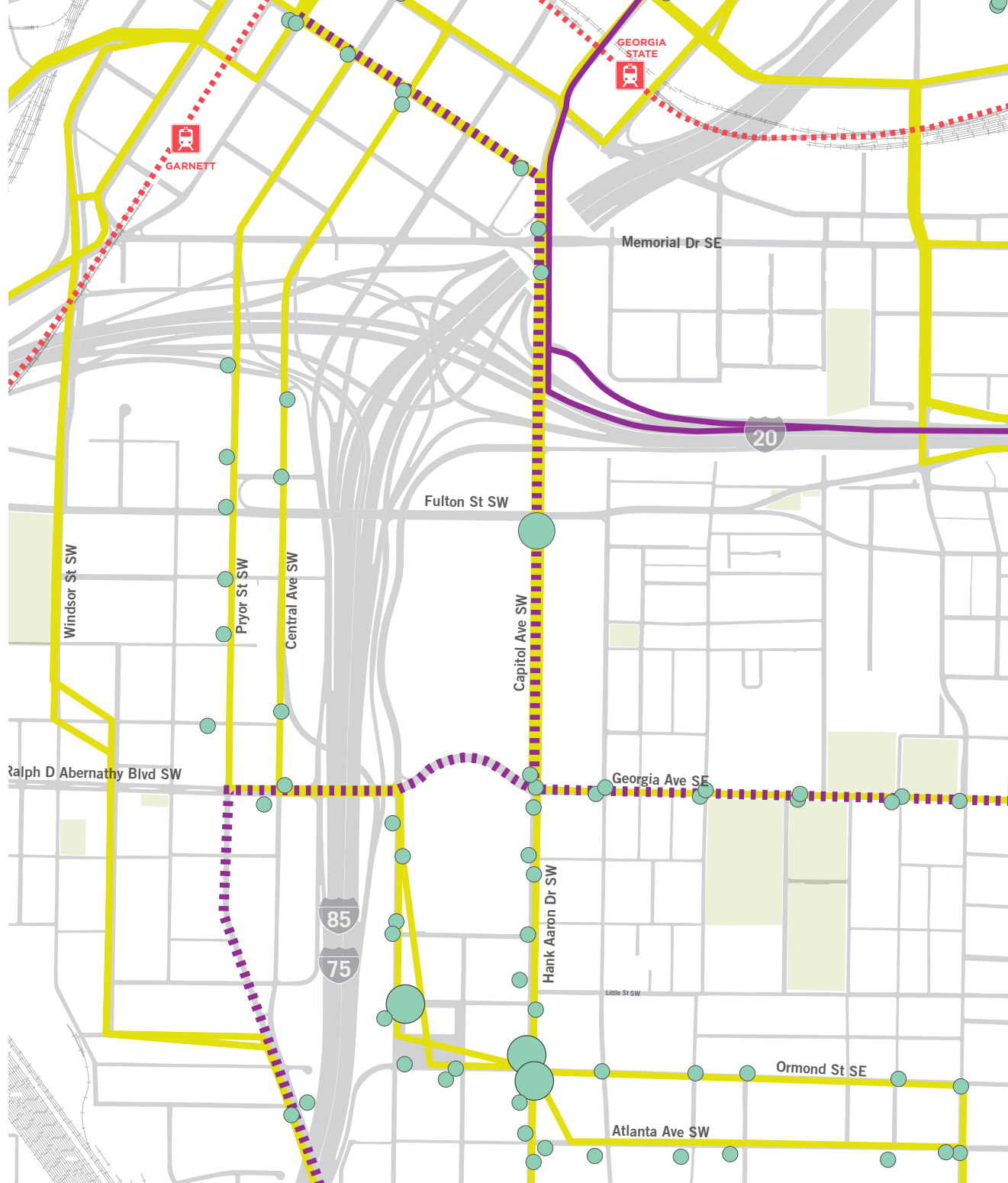
Transit

EXISTING

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

FUTURE / POTENTIAL

-  Bus Rapid Transit
-  Streetcar





Market

Market Conditions Today

HOUSING

Population and **household growth** exceeded that of surrounding areas (2010-2015).

Nearly 72% of **households** are renters.

Overall, the local **for-sale housing market** is **healthy**. While number of new sales decreased, average **sale price increased** significantly.

COMMERCIAL

Existing neighborhood-serving **retail** is in low-density buildings.

Small groceries are **scattered** and not in great condition.

Limited office in area; mostly one-story medical office.

Light industrial is an **important component** of commercial space.

Market Opportunities

HOUSING

For-sale market in the 3-mile radius points to the potential for **continued growth**.

Rents in the 3-mile radius market area exceed overall region averages, pointing to a **potential positive market shift**.

Downtown commuters are a prime **target market** for new residences in area.

Near-term opportunity for **affordable housing preservation**.

COMMERCIAL

New retail can be supported by the addition of **new residents**. 40-60 SF of retail per new housing unit is not uncommon.

New office space could support **new academic uses** and **draw potential new businesses** to the area.

Light industrial rents are universally **trending upwards**.

Washington, D.C.

Anacostia Waterfront

A revitalization plan provided the framework to turn 350 acres into a vibrant mix of residential, office, retail, and open space. These efforts have been wildly successful, with over \$3 billion in private investment and over 5,000 housing units built with thousands more planned or built.



Pittsburgh, PA

Strip District

This riverside neighborhood just outside of downtown was home to industry and wholesale goods. As industry faded from downtown, retail and residential uses have slowly seeped in. A 37-acre waterfront redevelopment is currently underway on land that was previously very large surface parking lots.



Other successful neighborhoods that have balanced community and institutions

Baltimore, MD
East Baltimore



Chicago, IL
UIC Maxwell Street



Los Angeles, CA
Village at USC



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

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

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.



**What are we
doing today?**

How are we going to
create the vision together?

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

1

SELECT
your ideal
community
type

2

BUILD
your ideal
community
on the site

3

EVALUATE
the build out
based on metrics

What are the elements of a great urban community?

People

Housing

Jobs

Offices

Shops

Restaurants

Grocery Stores

**Cultural and
Religious Institutions**

Quality Open Space

Transit (buses, light rail, subway)

**Bike and Pedestrian
Facilities**

Green Infrastructure

Regional Center

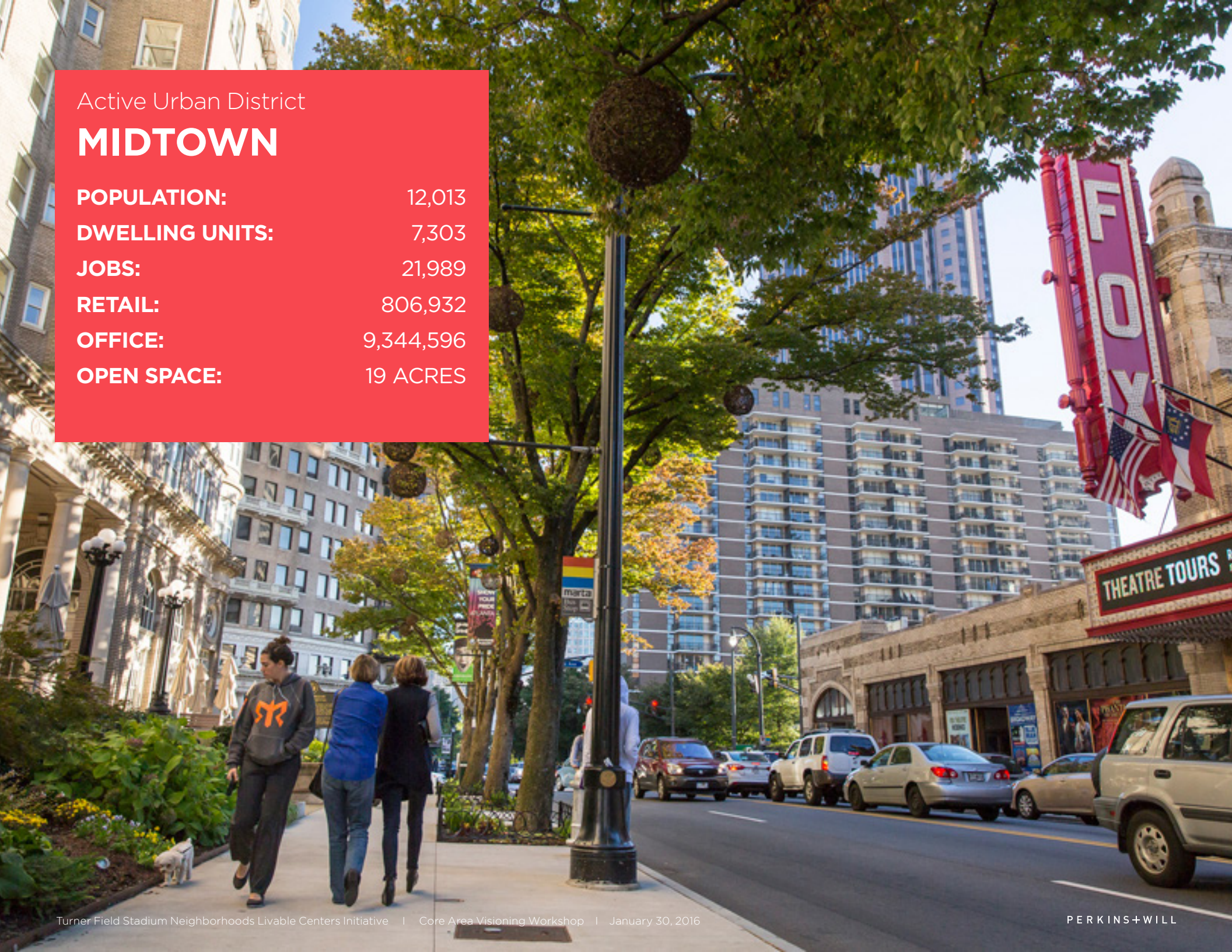
DOWNTOWN

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

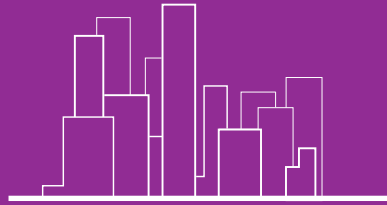


We have great examples of these places in Atlanta.

Community Character

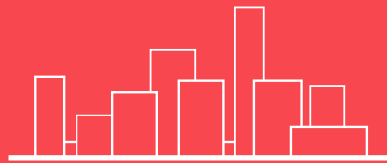
Atlanta Case Studies

**REGIONAL
CENTER**



DOWNTOWN

**ACTIVE
URBAN
DISTRICT**



MIDTOWN

URBAN VILLAGE



DECATUR



ATLANTIC STATION

**QUIET
NEIGHBORHOOD**



EDGEWOOD



GLENWOOD PARK

How are we measuring our vision?



Turner Field Stadium Neighborhoods

LIVEABLE CENTERS INITIATIVE

STAY TUNED!

Neighborhoods Workshops

February, 2016

