

Turner Field Stadium  
**Neighborhoods**  
LIVEABLE CENTERS INITIATIVE

# Atlanta Regional Commission

## LUCC Meeting

January 26, 2017



**Jessica Lavandier,**  
Office of Zoning and Development  
Department of Planning and  
Community Development



# Turner Field Stadium Neighborhoods

LIVEABLE CENTERS INITIATIVE

## Funding Partners



THE ANNIE E. CASEY  
FOUNDATION

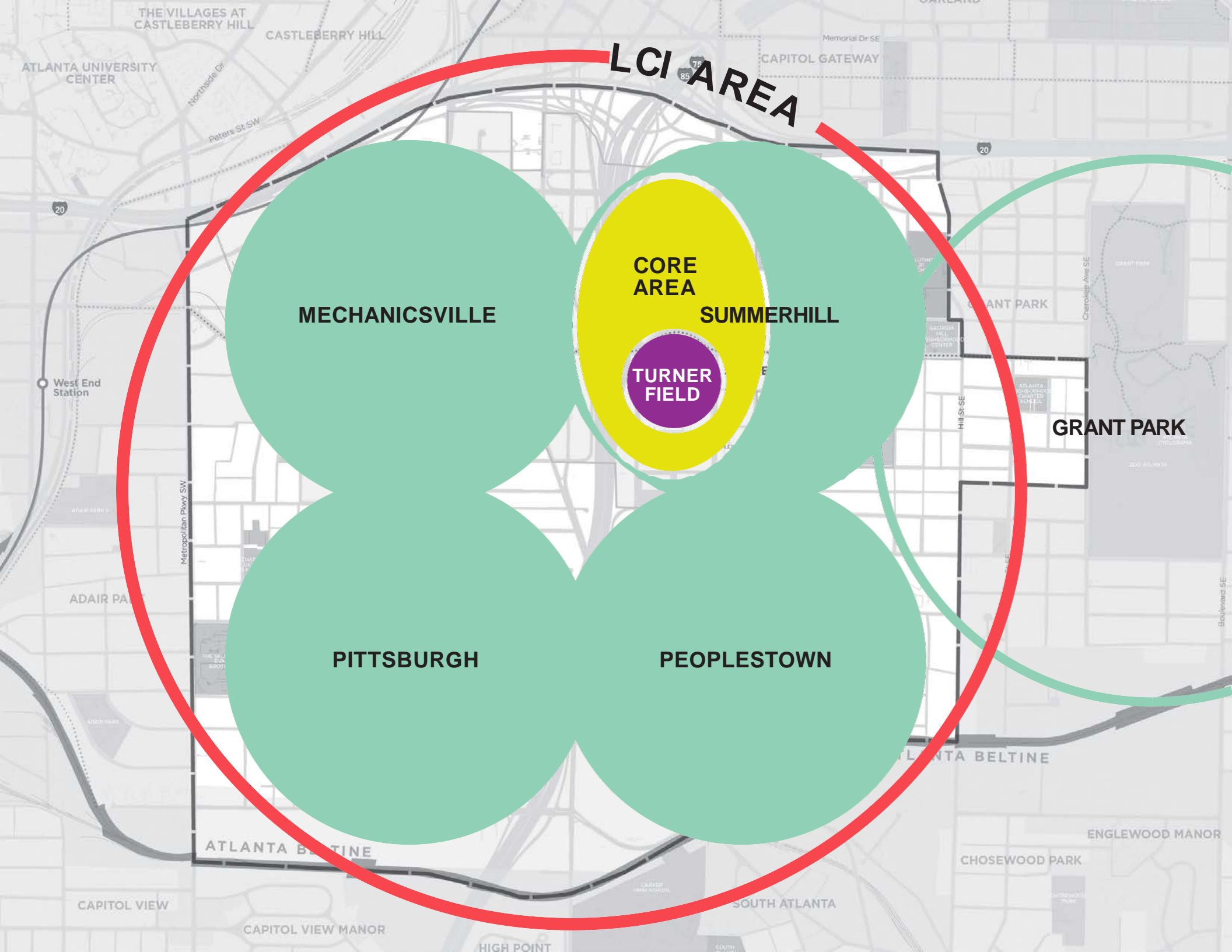


ATLANTA REGIONAL COMMISSION



### THE PLANNING TEAM

PERKINS+WILL, URBAN DESIGN LEAD  
CONTENTE CONSULTING, PUBLIC ENGAGEMENT  
KIMLEY-HORN, ASSOC., TRANSPORTATION  
BLEAKLEY ADVISORY GROUP, HOUSING  
AMERICAN RIVERS, STORMWATER  
HR&A ADVISORS, MARKET & ECONOMICS  
NEIGHBORLAND, DIGITAL ENGAGEMENT



LCI AREA

MECHANICSVILLE

CORE  
AREA

SUMMERHILL

TURNER  
FIELD

GRANT PARK

PITTSBURGH

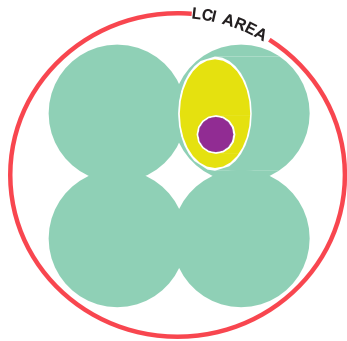
PEOPLESTOWN

# Planning Process

**(1)**

## Kickoff

Initiation Focused



Workshop in  
December

**(2)**

## Visioning

Core Area Focused



Workshop in  
January

**(3)**

## Focus Group Meetings

Interviews in  
February



**(4)**

## Visioning

Neighborhood Focused

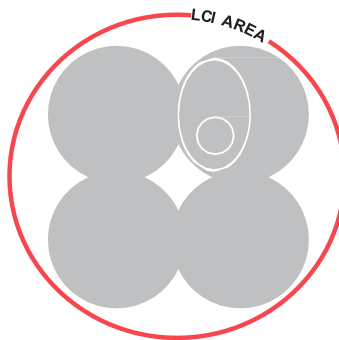


Workshop in  
March

**(5)**

## Prioritizing / Celebrating

LCI Area Focused



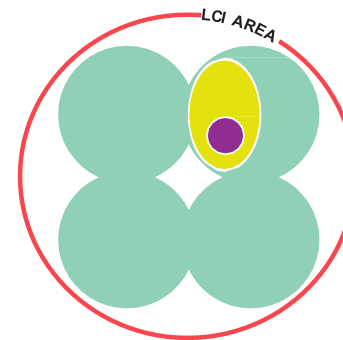
Open house  
in April

**(6)**

## Open House

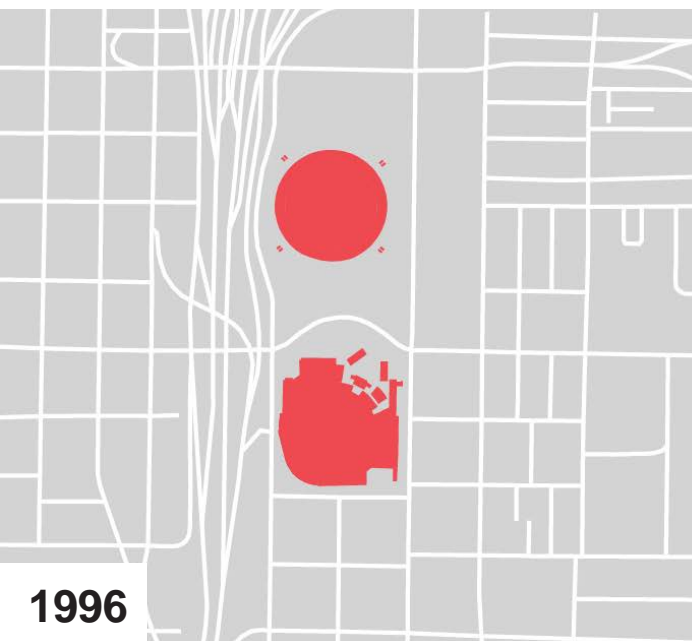
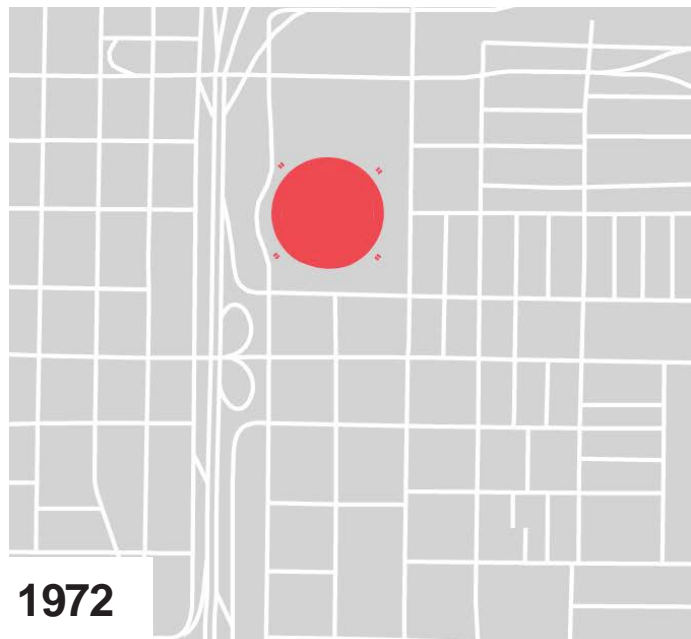
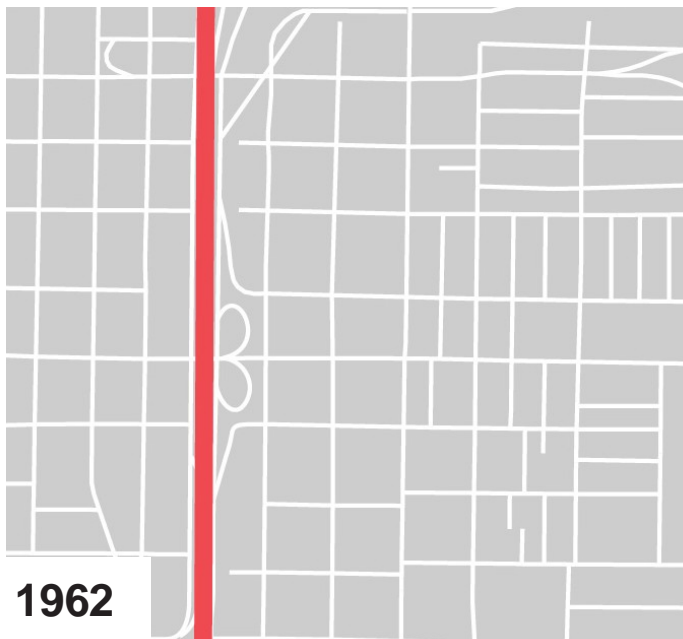
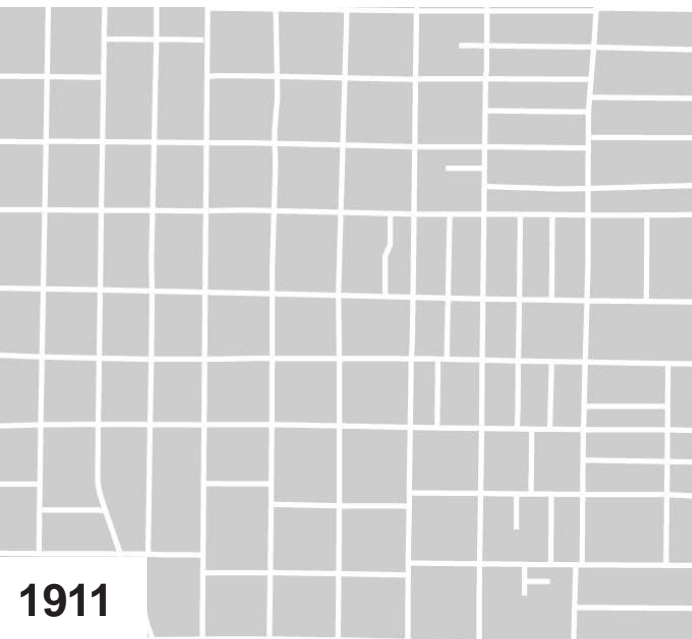
Implementation Focused

Presentation of  
the Plan in  
June





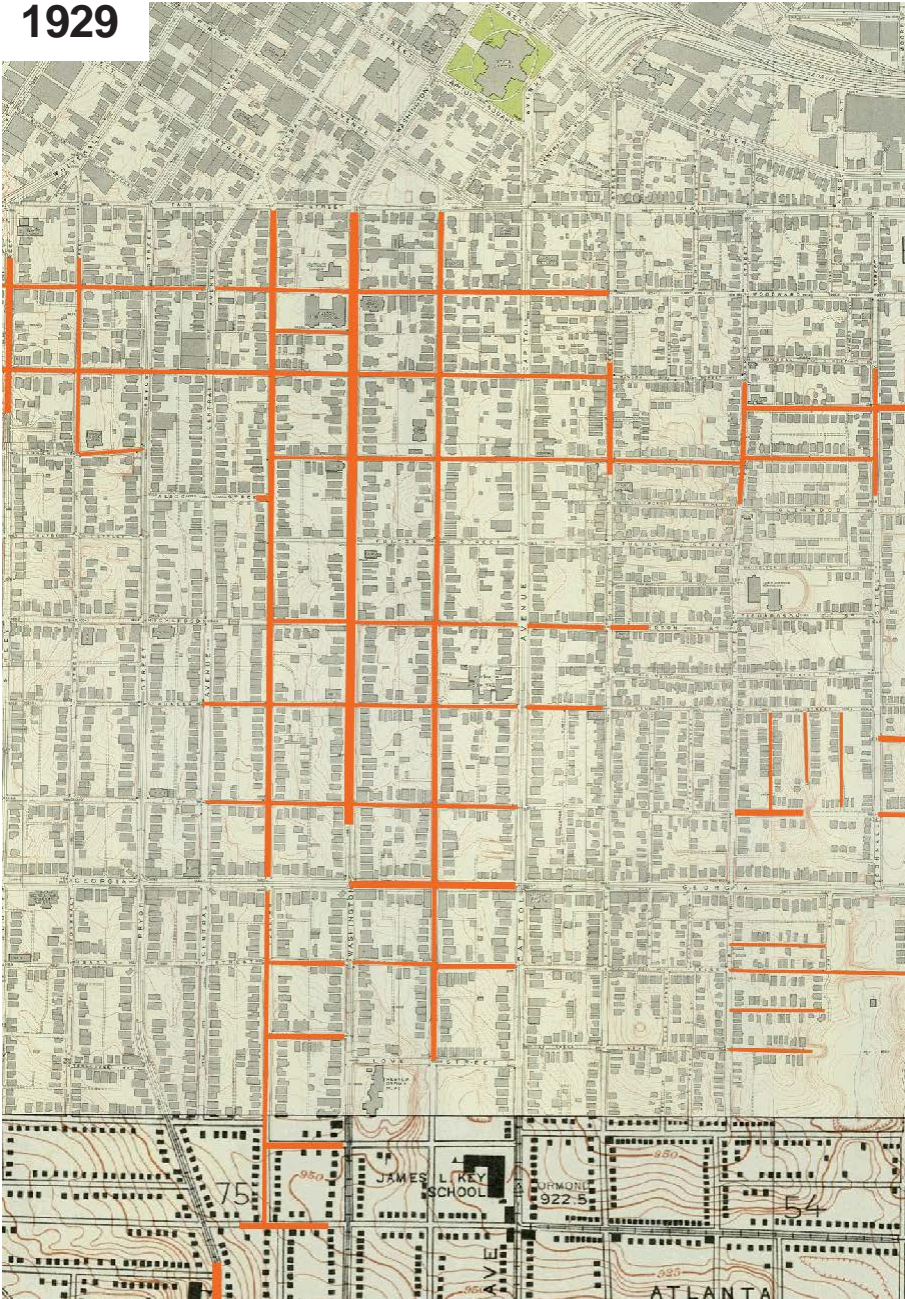
# Neighborhood Street Grid



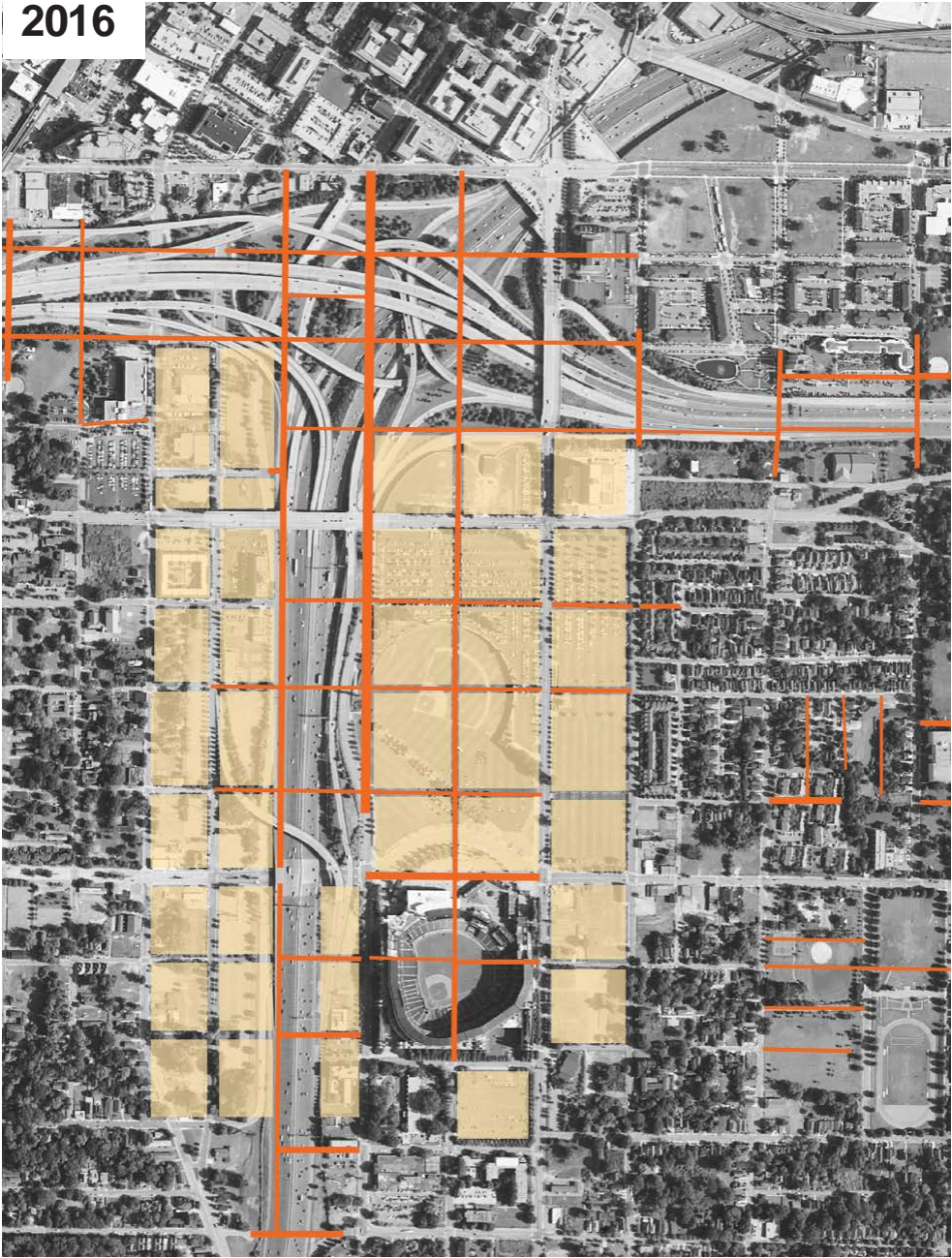


# Neighborhood Urban Fabric

1929



2016





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

Active Urban District  
**MIDTOWN**

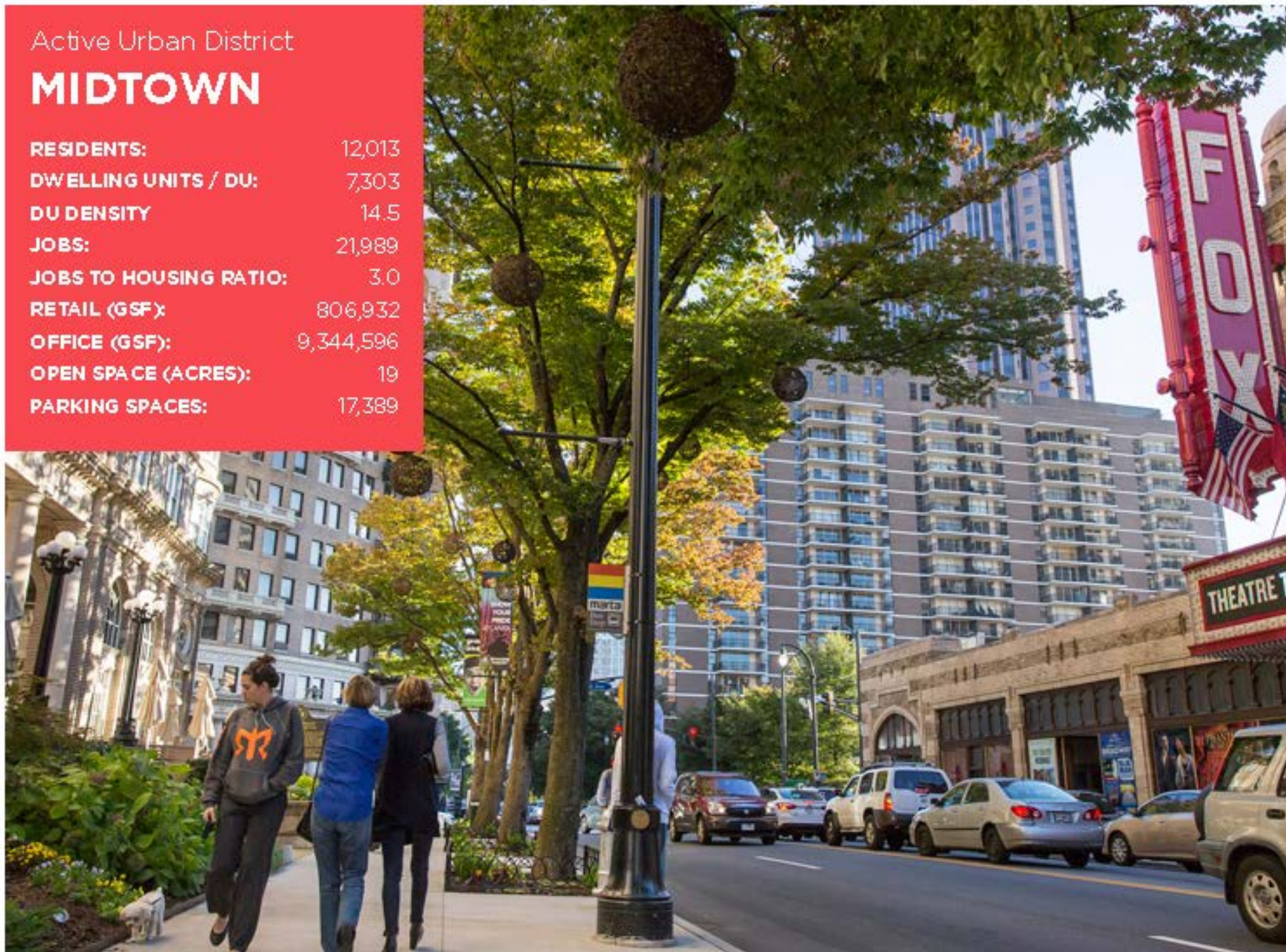




Active Urban District

## MIDTOWN

RESIDENTS:	12,013
DWELLING UNITS / DU:	7,303
DU DENSITY	14.5
JOBS:	21,989
JOBS TO HOUSING RATIO:	3.0
RETAIL (GSF):	806,932
OFFICE (GSF):	9,344,596
OPEN SPACE (ACRES):	19
PARKING SPACES:	17,389





Regional Center

## DOWNTOWN

**POPULATION:** 6,058

**DWELLING UNITS:** 2,998

**JOBS:** 72,937

**RETAIL:** 1,504,865

**OFFICE:** 22,000

**OPEN SPACE:** 26 ACRES





















## Activity Scores by Districts

	Regional Center	Active Urban District	Urban Village	Quiet Neighborhood
	Downtown Atlanta	Downtown Atlanta	Downtown Atlanta	Downtown Atlanta
Residential density (residents / acre)	varies	above 10 residents / acre	above 10 residents / acre	below 10 residents / acre
Job density (employees / acre)	above 50 jobs / ac	30-50 jobs /acre	10-30 jobs acre	less than 10 jobs / ac
Retail density (shoppers / acre)	above 10 shoppers / ac	10-5 shoppers /acre	1-5 shoppers / acre	less than 1 shopper / ac
Population density (people/acre)	above 150 ppl / ac	100-150 ppl / ac	50-100 ppl / ac	less than 50 ppl / ac
Activity Index	500 and above	200 to 500	100 to 200	below 100



## CASE STUDIES - ATLANTA

DOWNTOWN	MIDTOWN	DECATUR	ATLANTIC STATION	EDGEWOOD	GLENWOOD PARK
					
					
					
<b>REGIONAL CENTER</b> <i>Within half mile radius:</i> <b>RESIDENTS:</b> 6,058 <b>DWELLING UNITS / DU:</b> 2,998 <b>DU DENSITY</b> 6.0 <b>JOBS:</b> 72,937 <b>JOBS TO HOUSING RATIO:</b> 24.3 <b>RETAIL (GSF):</b> 1,504,865 <b>OFFICE (GSF):</b> 21,999,052 <b>OPEN SPACE (ACRES):</b> 26 <b>PARKING SPACES:</b> 29,962	<b>ACTIVE URBAN DISTRICT</b> <i>Within half mile radius:</i> <b>RESIDENTS:</b> 12,013 <b>DWELLING UNITS / DU:</b> 7,303 <b>DU DENSITY</b> 14.5 <b>JOBS:</b> 21,989 <b>JOBS TO HOUSING RATIO:</b> 3.0 <b>RETAIL (GSF):</b> 806,932 <b>OFFICE (GSF):</b> 9,344,596 <b>OPEN SPACE (ACRES):</b> 19 <b>PARKING SPACES:</b> 17,389	<b>URBAN VILLAGE</b> <i>Within half mile radius:</i> <b>RESIDENTS:</b> 5,080 <b>DWELLING UNITS / DU:</b> 2,851 <b>DU DENSITY</b> 5.7 <b>JOBS:</b> 12,617 <b>JOBS TO HOUSING RATIO:</b> 4.4 <b>RETAIL (GSF):</b> 757,071 <b>OFFICE (GSF):</b> 1,820,516 <b>OPEN SPACE (ACRES):</b> 31 <b>PARKING SPACES:</b> 9,378	<b>URBAN VILLAGE</b> <i>Within half mile radius:</i> <b>RESIDENTS:</b> 6,914 <b>DWELLING UNITS / DU:</b> 4,361 <b>DU DENSITY</b> 8.7 <b>JOBS:</b> 4,229 <b>JOBS TO HOUSING RATIO:</b> 1.0 <b>RETAIL (GSF):</b> 1,523,364 <b>OFFICE (GSF):</b> 1,745,283 <b>OPEN SPACE (ACRES):</b> 13 <b>PARKING SPACES:</b> 9,689	<b>QUIET NEIGHBORHOOD</b> <i>Within half mile radius:</i> <b>RESIDENTS:</b> 4,249 <b>DWELLING UNITS / DU:</b> 2,443 <b>DU DENSITY</b> 4.9 <b>JOBS:</b> 2,074 <b>JOBS TO HOUSING RATIO:</b> 0.9 <b>RETAIL (GSF):</b> 791,035 <b>OFFICE (GSF):</b> 81,854 <b>OPEN SPACE (ACRES):</b> 19 <b>PARKING SPACES:</b> 6,209	<b>QUIET NEIGHBORHOOD</b> <i>Within half mile radius:</i> <b>RESIDENTS:</b> 4,359 <b>DWELLING UNITS / DU:</b> 2,224 <b>DU DENSITY</b> 4.4 <b>JOBS:</b> 833 <b>JOBS TO HOUSING RATIO:</b> 0.4 <b>RETAIL (GSF):</b> 149,664 <b>OFFICE (GSF):</b> 43,349 <b>OPEN SPACE (ACRES):</b> 18 <b>PARKING SPACES:</b> 1,113

594

248

128

112

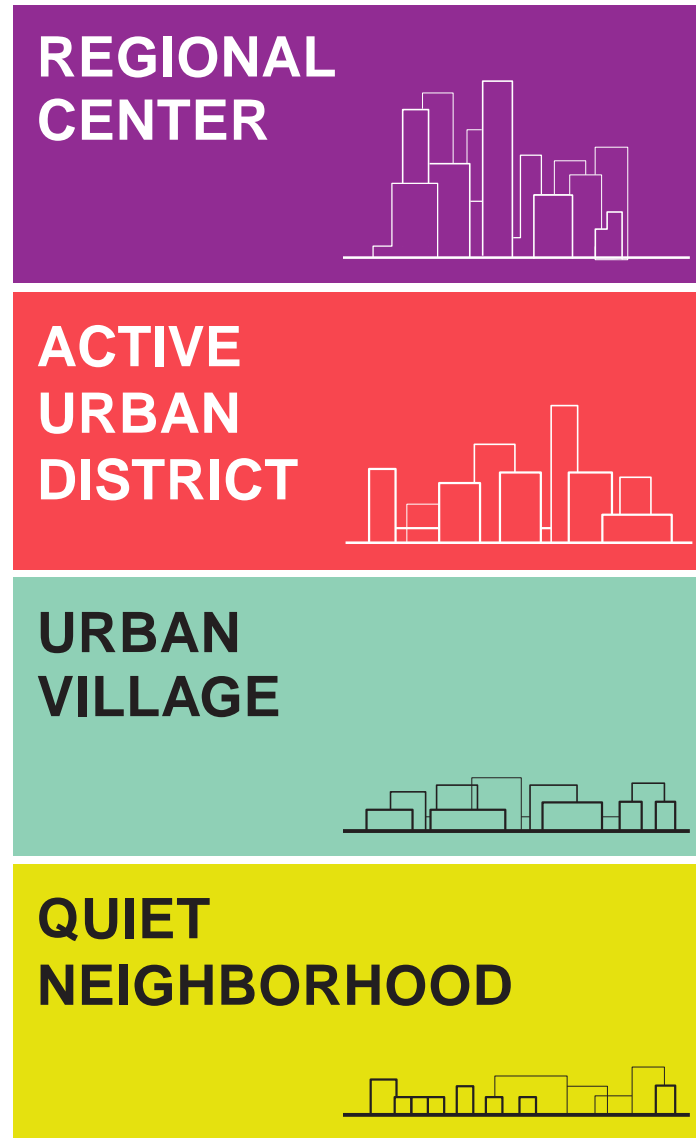
61

43

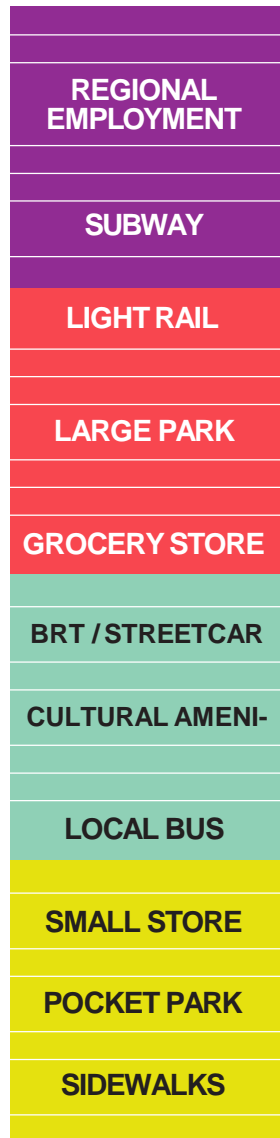


# TYING AMENITIES TO DEVELOPMENT... by defining the activity score.

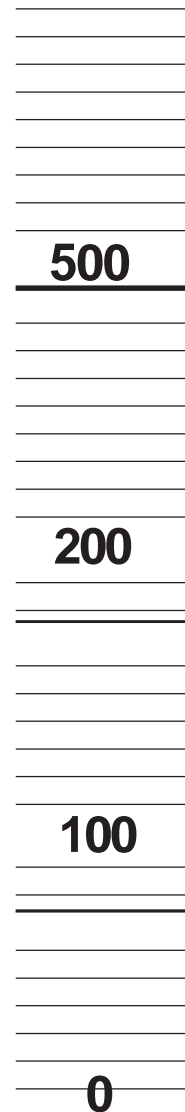
## Community Character



## Amenity Index



## Activity Score



## Atlanta Case Studies



Data per acre  
Day and night  
time activity

# BUILDING BLOCKS

## Single Family Houses

Half Block



### BUILDING TYPESTATS

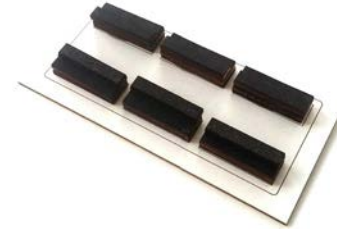
**45** Population  
**0** Jobs  
**20** Dwelling Units

**40** Parking Spaces  
**313.8** Carbon Footprint

**20,000** Gross Floor Area  
**0** Commercial Area  
**20,000** Residential Area  
**0** Retail Area

## Townhouses

Half Block



### BUILDING TYPESTATS

**67** Population  
**0** Jobs  
**30** Dwelling Units

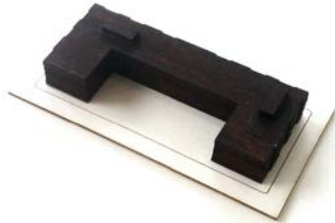
**60** Parking Spaces  
**470.7** Carbon Footprint

**33,000** Gross Floor Area  
**0** Commercial Area  
**33,000** Residential Area  
**0** Retail Area

## Mixed Use

### Residential

Half Block



### BUILDING TYPESTATS

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

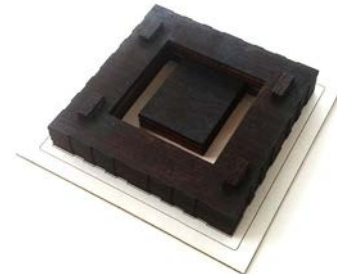
**202** Parking Spaces  
**1250** Carbon Footprint

**150,000** Gross Floor Area  
**30,000** Commercial Area  
**90,000** Residential Area  
**30,000** Retail Area

## Mixed Use

### Residential

Full Block



### BUILDING TYPESTATS

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

**424** Parking Spaces  
**2654.5** Carbon Footprint

**335,000** Gross Floor Area  
**67,000** Commercial Area  
**201,000** Residential Area  
**67,000** Retail Area



# EVALUATION APP



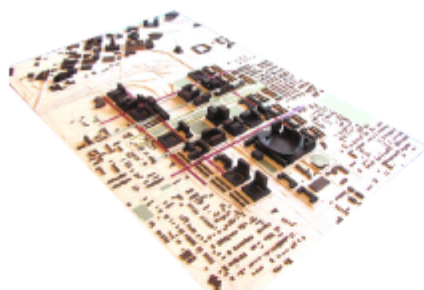


244

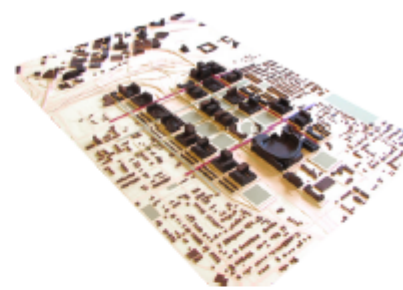
ACTIVE URBAN DISTRICT

**TABLE 1A****KEY ELEMENTS:**

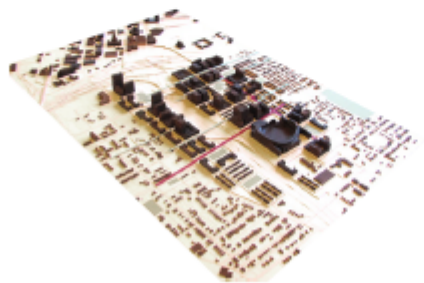
- Baseball field south of stadium
- No building height above height of stadium
- Bridging connector to open Mechanicsville (5th Street and Tech Square)
- Central green space in core

**TABLE 1B****KEY ELEMENTS:**

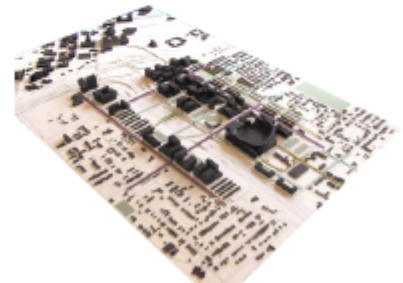
- Baseball field north of stadium at RDA underpass of connector, creating a sports cluster
- Central spine park in core area
- Bridging highway with buildings

**TABLE 2A****KEY ELEMENTS:**

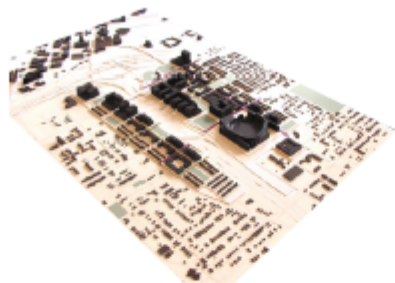
- Baseball field north of stadium along Capitol Ave
- Similar density throughout with lower density east of Capitol Ave
- Bridging connector to open Mechanicsville
- Green space throughout

**TABLE 2B****KEY ELEMENTS:**

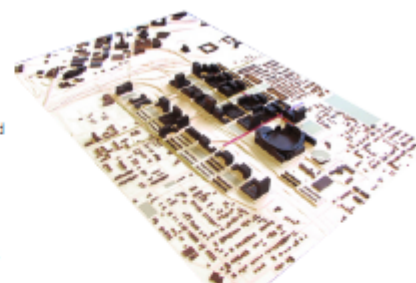
- Baseball field north of stadium along Georgia Ave
- Higher density in central area with a mix of residential and office towers
- Lower density on east side of Capitol Ave
- Small pocket parks

**TABLE 3A****KEY ELEMENTS:**

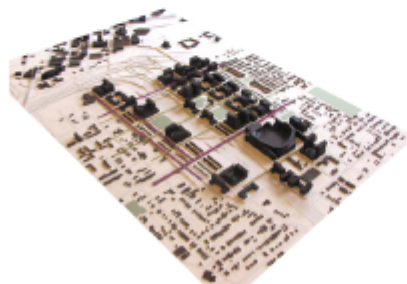
- Baseball field on north parcel
- Higher density near highway
- Lower density towards neighborhoods
- Office towers towards highway
- Medium density along Capitol Ave

**TABLE 3B****KEY ELEMENTS:**

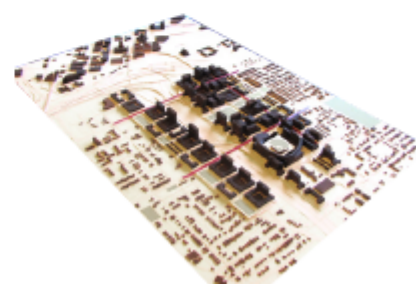
- Baseball field south of stadium
- Density along Hank Aaron and near highway
- Lower density towards neighborhoods
- Higher density across stadium

**TABLE 4A****KEY ELEMENTS:**

- Baseball field in the center of the development
- Dispersed greenspace strategy with central open space in the core area
- Clustered density along Fulton, Georgia and the highways

**TABLE 4B****KEY ELEMENTS:**

- Baseball field in Turner Field with uses on the parcel
- Connected greenspace strategy connecting Heritage Park to the core area
- Central open space in the core area
- Clustered density at



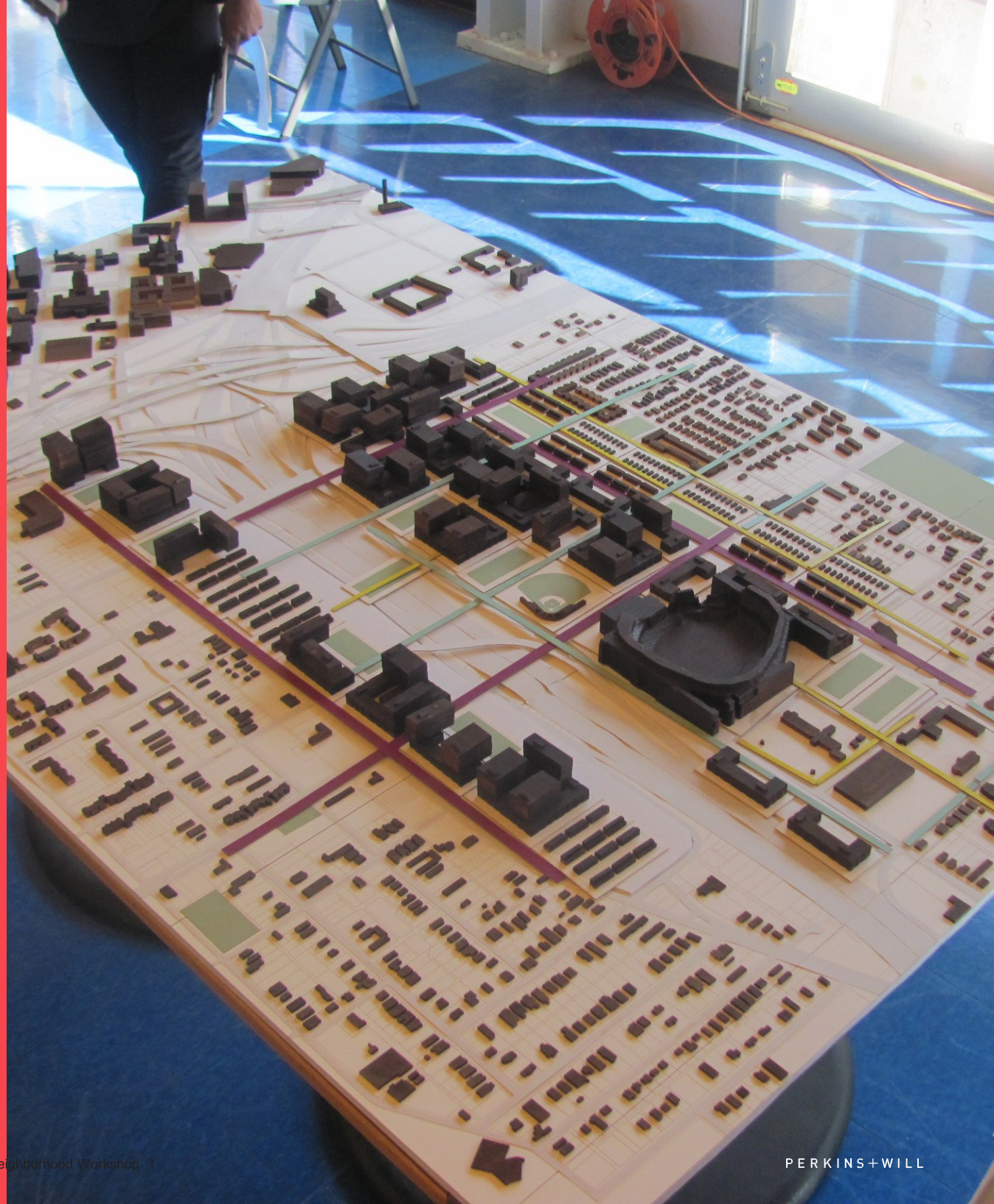


## TABLE 2B KEY ELEMENTS:

- Baseball field north of stadium along Georgia Ave
- Higher density in central area with a mix of residential and office towers
- Lower density on east side of Capitol Ave
- Small pocket parks throughout
- Office towers near connector

## ACTIVITY SCORE: 239

Active Urban District



# CORE AREA DESIGN PARAMETERS



## **FLEXIBILITY AND DENSITY**

1. The development should create maximum flexibility long into the future through a street and block framework, and should be designed as an integral part of the city, not a single mega-development. For example, buildings and their associated parking should sit on individual blocks with institutional parking dispersed throughout the district.
2. Density should reflect the mixed-use potential and regional significance of the site while maintaining compatibility with the adjacent neighborhoods at its edges.

## **EDGES (NEIGHBORHOOD AND INTERSTATE)**

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

## **PUBLIC OPEN SPACE**

5. The infield of the Fulton County Stadium, with its historic significance through Hank Aaron to the City of Atlanta, should be the core of a new fully accessible, public open space.
6. Heritage Park should be incorporated into the core area urban design framework to connect new development with the Summerhill Neighborhood.
7. Public access to the downtown overlook at I-20 and views of the state capitol should be preserved.

## **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.

## **LEGACY (NEIGHBORHOOD AND SPORTS)**

10. The essential structure of the historic street grid should be reconstituted across the study area and particularly in the core area around Turner Field.
11. Elements of the sports legacy should remain within the site (for example the Hank Aaron statue and Olympic monuments).

## **STADIUM ELEMENTS**

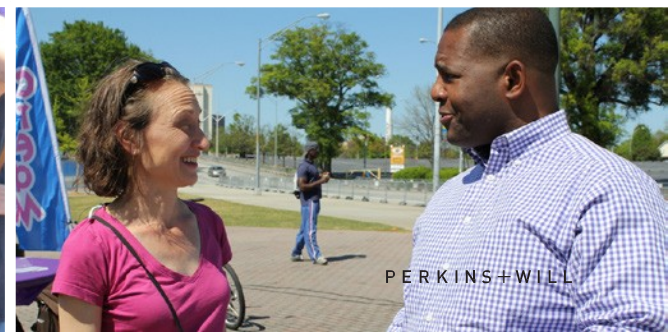
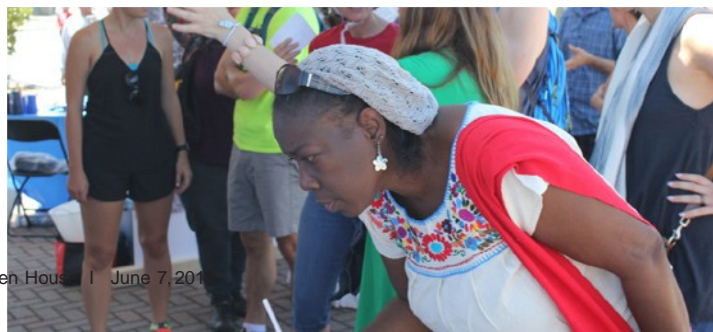
12. A portion of Turner Field, the stadium site itself, should remain publicly accessible on a daily basis even as GSU occupies the principal structure.
13. The proposed GSU baseball stadium should be located to minimize its impact on future development potential.





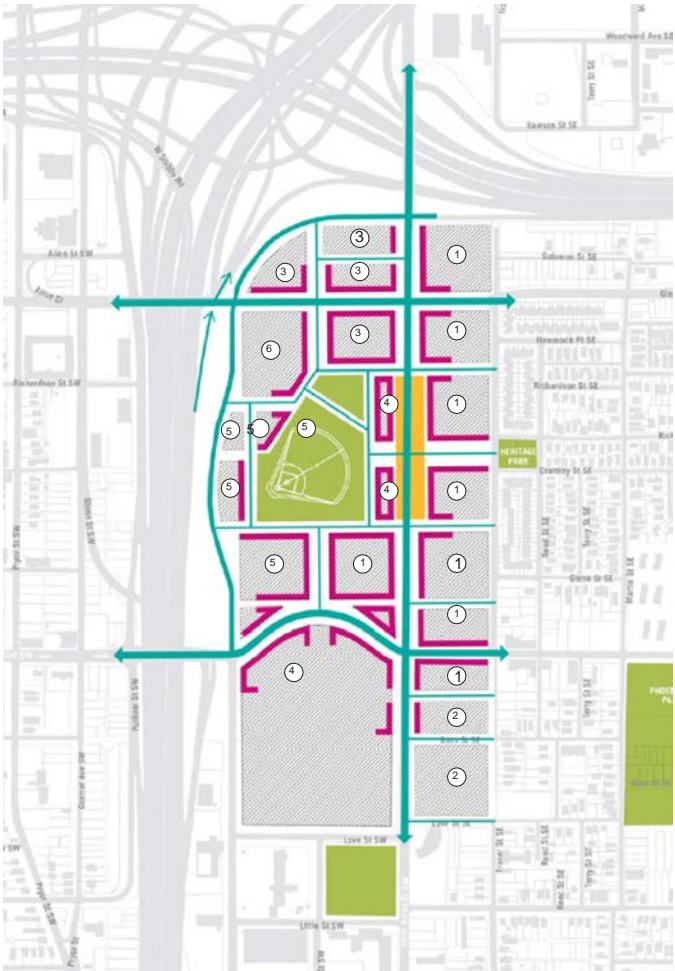
# Atlanta Streets Alive







# Ballpark Plaza Concept

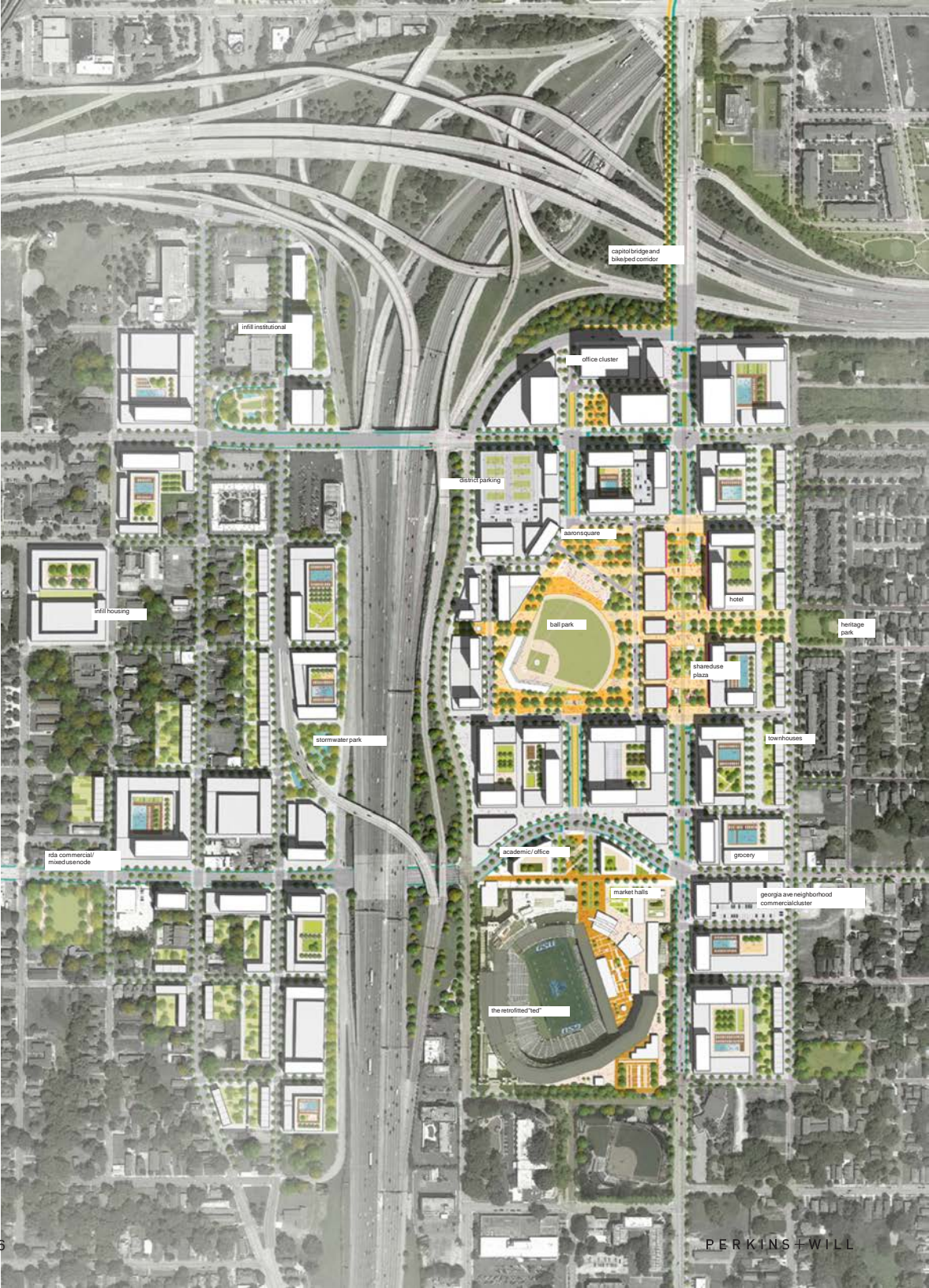


## General Building Use

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

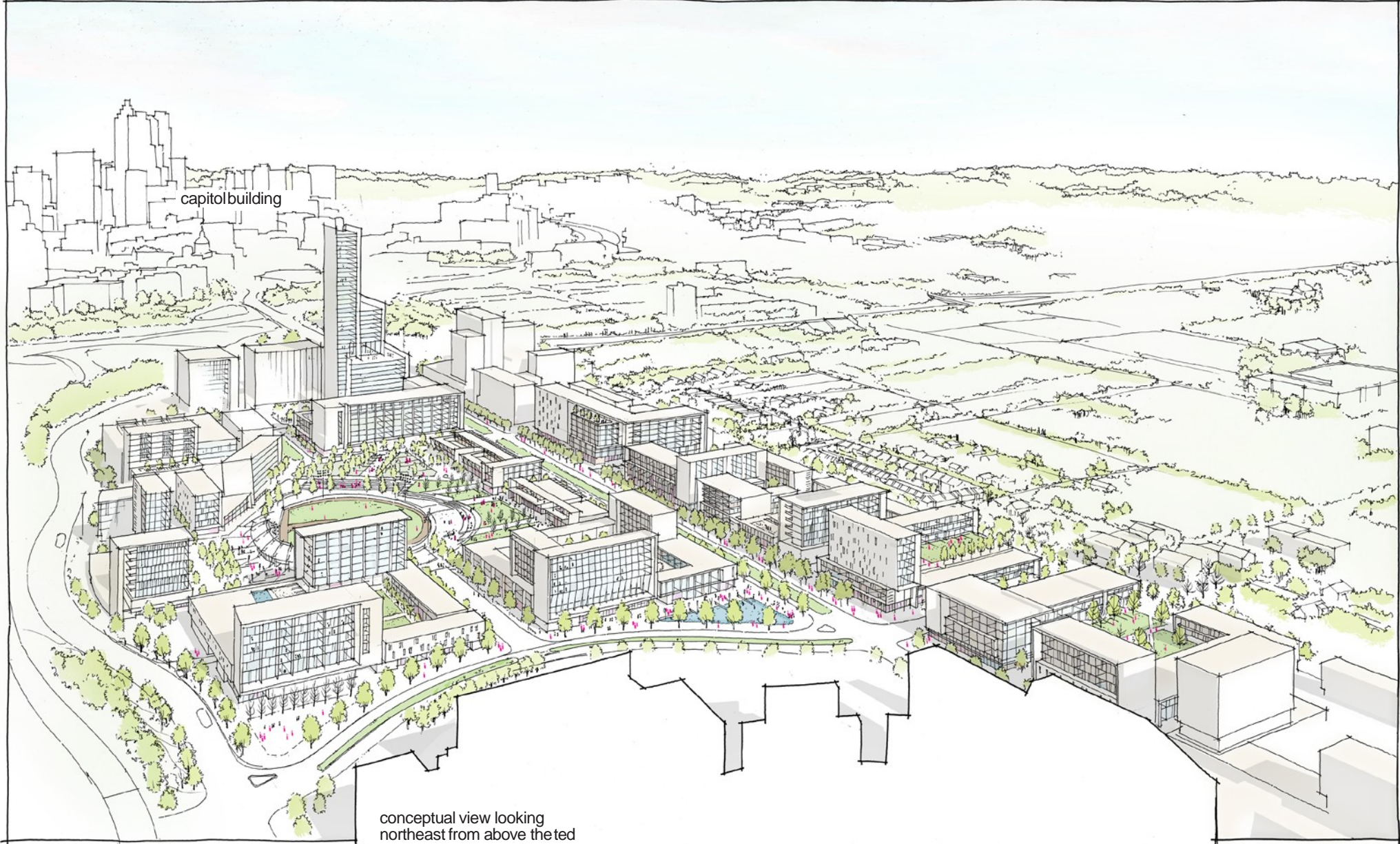
## Graphic Legend

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



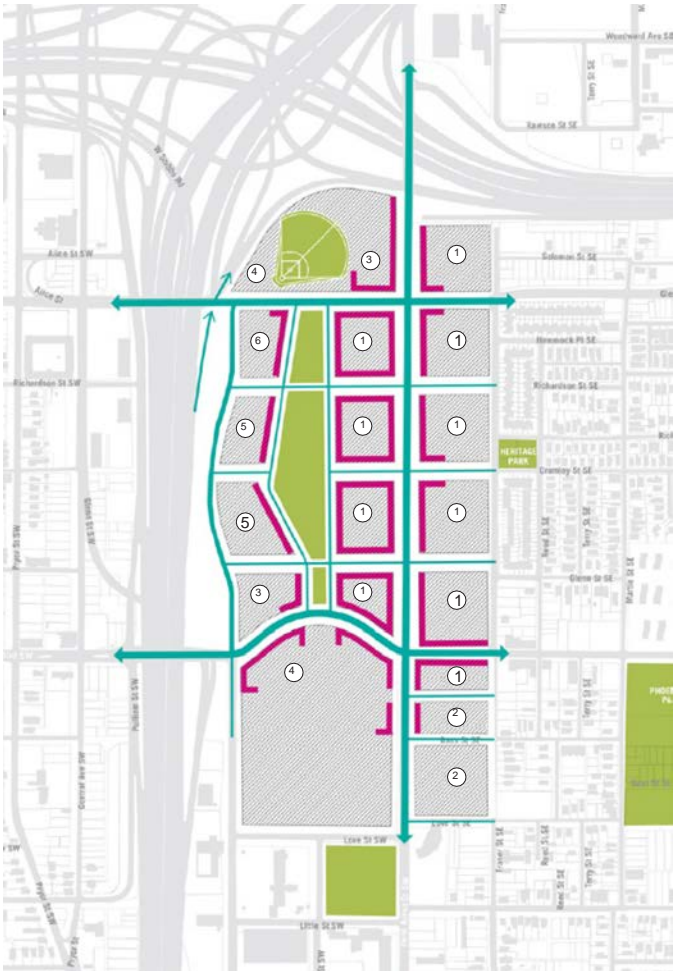


# Ballpark Plaza Concept





# Big Park Concept



## 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

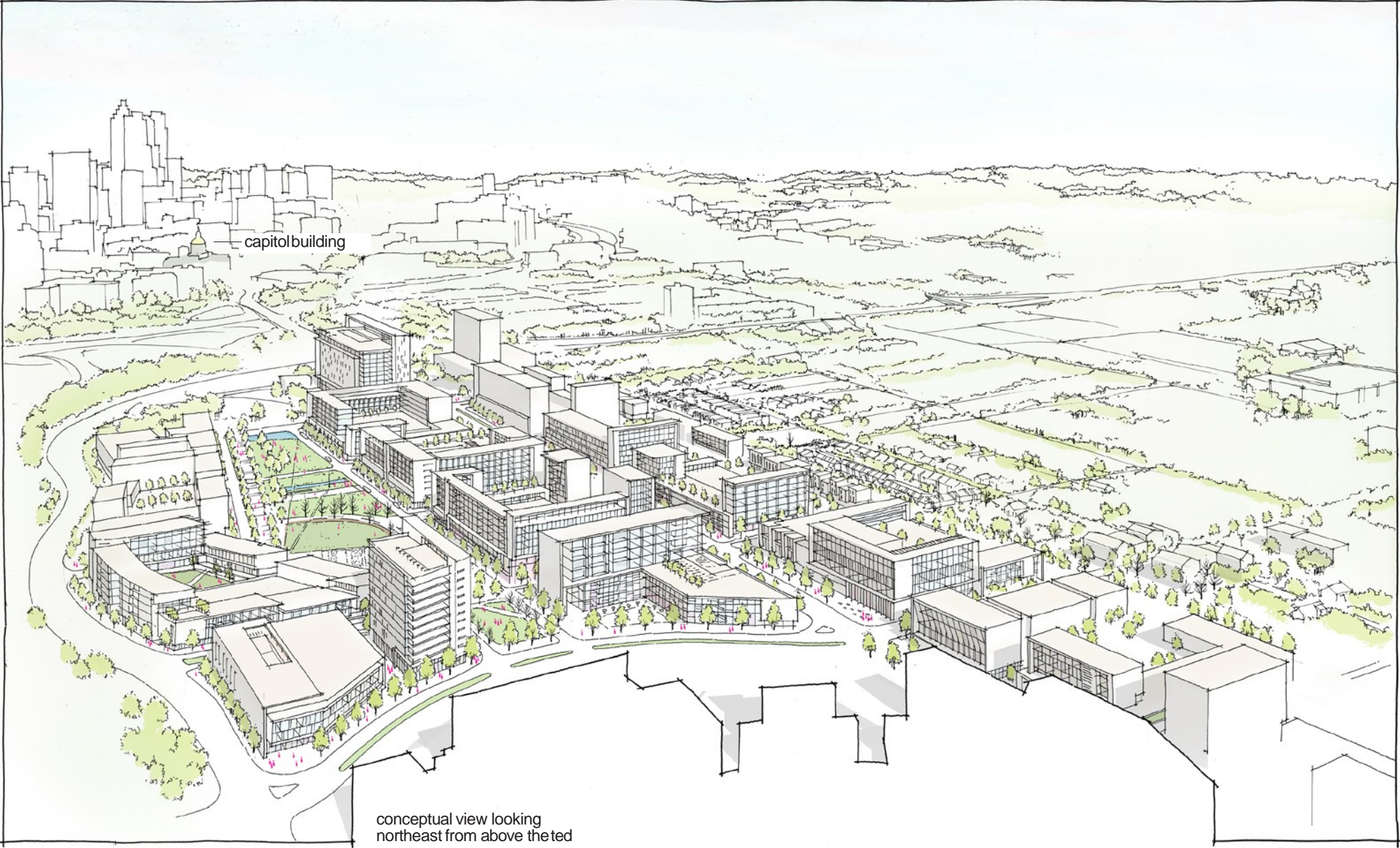
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- Parks & Open Space
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- Active Street Frontages
- Streets



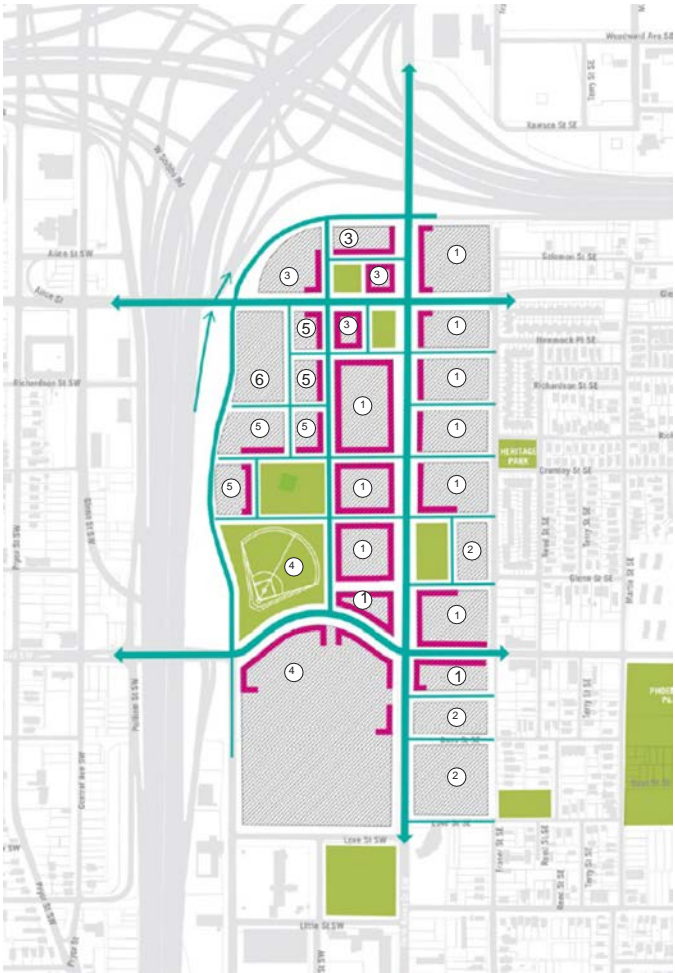


# Big Park Concept





# Neighborhood Squares Concept

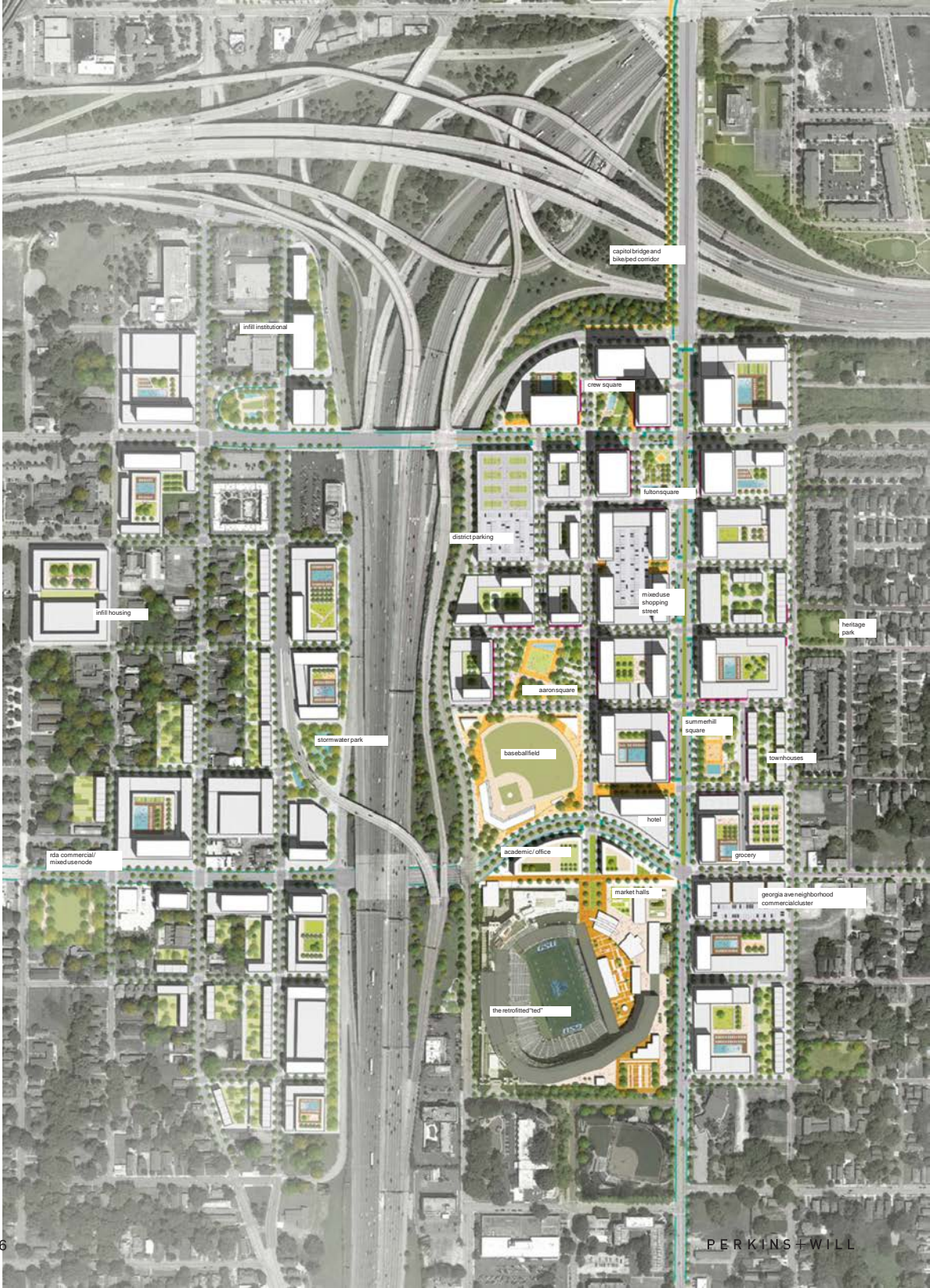


## General Building Use

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

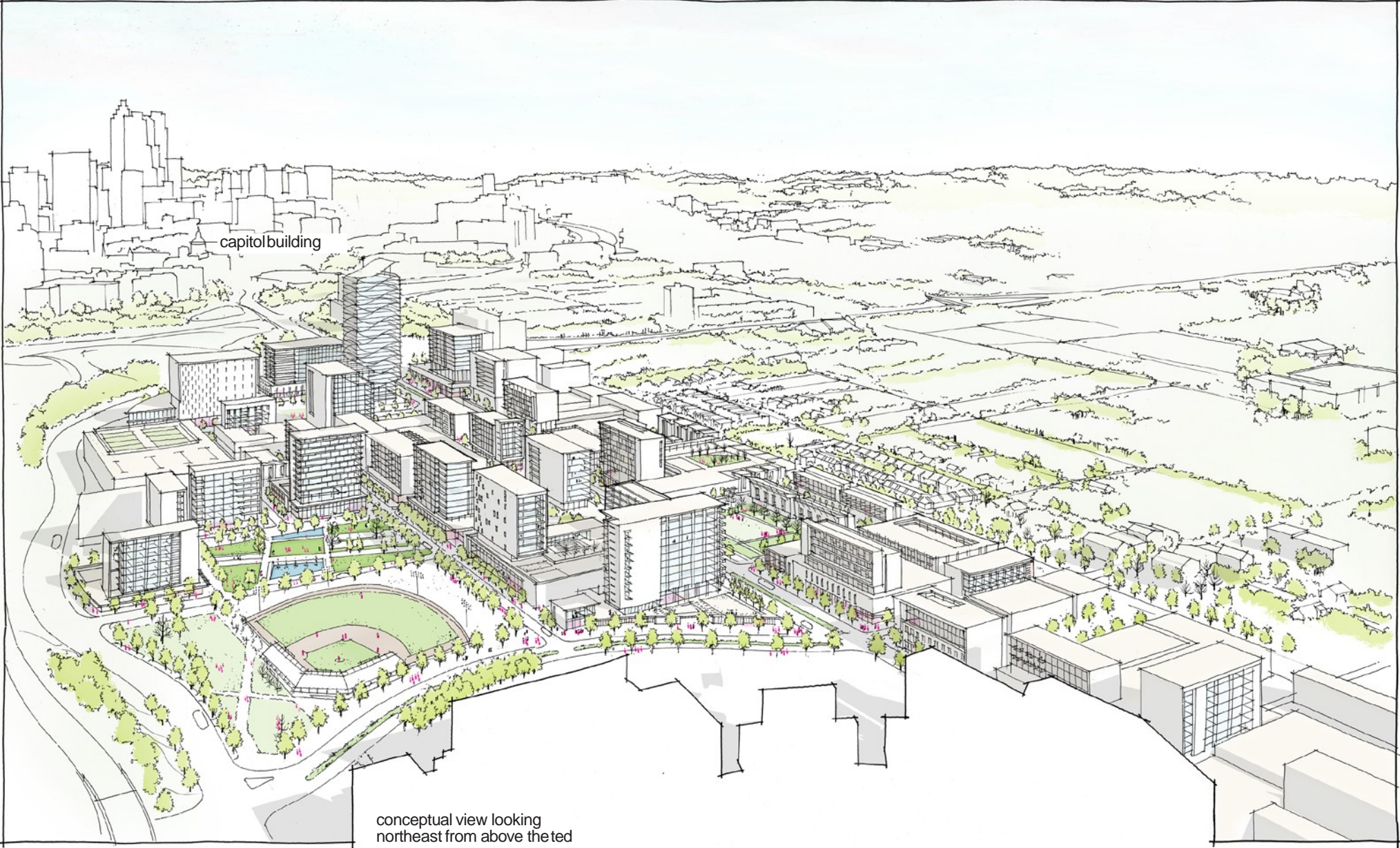
## Graphic Legend

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



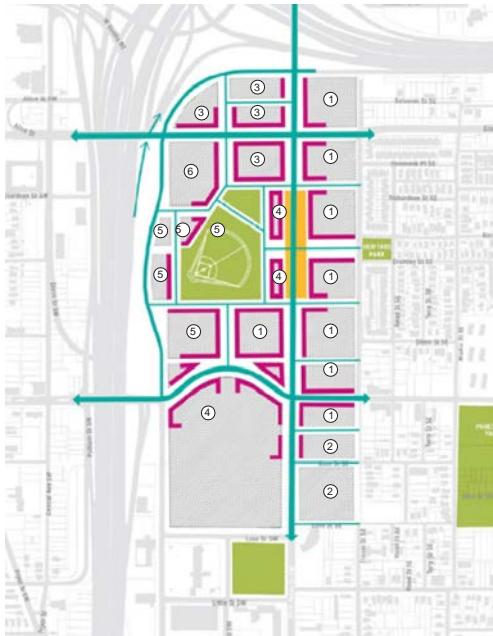


# Neighborhood Squares Concept

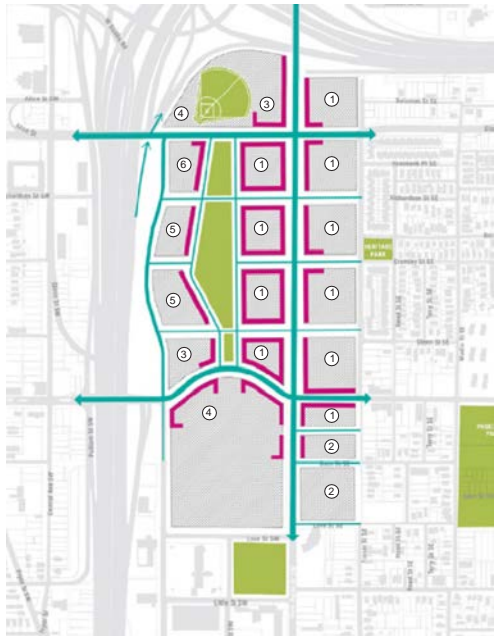




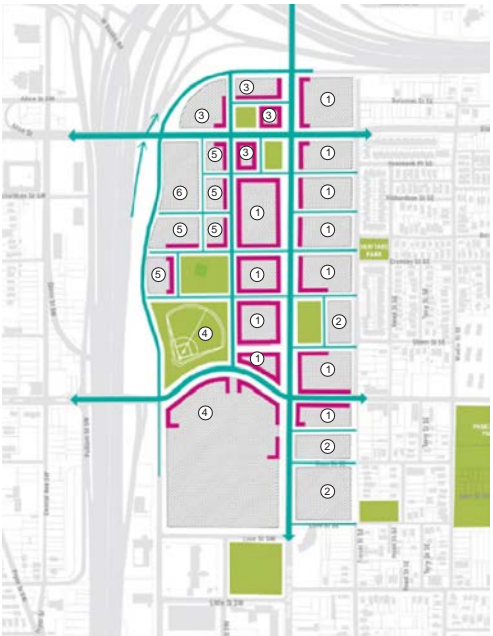
# People's Choice Awards



BALLPARK PLAZA

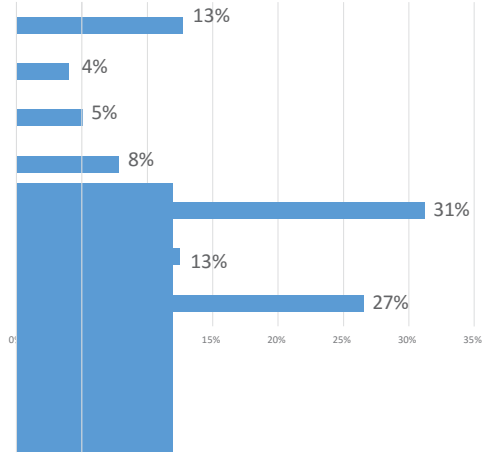
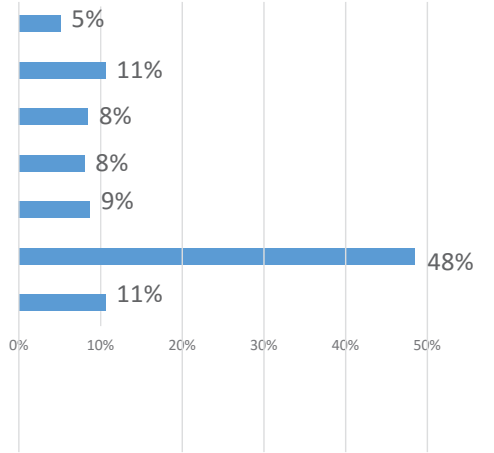
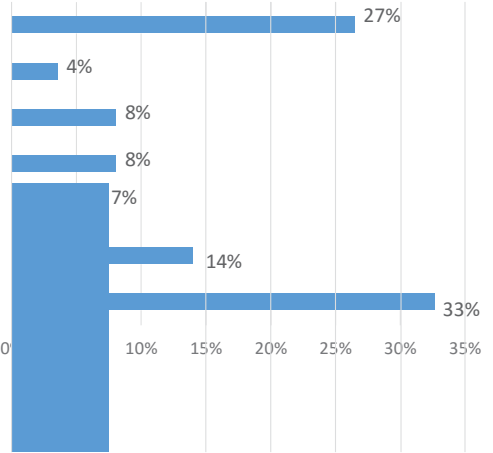


BIG PARK



NEIGHBORHOOD SQUARES

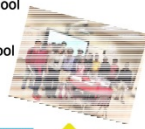
CLASS CLOWN  
 BEST ALL AROUND  
 MOST LIKELY TO SUCCEED  
 MOST MEANINGFUL  
 MOST NEIGHBORLY  
 MOST ATTRACTIVE  
 N/A



**TURNER FIELD STADIUM NEIGHBORHOODS LCI  
STUDENT ENGAGEMENT PROJECT FOR  
ATLANTA PUBLIC SCHOOLS**



- M.H. Jackson High School
- Carver High School
- M.L. King Middle School

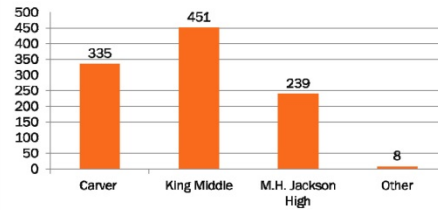


**STUDENT ENGAGEMENT**

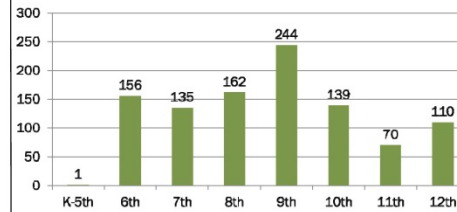
- Conduct student and school staff surveys
- Develop data collection methods and timeline
- Publicity / promotion plan
- Social Media/Online Engagement (via school media sites)
- Analyze data
- Present or prepare data for community meetings



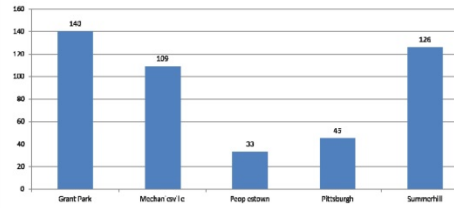
**WHICH SCHOOL DO YOU ATTEND?**



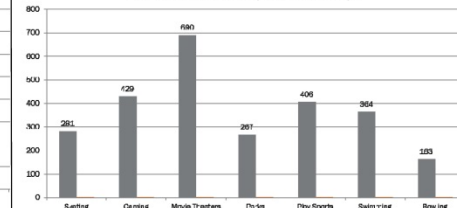
**WHAT IS YOUR GRADE?**



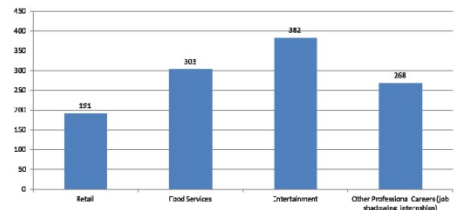
**IN WHICH NEIGHBORHOOD DO YOU LIVE?**



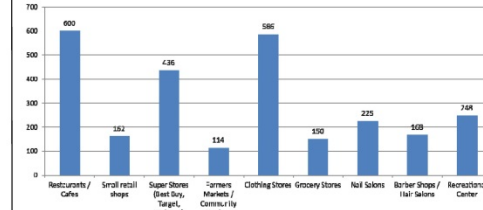
**WHAT TYPES OF RECREATION ACTIVITIES WOULD YOU LIKE TO DO OR ATTEND IN THE AREA (CHOOSE TOP 3)?**



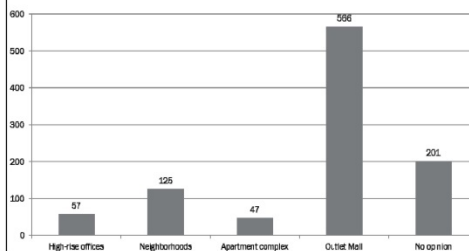
**WHICH TYPES OF JOBS WOULD YOU LIKE AVAILABLE IN THE AREA (HIGH SCHOOL ONLY)?**



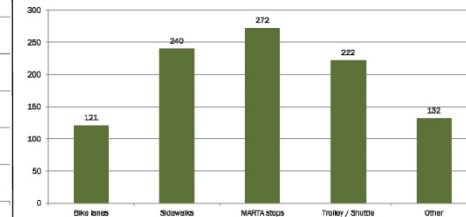
**WHAT TYPES OF BUSINESSES OR SERVICES WOULD YOU LIKE MORE OF IN YOUR NEIGHBORHOOD (CHOOSE 3)?**



**WHAT WOULD YOU LIKE THE TURNER FIELD AREA TO LOOK LIKE?**



**WHAT TRANSPORTATION ADDITIONS WOULD YOU LIKE ADDED TO THE NEIGHBORHOOD?**







# Stormwater

Jeremy Diner, American Rivers



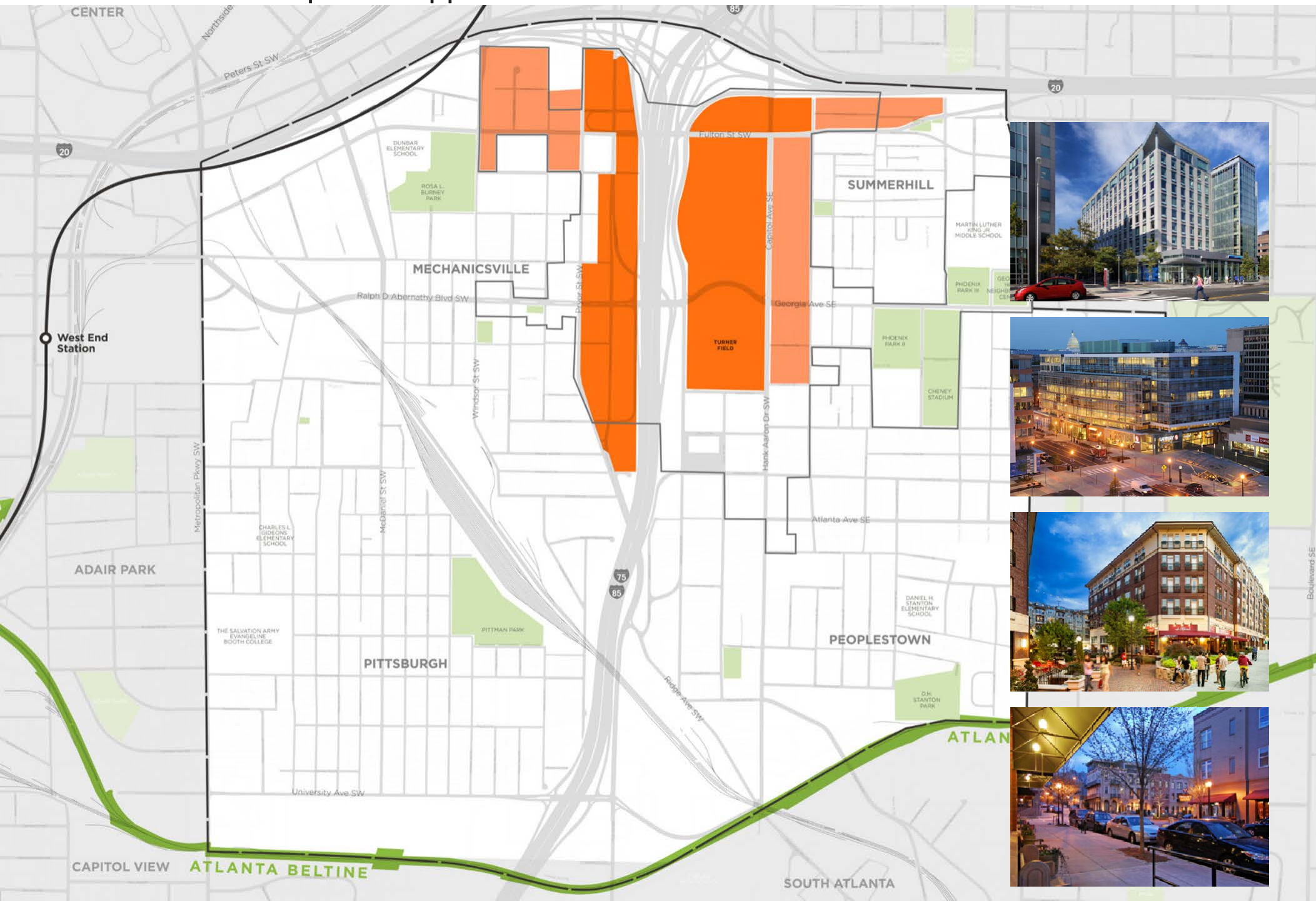
## Stormwater and Green Infrastructure

- Manage first 1.8" of rainfall with green infrastructure (95% of the storms in Atlanta)
- Keep water out of the undersized sewer
- Reuse the water, or let it soak into the ground
- Ability to capture 3.6 million gallons per storm on site.





# Economic Development Opportunities - Urban Core + Transitional Zones







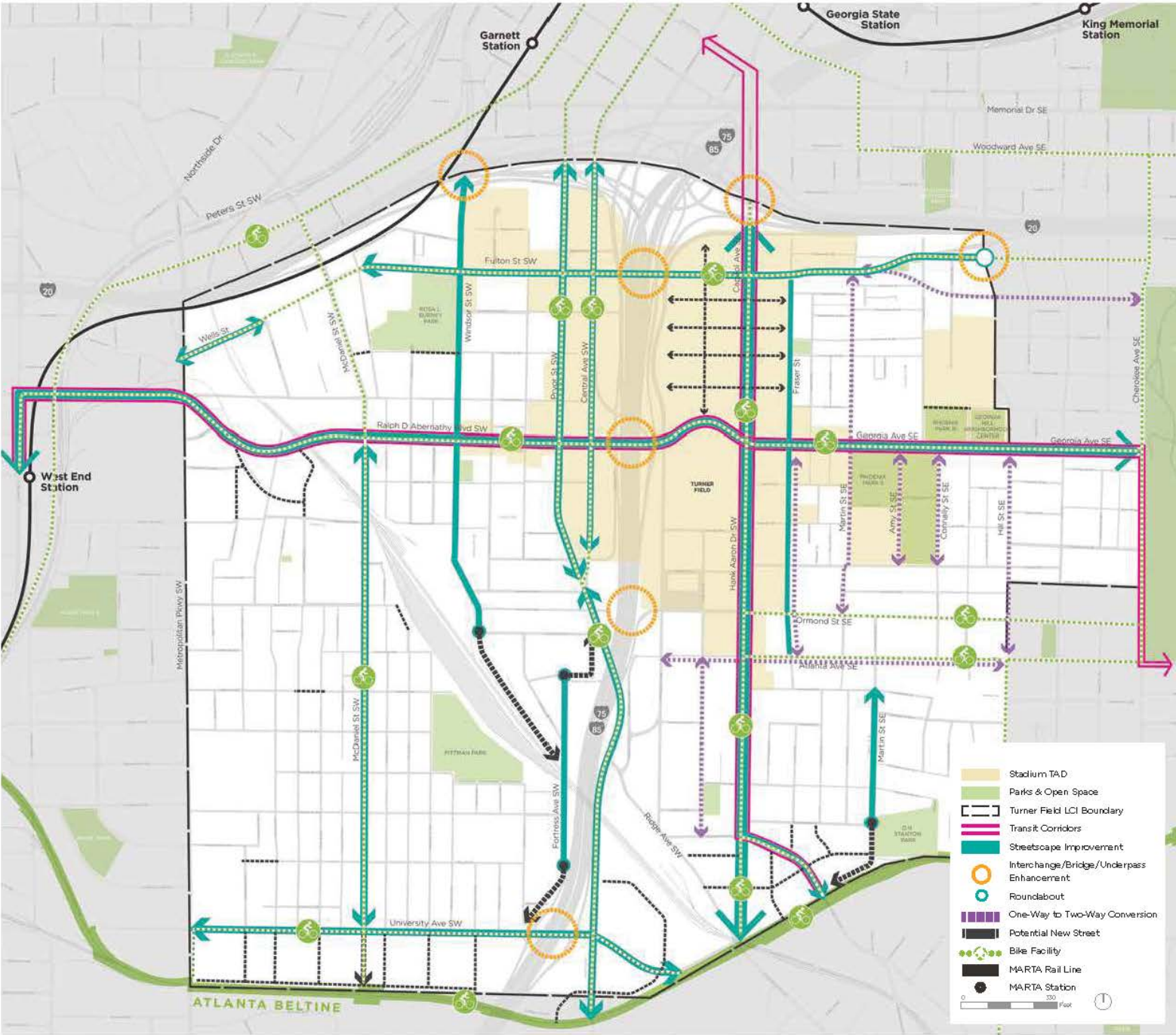
# Mobility

Eric Bosman, Kimley Horn



# 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.



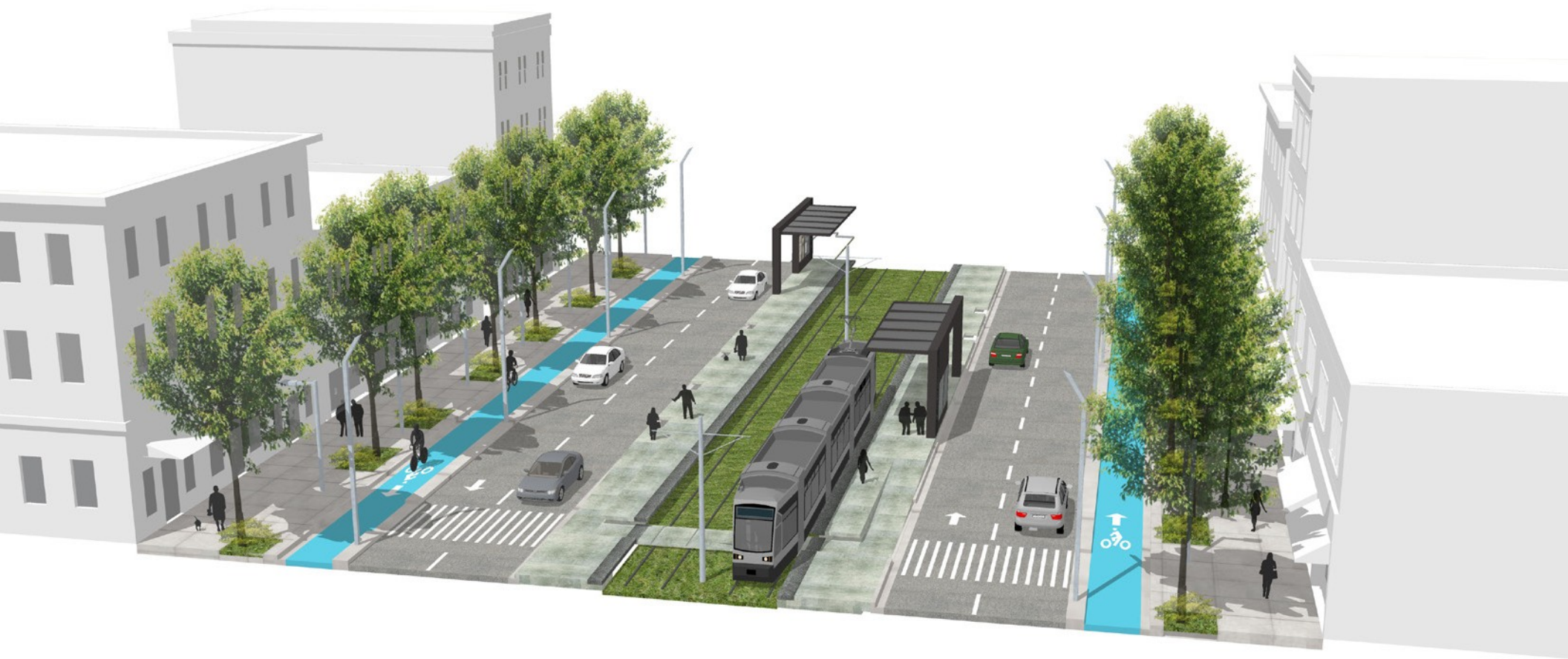
LCI Study Area Proposed Enhanced Mobility Projects

## Streetscape Improvements - Capitol Avenue/Hank Aaron (Existing)





# Streetscape Improvements - Capitol Avenue/Hank Aaron (Proposal A)





















# Actions to Date

- Rezoning adopted July 2016
- One way streets being converted to two way.
- Requires incorporation of major elements from conceptual plans
  - Street and block framework
  - Active street frontages
  - Transition to residential uses
  - Public open spaces
- Plan adopted September 2016
- Public Forum held in October
  - Role of Anchor Institutions in their Communities



# Resources

[www.stadiumneighborhoodslci.org/](http://www.stadiumneighborhoodslci.org/)

<https://vimeo.com/stadiumneighborhoods>



# Turner Field Stadium Neighborhoods

LIVEABLE CENTERS INITIATIVE

Thank you!

