

Turner Field Stadium
Neighborhoods
LIVEABLE CENTERS INITIATIVE

Atlanta Regional Commission

Community Resources Committee

January 12, 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

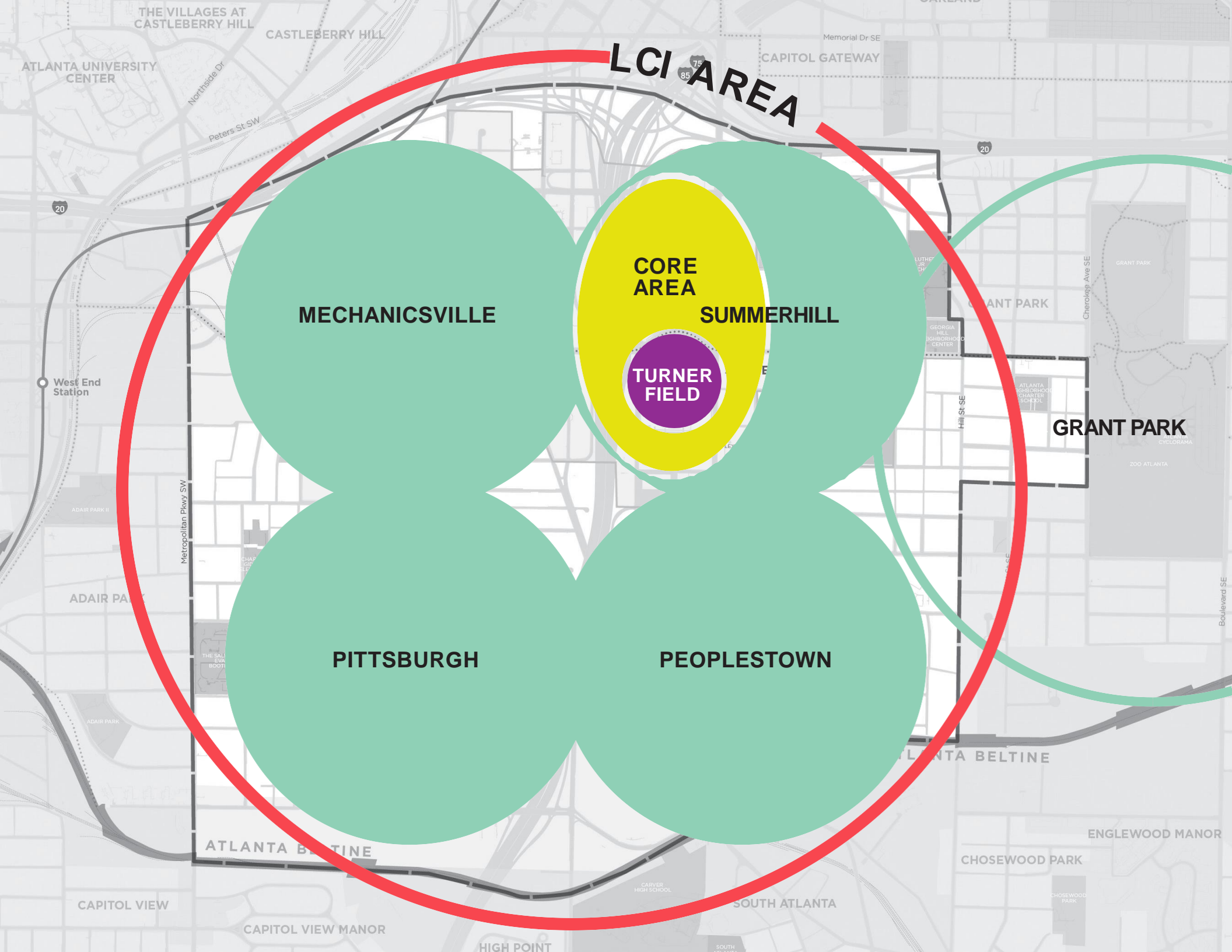


ATLANTA REGIONAL COMMISSION



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

ATLANTA BELTLINE

CHOSEWOOD PARK

ENGLEWOOD MANOR

CAPITOL VIEW

CAPITOL VIEW MANOR

HIGH POINT

SOUTH ATLANTA

THE VILLAGES AT CASTLEBERRY HILL

CASTLEBERRY HILL

CAPITOL GATEWAY

ATLANTA UNIVERSITY CENTER

Northside Dr

Peters St SW

Memorial Dr SE

20

20

West End Station

ADAIR PARK II

ADAIR PARK

ADAIR PARK

THE GALL SW BOOTH

LUTHER CHURCH

GEORGIA HILL NEIGHBORHOOD CENTER

ATLANTA GEORGIA CHARTER SCHOOL

GRANT PARK

Cherokee Ave SE

Hill St SE

Boulevard SE

ATLANTA BELTLINE

CARVER HIGH SCHOOL

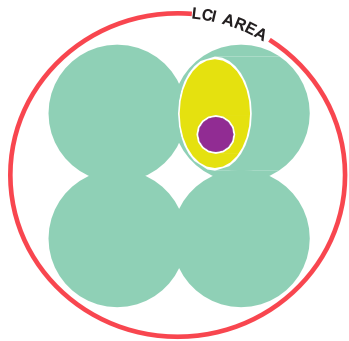
CHOSEWOOD PARK

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

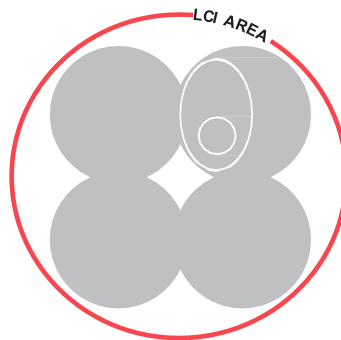


Workshop in March

(5)

Prioritizing / Celebrating

LCI Area Focused



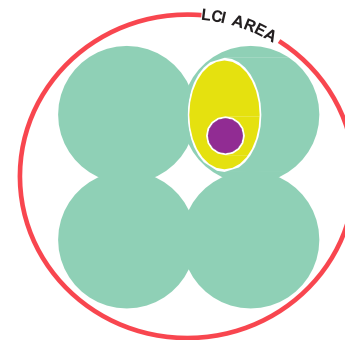
Open house in April

(6)

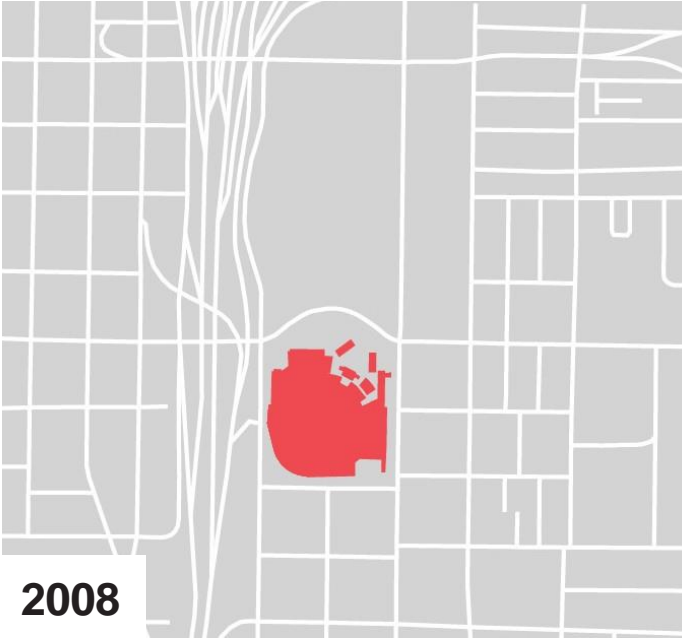
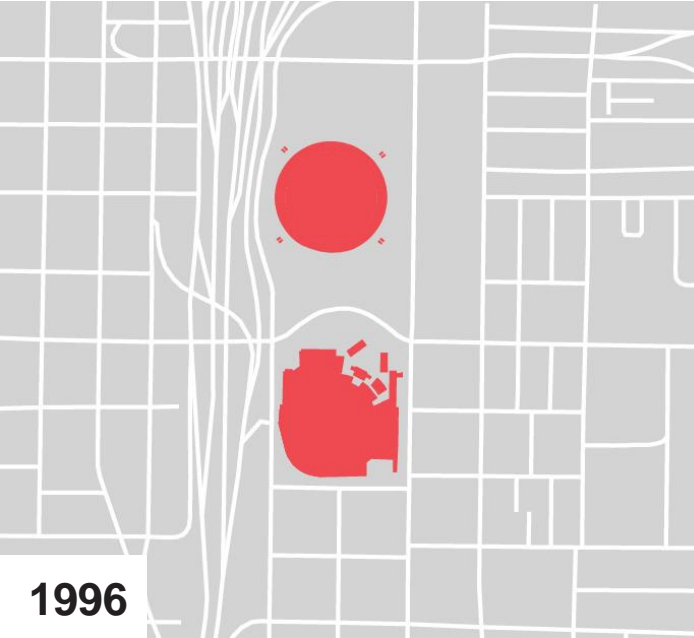
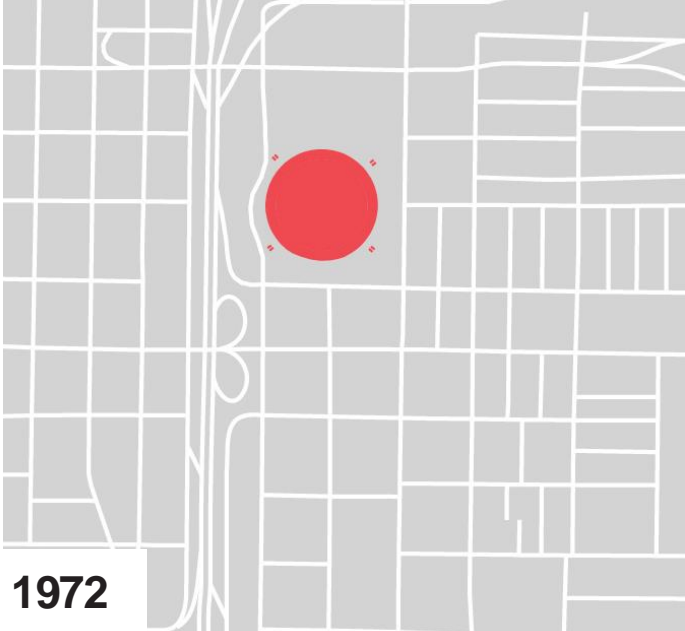
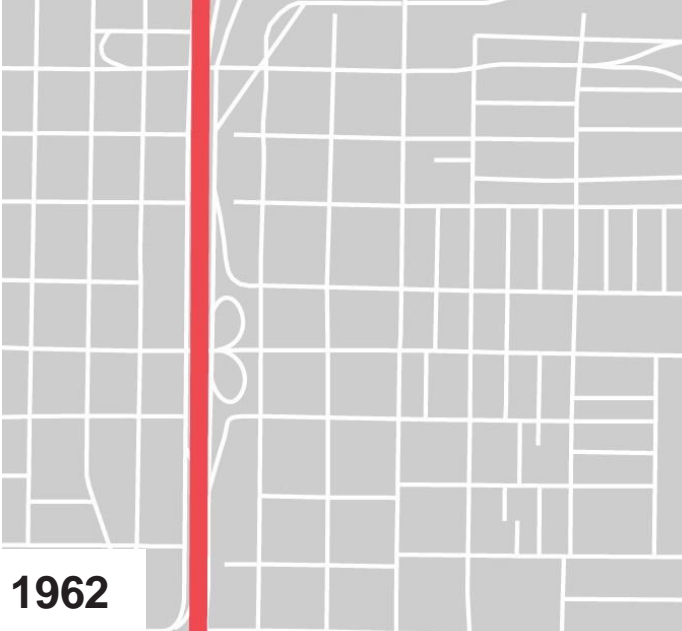
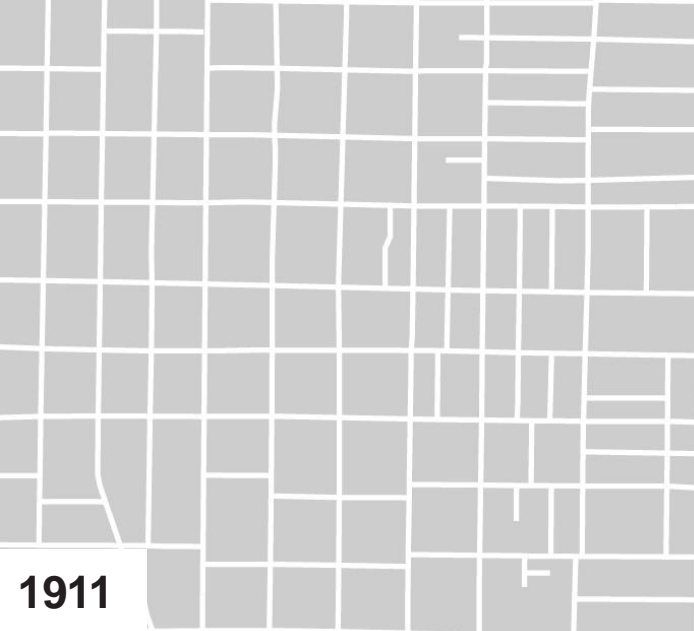
Open House

Implementation Focused

Presentation of the Plan in June

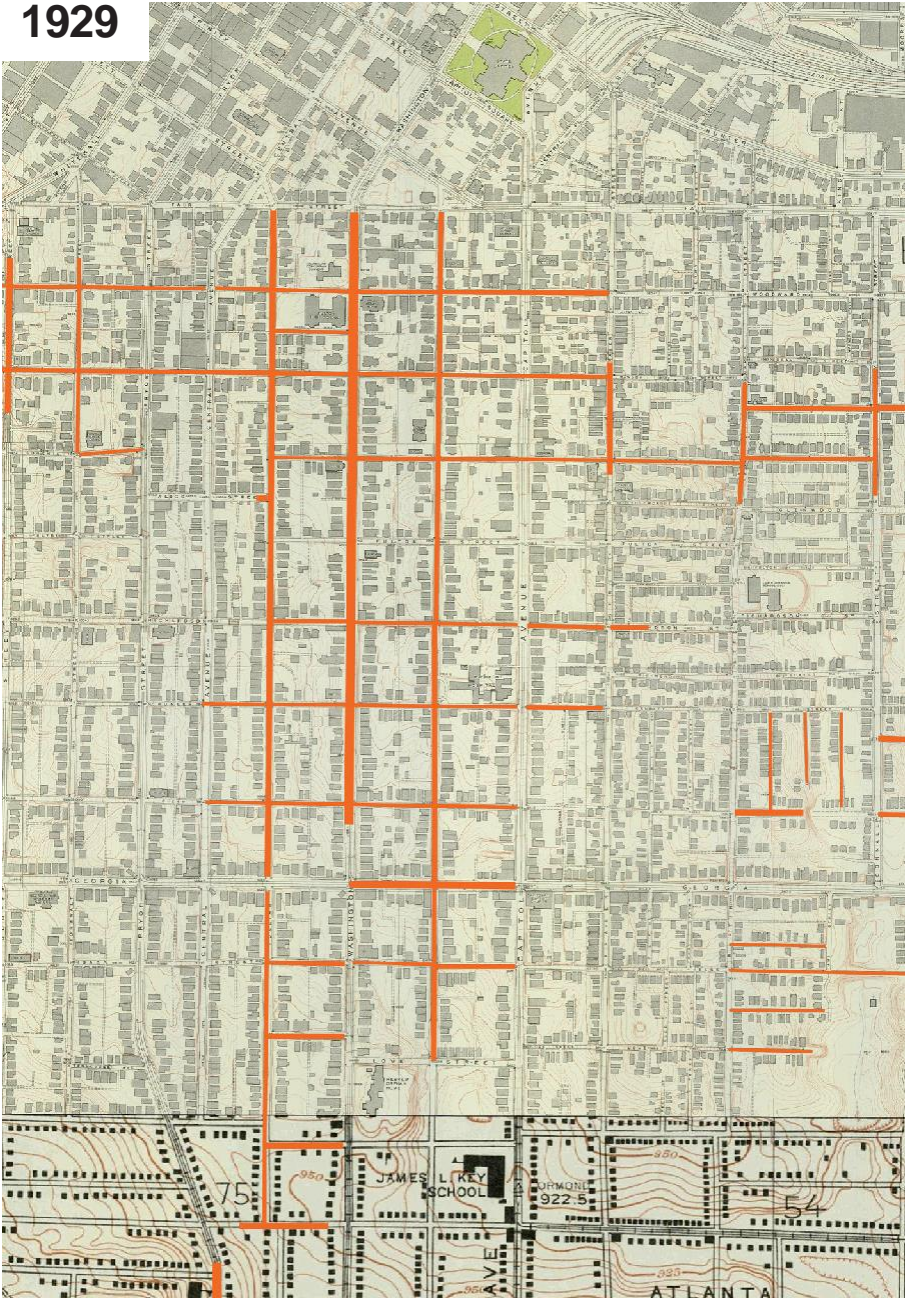


Neighborhood Street Grid

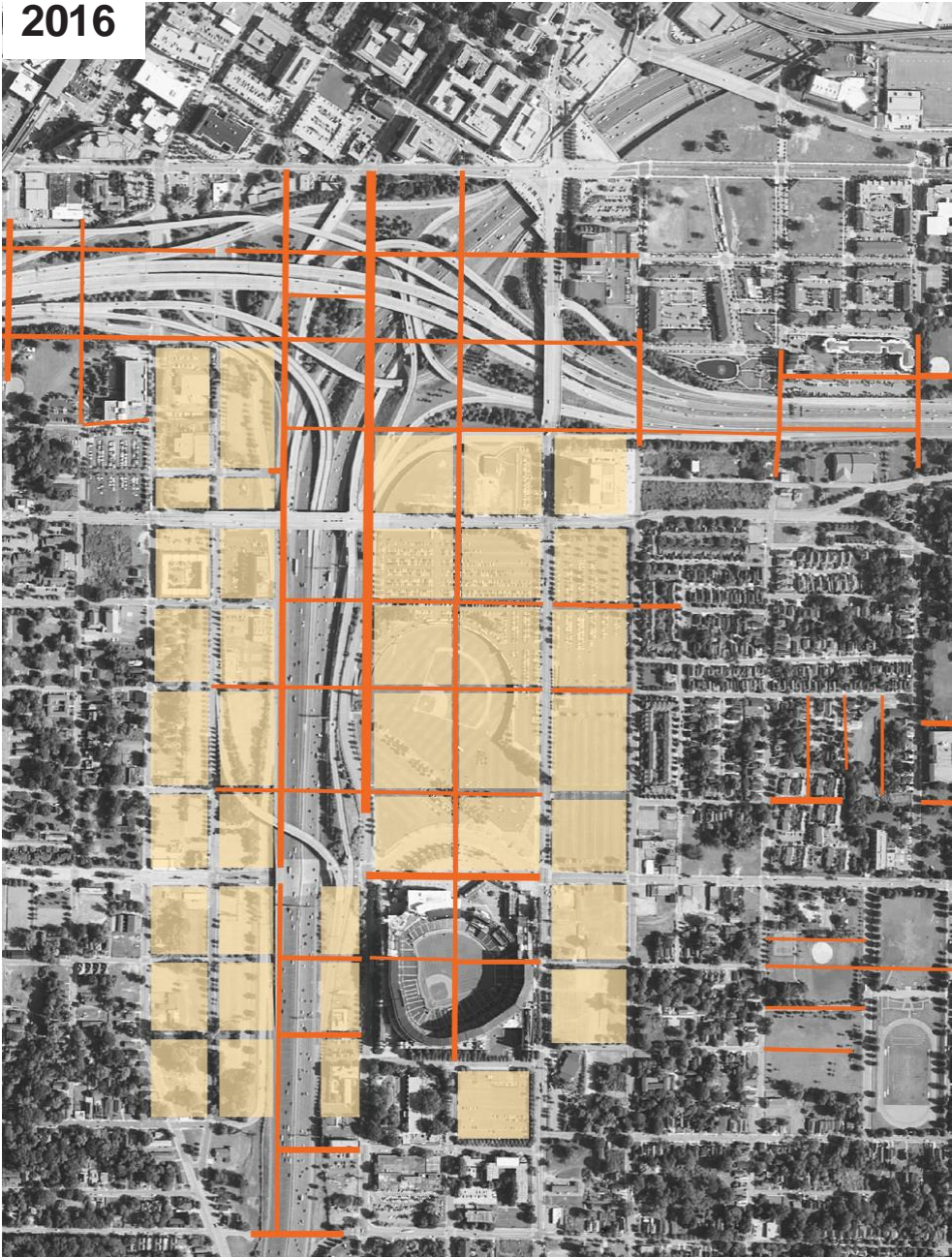


Neighborhood Urban Fabric

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

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

Community Character

REGIONAL CENTER

ACTIVE URBAN DISTRICT

URBAN VILLAGE

QUIET NEIGHBORHOOD

Amenity Index

- REGIONAL EMPLOYMENT
- SUBWAY
- LIGHT RAIL
- LARGE PARK
- GROCERY STORE
- BRT / STREETCAR
- CULTURAL AMENI-
- LOCAL BUS
- SMALL STORE
- POCKET PARK
- SIDEWALKS

Activity Score



Atlanta Case Studies



EVALUATION APP



Houses - Half Block
0

Townhouses - Half Block
0

Mixed Use - Half Block
0

Mixed Use - Full Block
0

Office Tower
0

Residential Tower
0

Park - Half Block
0

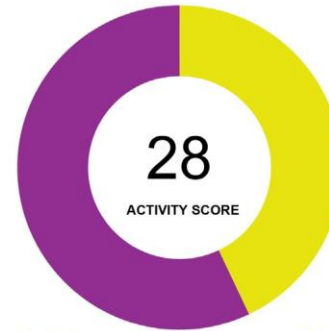
Park - Full Block
0

STATS

Population	3,295
Jobs	917
Dwelling Units	1,659
Open Space	26 acres
Parking Spaces	0

AREAS

Gross Floor Area	2,961,000 sf
Commercial Area	307,000 sf
Residential Area	2,566,000 sf
Parking Area	0 sf
Retail Area	88,000 sf



NIGHT ACTIVITY DAY ACTIVITY

Floor Area Ratio 0.44
Carbon Footprint 0 tons co2

BUILDING BLOCKS

Single Family Houses

Half Block



BUILDING TYPESTATS

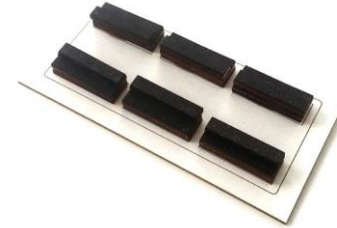
45 Population
0 Jobs
20 Dwelling Units

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

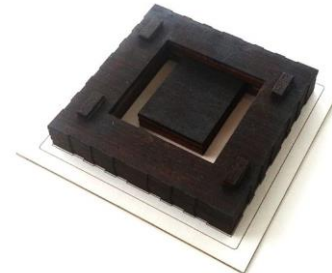
195 Population
34 Jobs
87 Dwelling Units

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

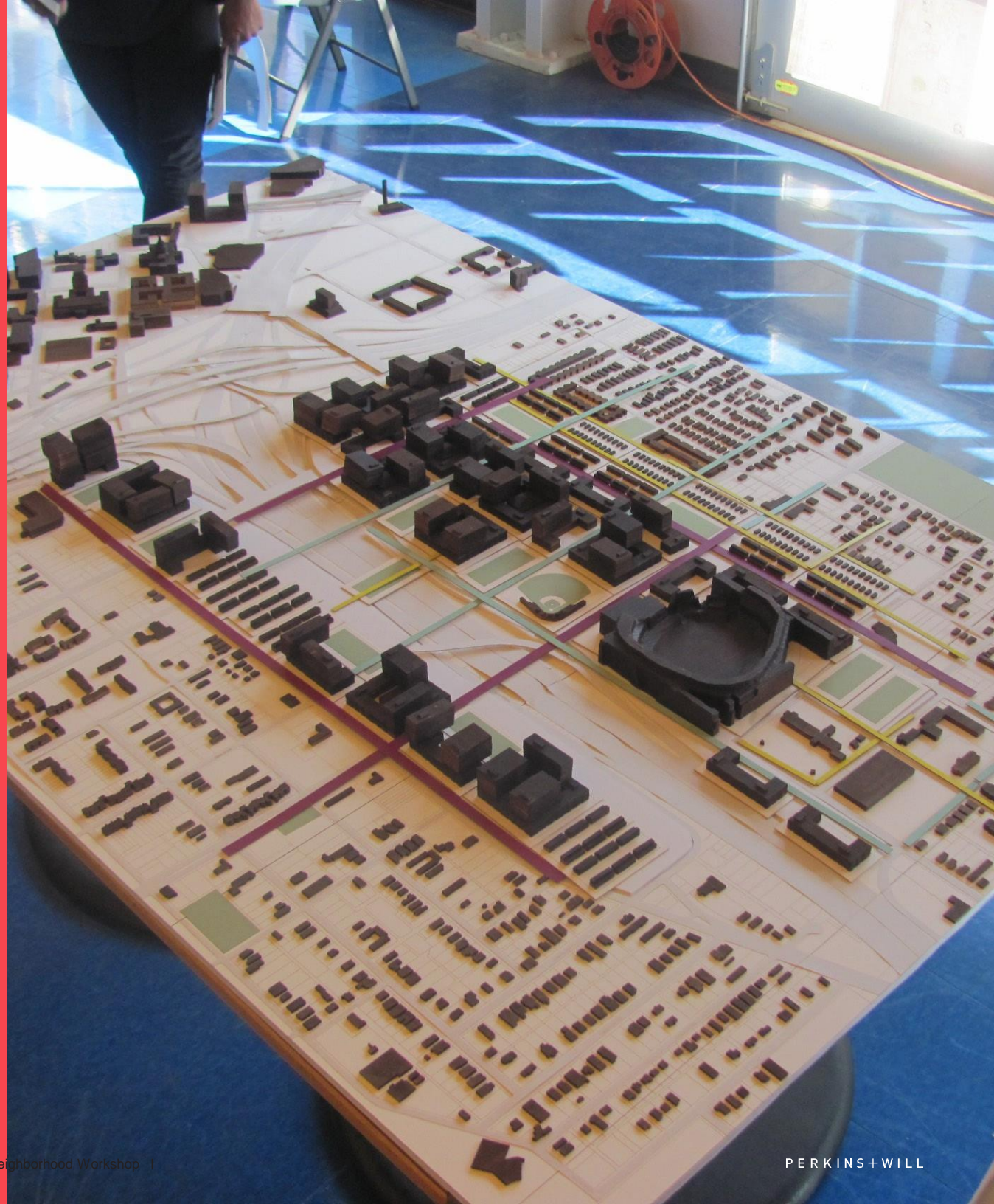
335,000 Gross Floor Area
67,000 Commercial Area
201,000 Residential Area
67,000 Retail Area

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

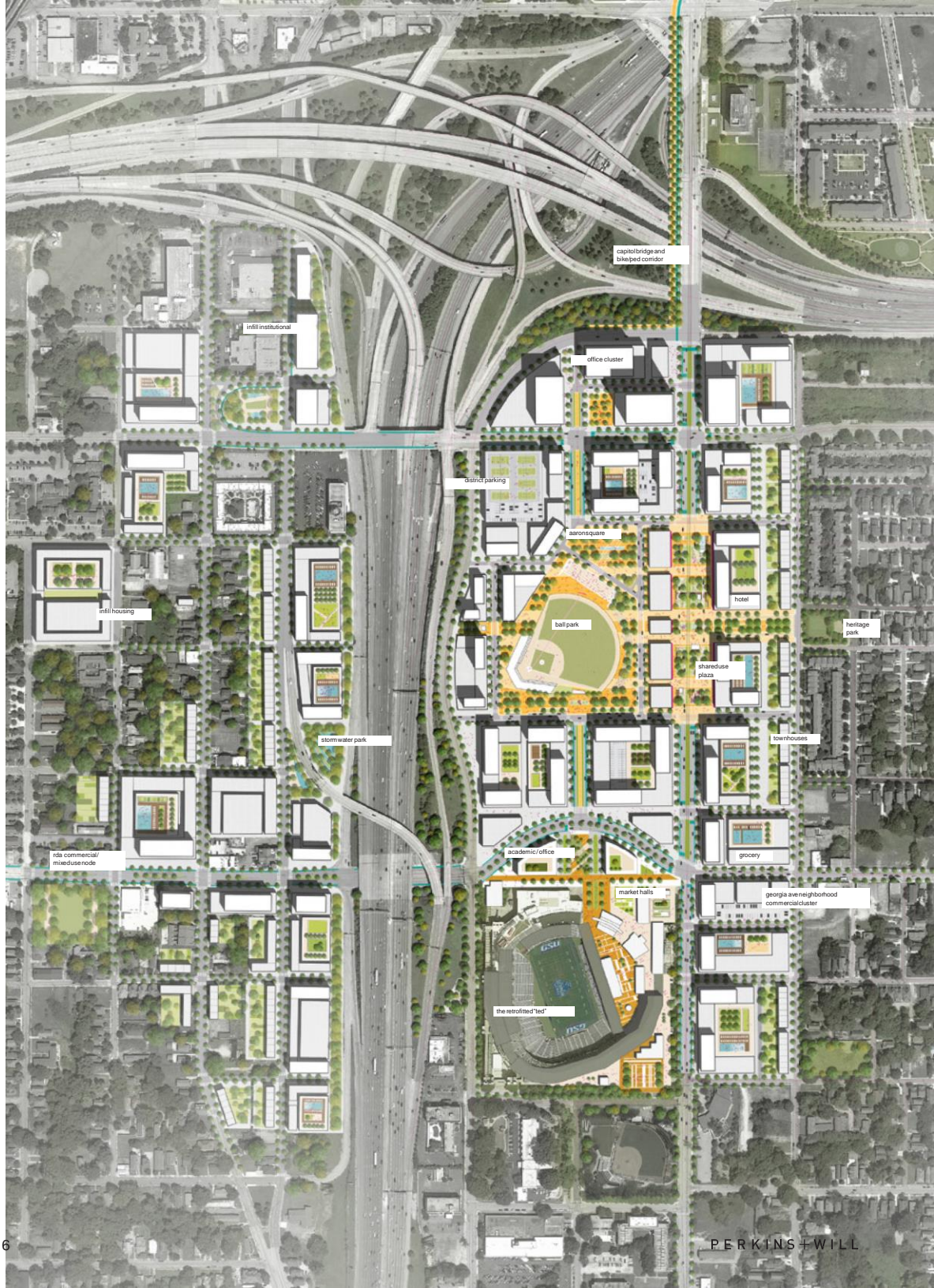
12. A portion of Turner Field, the stadium site itself, should remain publicly accessible on a daily basis even as GSU occupies the principal structure.
13. The proposed GSU baseball stadium should be located to minimize its impact on future development potential.



Atlanta Streets Alive



Ballpark Plaza Concept



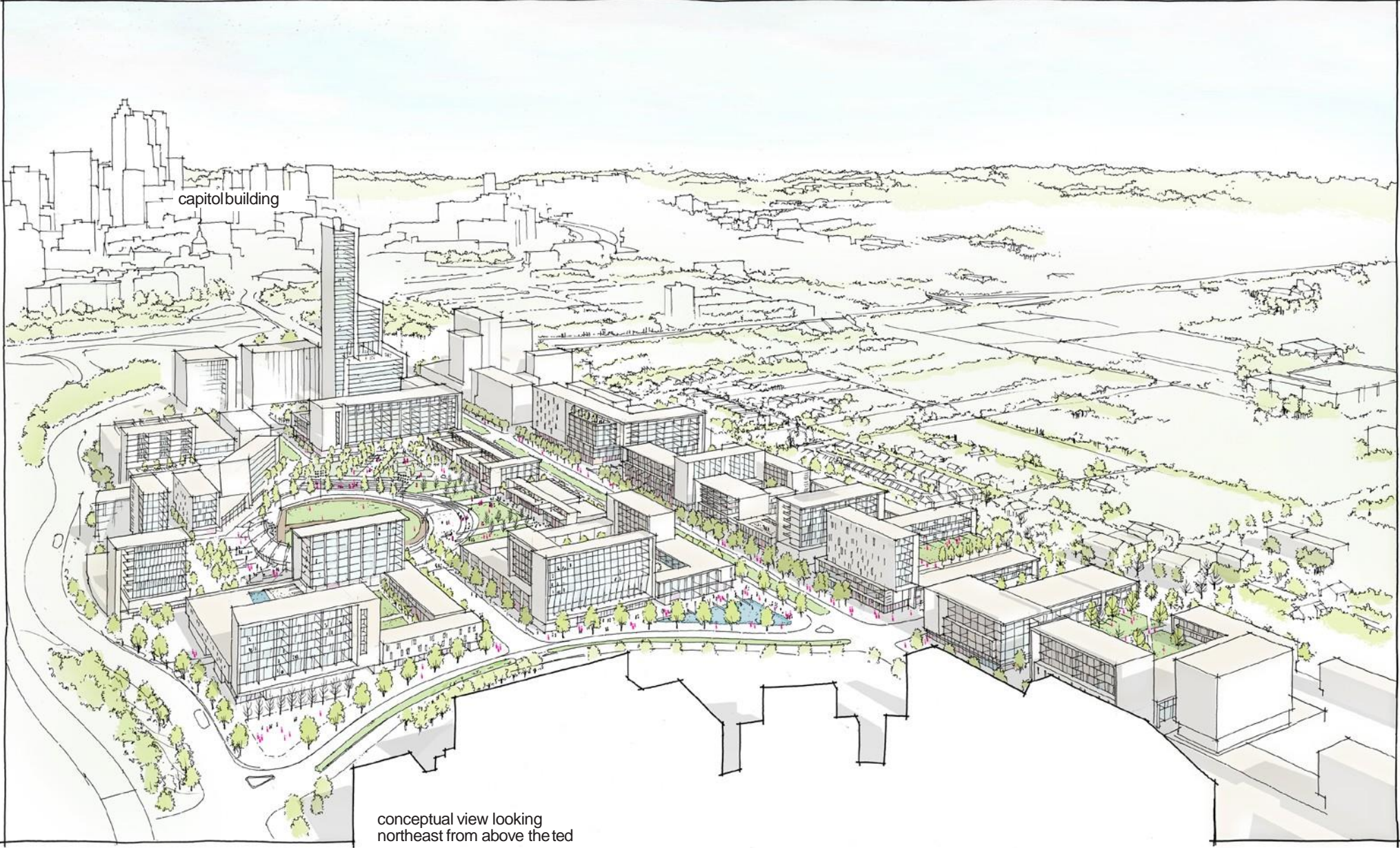
General Building Use

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

Graphic Legend

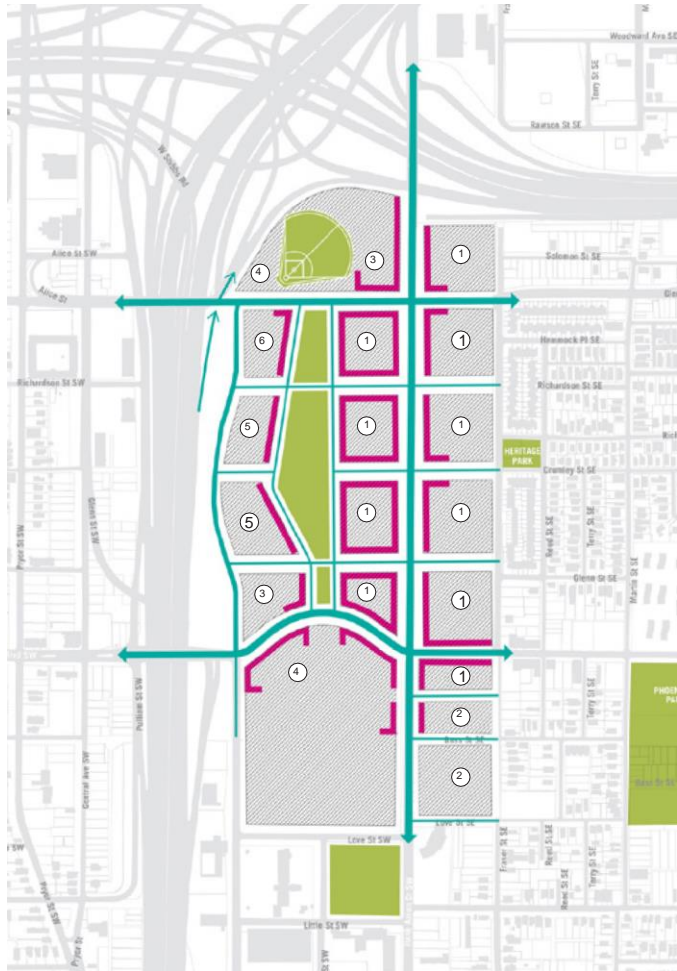
- Parks & Open Space
- Urban Block
- Active Street Frontages
- Streets

Ballpark Plaza Concept



conceptual view looking
northeast from above the stadium

Big Park Concept



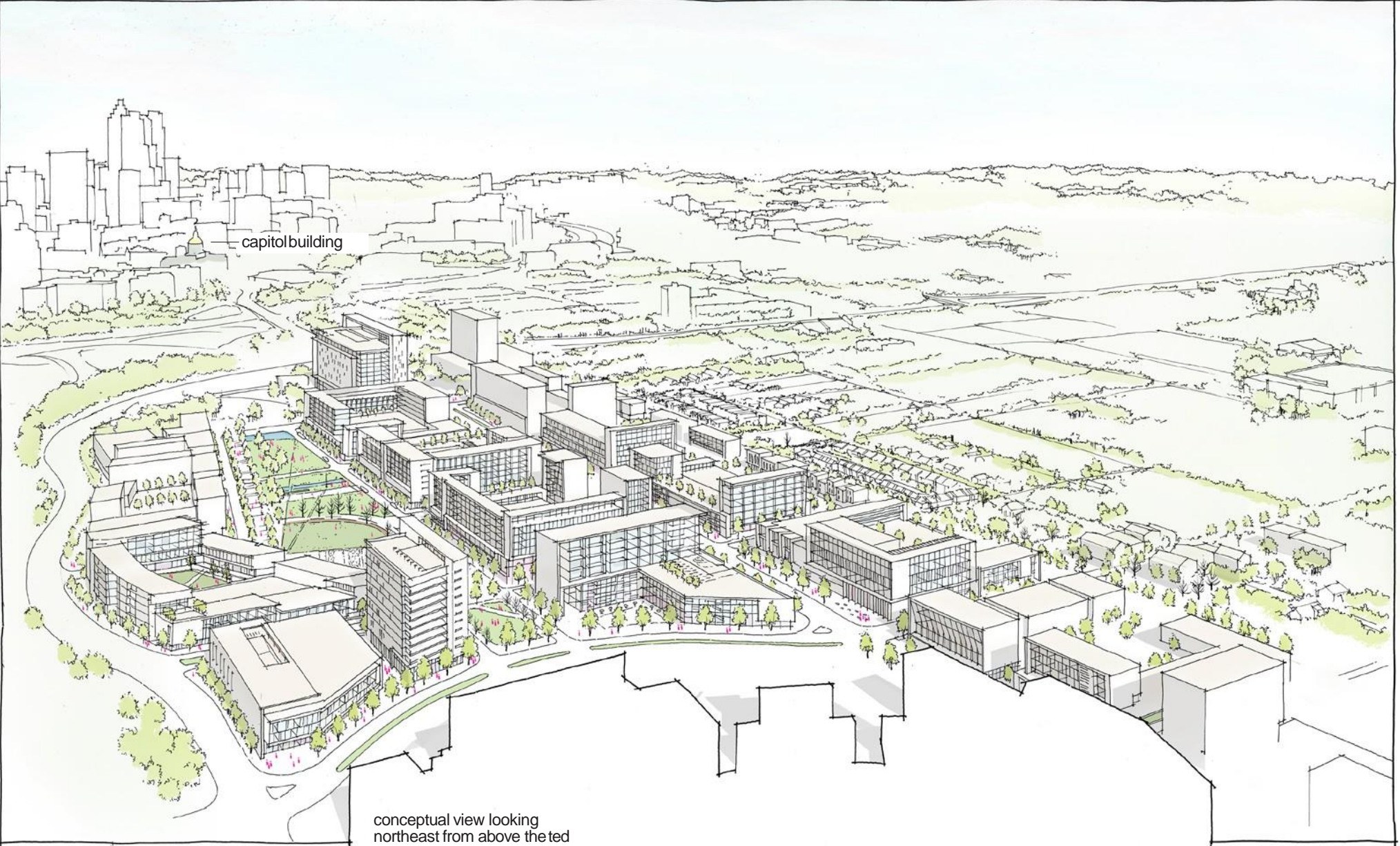
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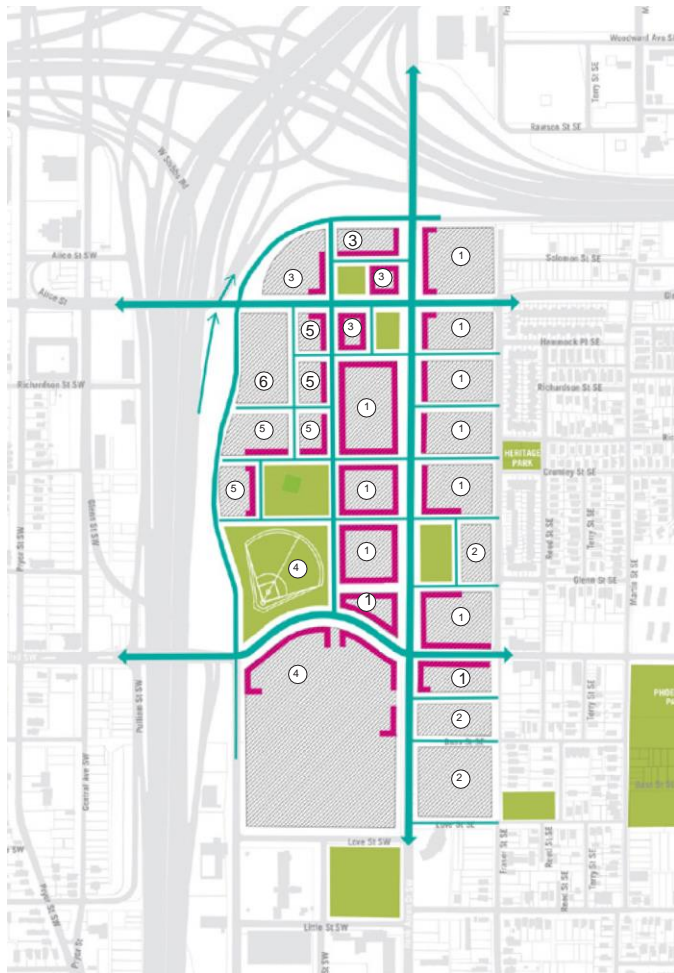
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- Streets

Big Park Concept



conceptual view looking
northeast from above the ted

Neighborhood Squares Concept

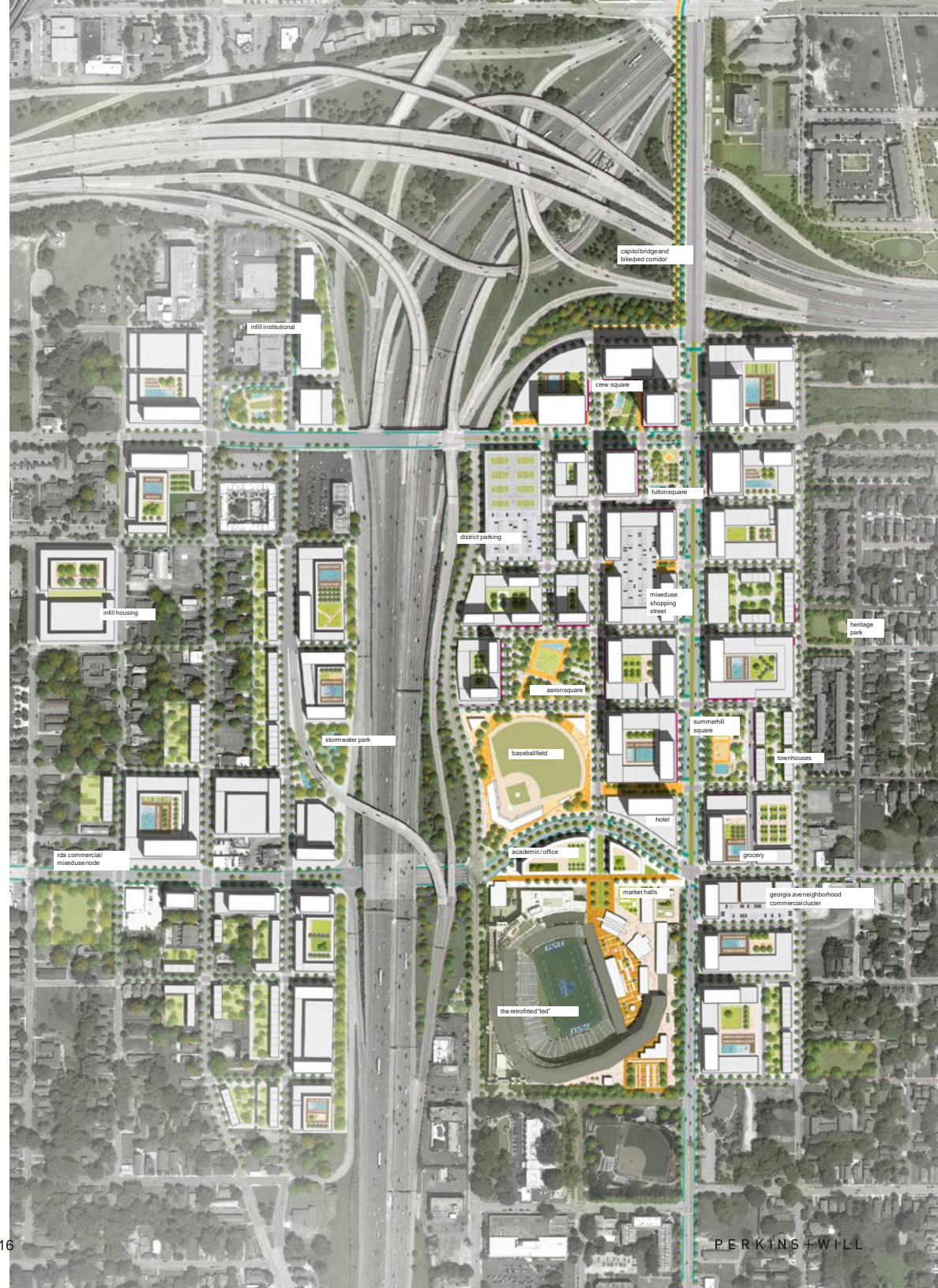


General Building Use

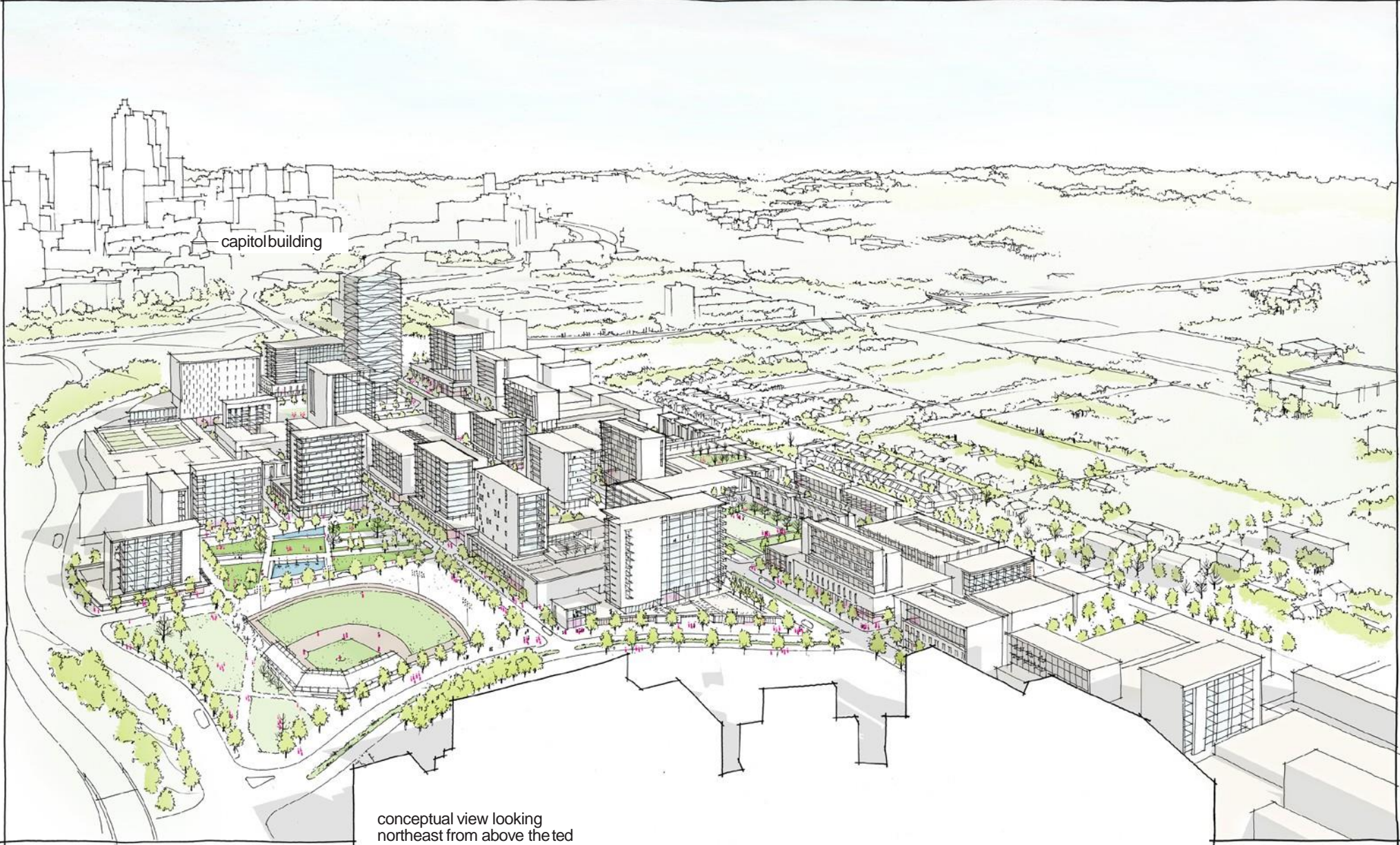
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Graphic Legend

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

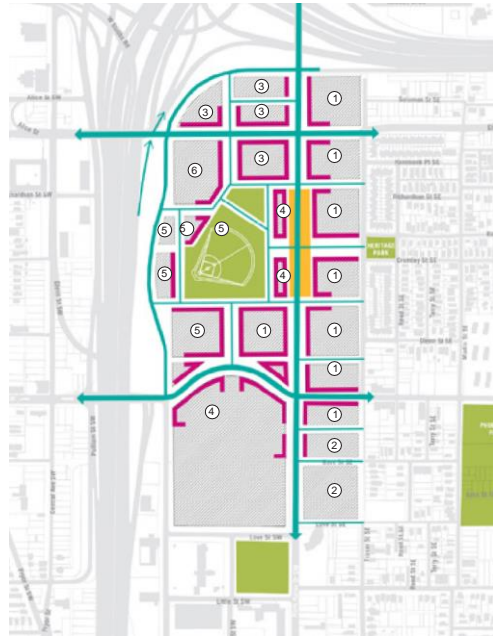


Neighborhood Squares Concept

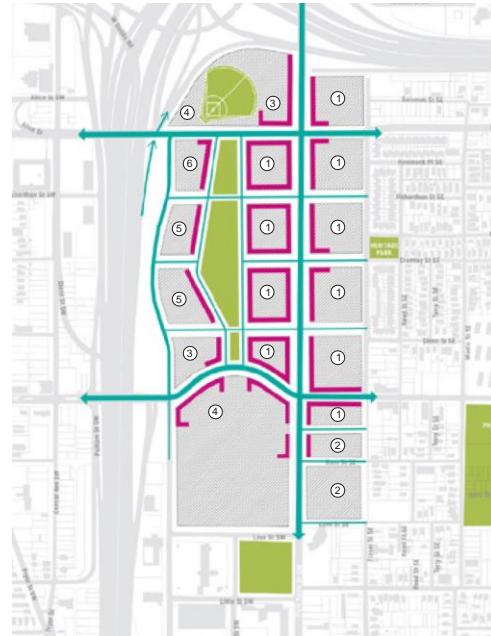


conceptual view looking
northeast from above the stadium

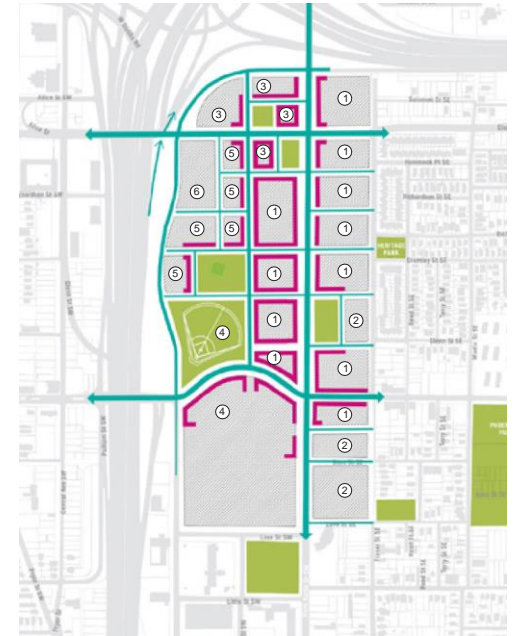
People's Choice Awards



BALLPARK PLAZA



BIG PARK



NEIGHBORHOOD SQUARES

CLASS CLOWN

BEST ALL AROUND

MOST LIKELY TO SUCCEED

MOST MEANINGFUL

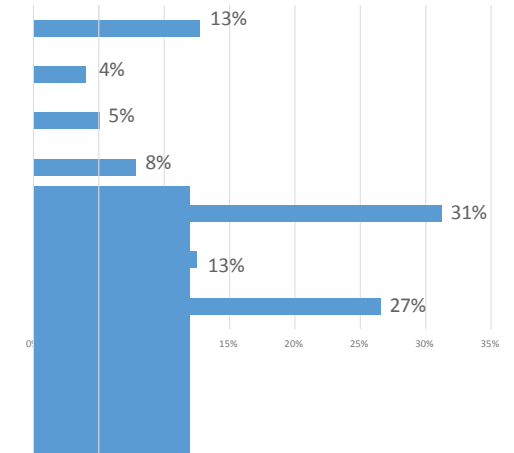
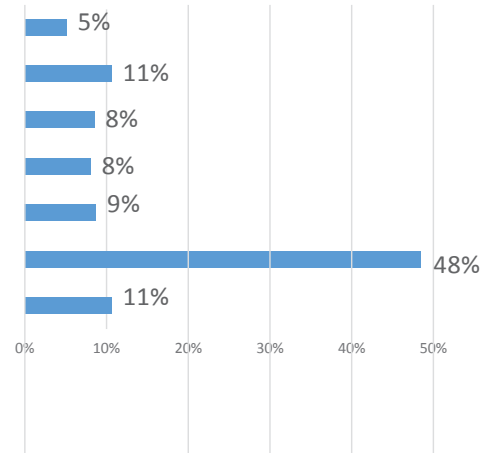
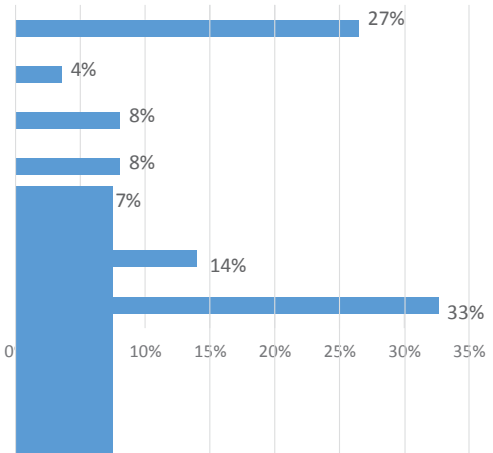
MOST

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

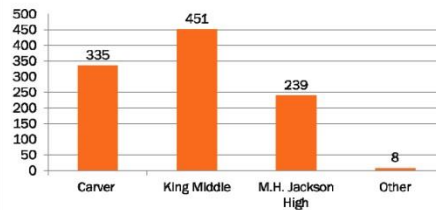


STUDENT ENGAGEMENT

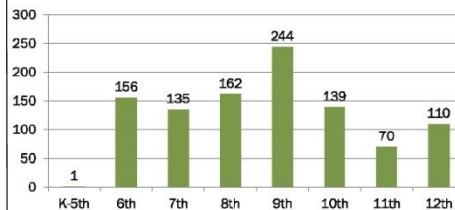
- Conduct student and school staff surveys
- Develop data collection methods and timeline
- Publicity / promotion plan
- Social Media/Online Engagement (via school media sites)
- Analyze data
- Present or prepare data for community meetings



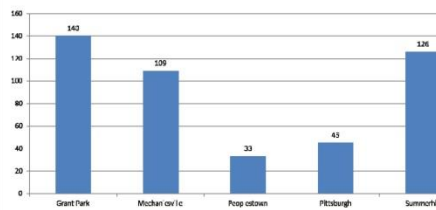
WHICH SCHOOL DO YOU ATTEND?



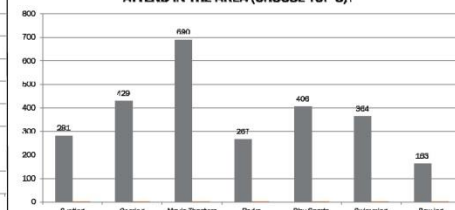
WHAT IS YOUR GRADE?



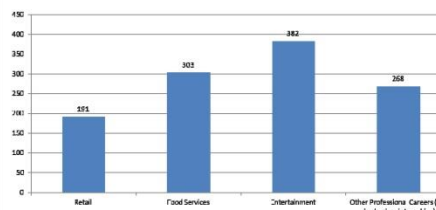
IN WHICH NEIGHBORHOOD DO YOU LIVE?



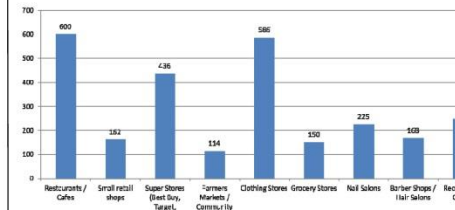
WHAT TYPES OF RECREATION ACTIVITIES WOULD YOU LIKE TO DO OR ATTEND IN THE AREA (CHOOSE TOP 3)?



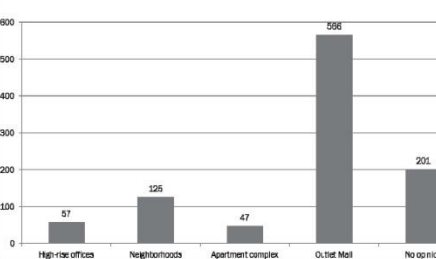
WHICH TYPES OF JOBS WOULD YOU LIKE AVAILABLE IN THE AREA (HIGH SCHOOL ONLY)?



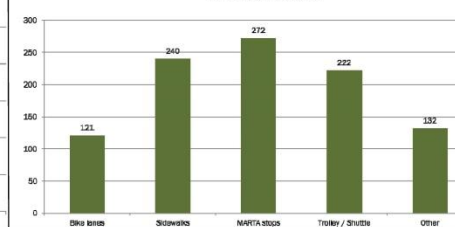
WHAT TYPES OF BUSINESSES OR SERVICES WOULD YOU LIKE MORE OF IN YOUR NEIGHBORHOOD (CHOOSE 3)?



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



WHAT TRANSPORTATION ADDITIONS WOULD YOU LIKE ADDED TO THE NEIGHBORHOOD?





Stormwater

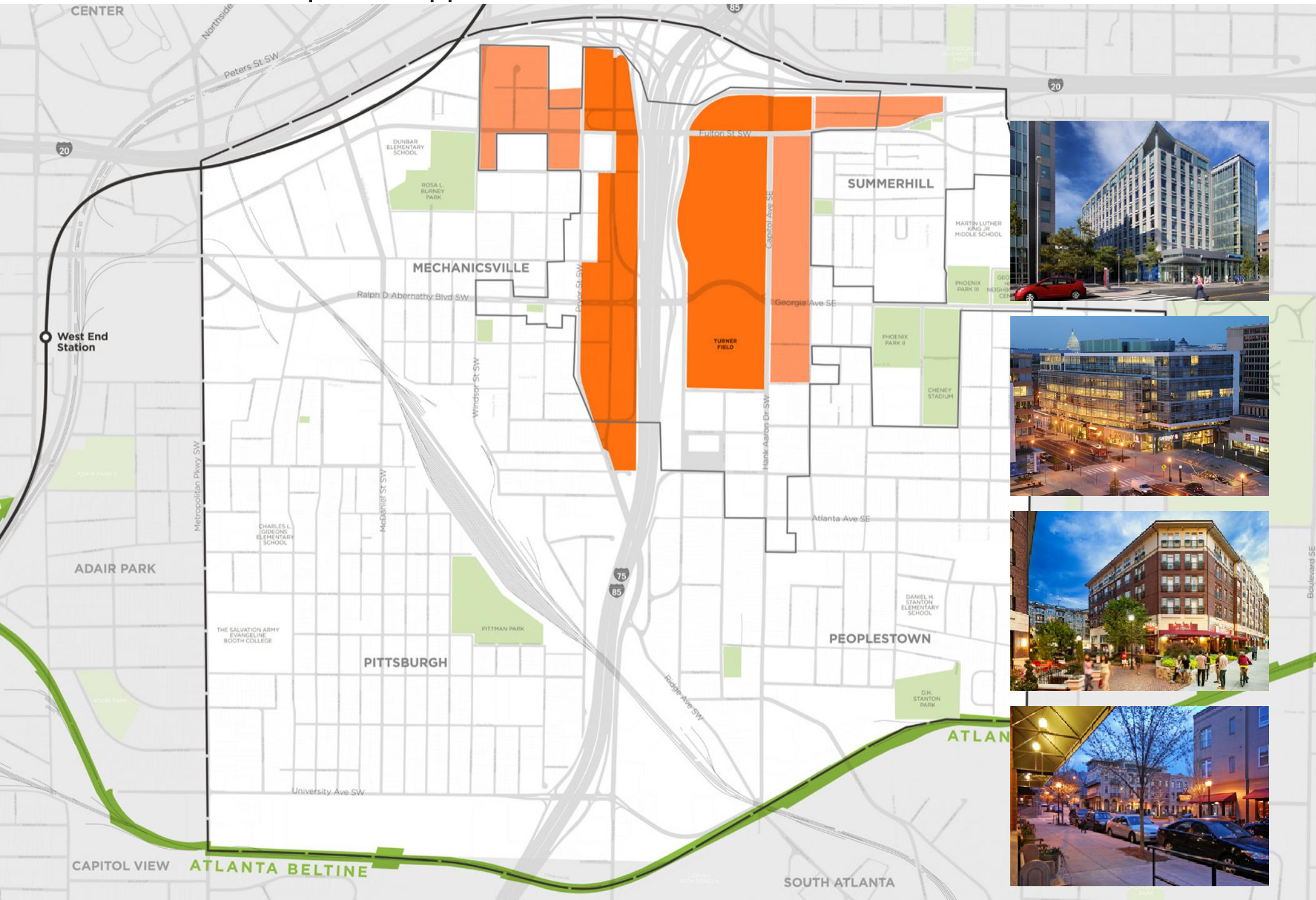
Jeremy Diner, American Rivers

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 onsite.



Economic Development Opportunities - Urban Core + Transitional Zones



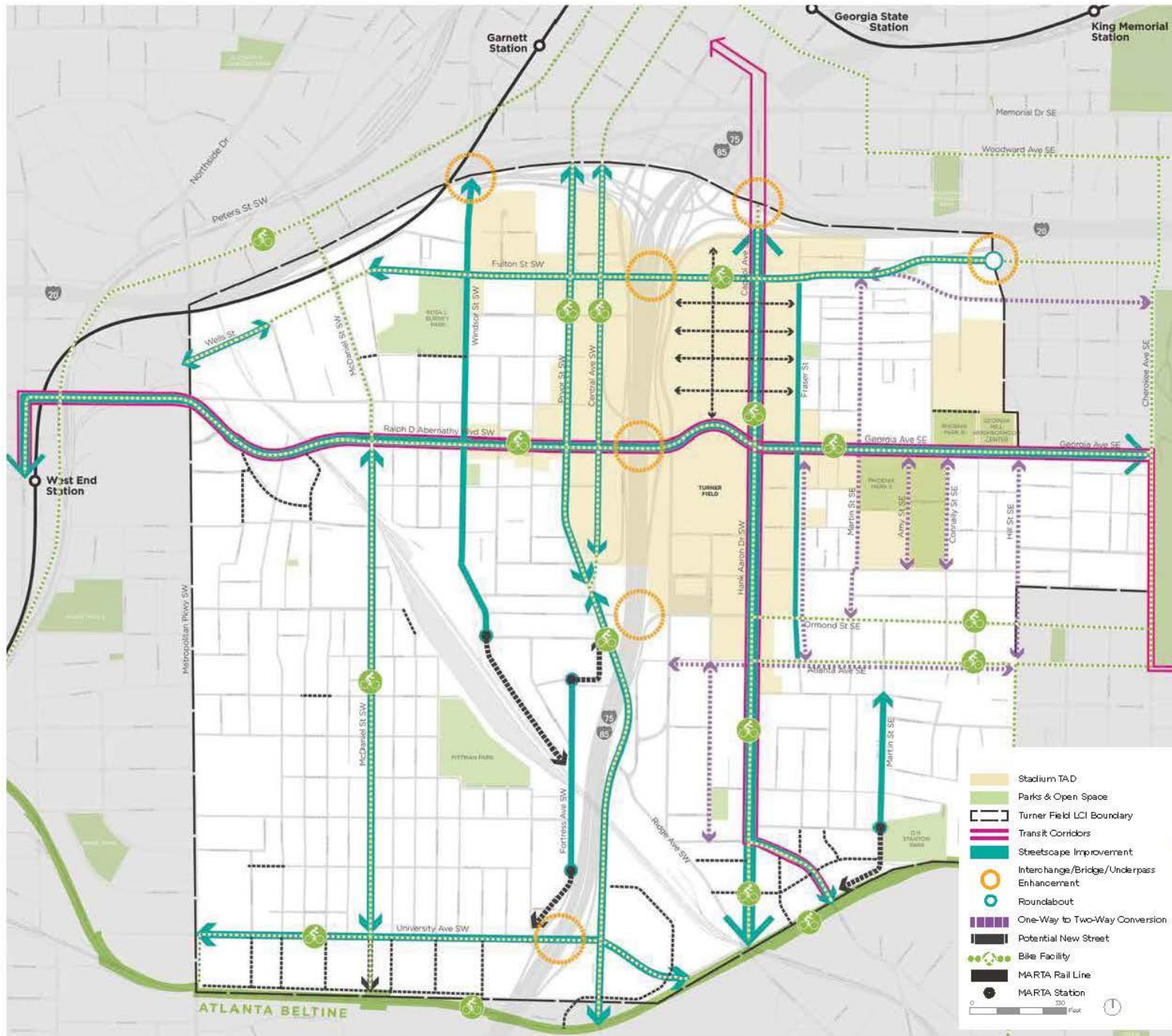


Mobility

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
- 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/

<https://vimeo.com/stadiumneighborhoods>

Turner Field Stadium Neighborhoods

LIVEABLE CENTERS INITIATIVE

Thank you!

