THE NEIGHBORHOOD TODAY

Memorial Dr SW

oodward Ave SW



Love St SW

Tennessee Ave SW

Dodd Ave SW

Hendrix Ave SW

Ormond St SW

Doane St SW

Love St SE

Love St SW

Little St SW

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CORE AREA VISION

Turner Field Stadium Neighborhoods

How are we thinking about the site and design? It's about striking

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

A Site's DNA Unique elements embedded in a place

ELEMENTS LIKE:

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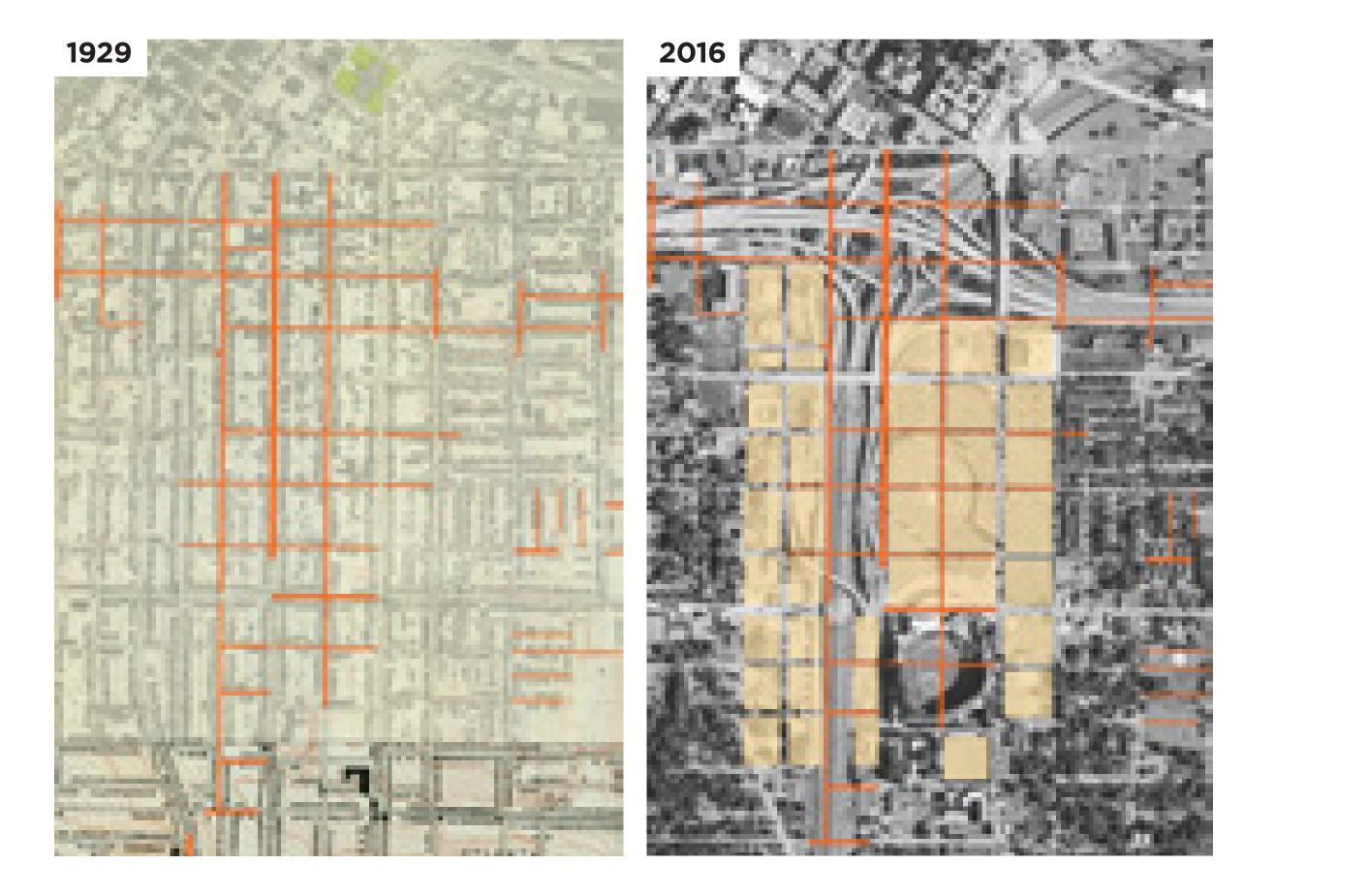
- Landform and topography
- Historic objects and memories
- Major streets and connections

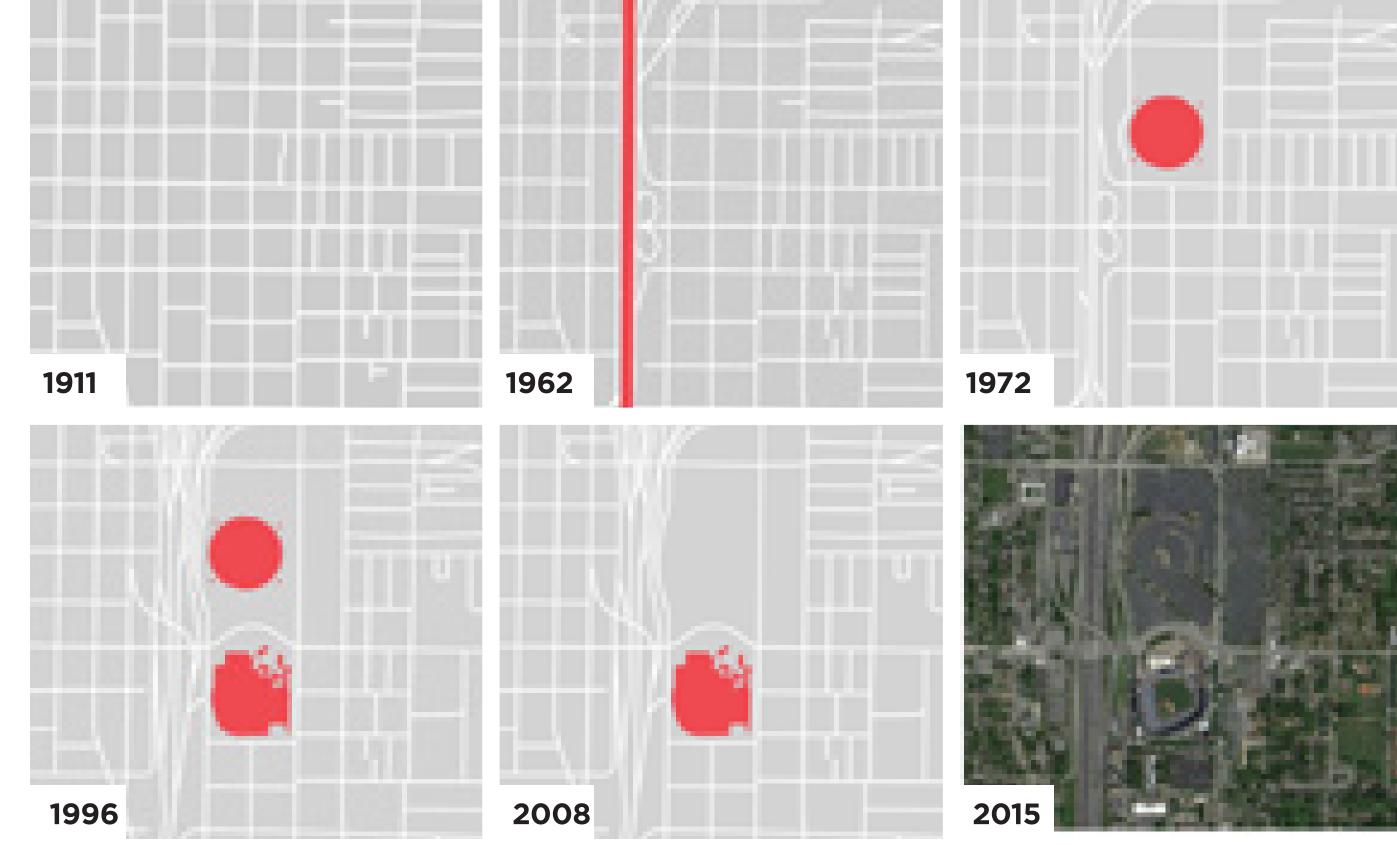
a balance.

Views and landmarks



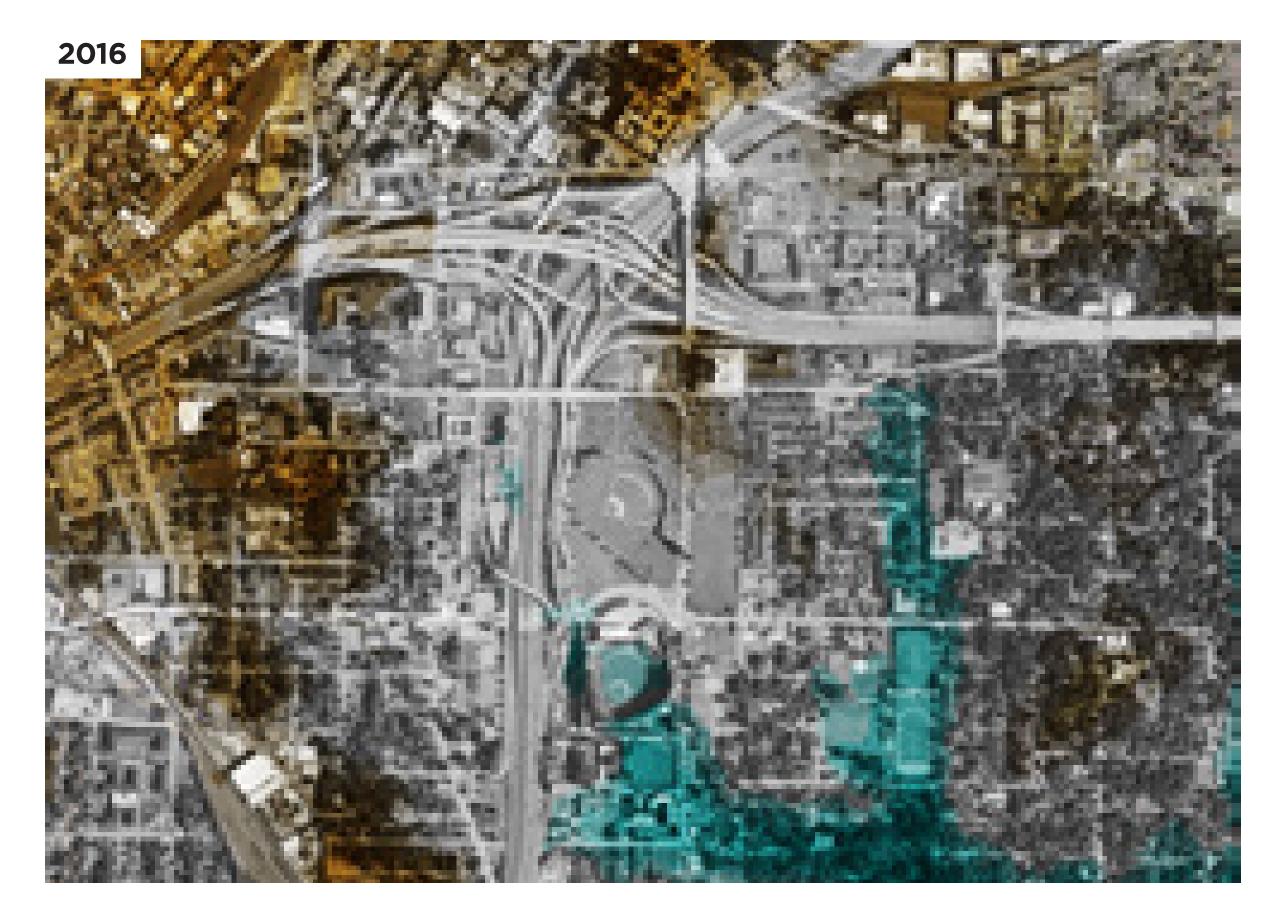
THE URBAN FABRIC





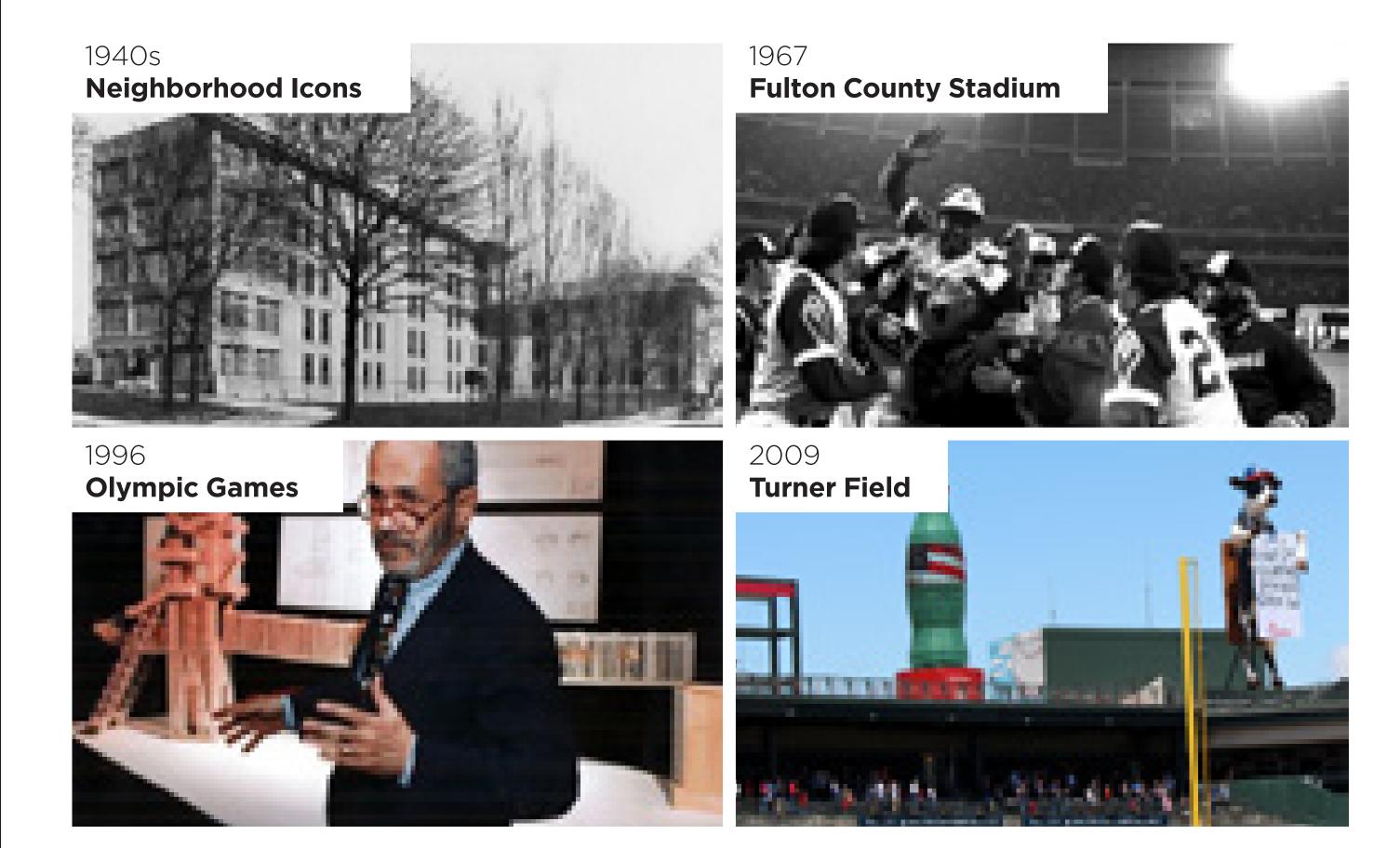


LANDFORM AND TOPOGRAPHY

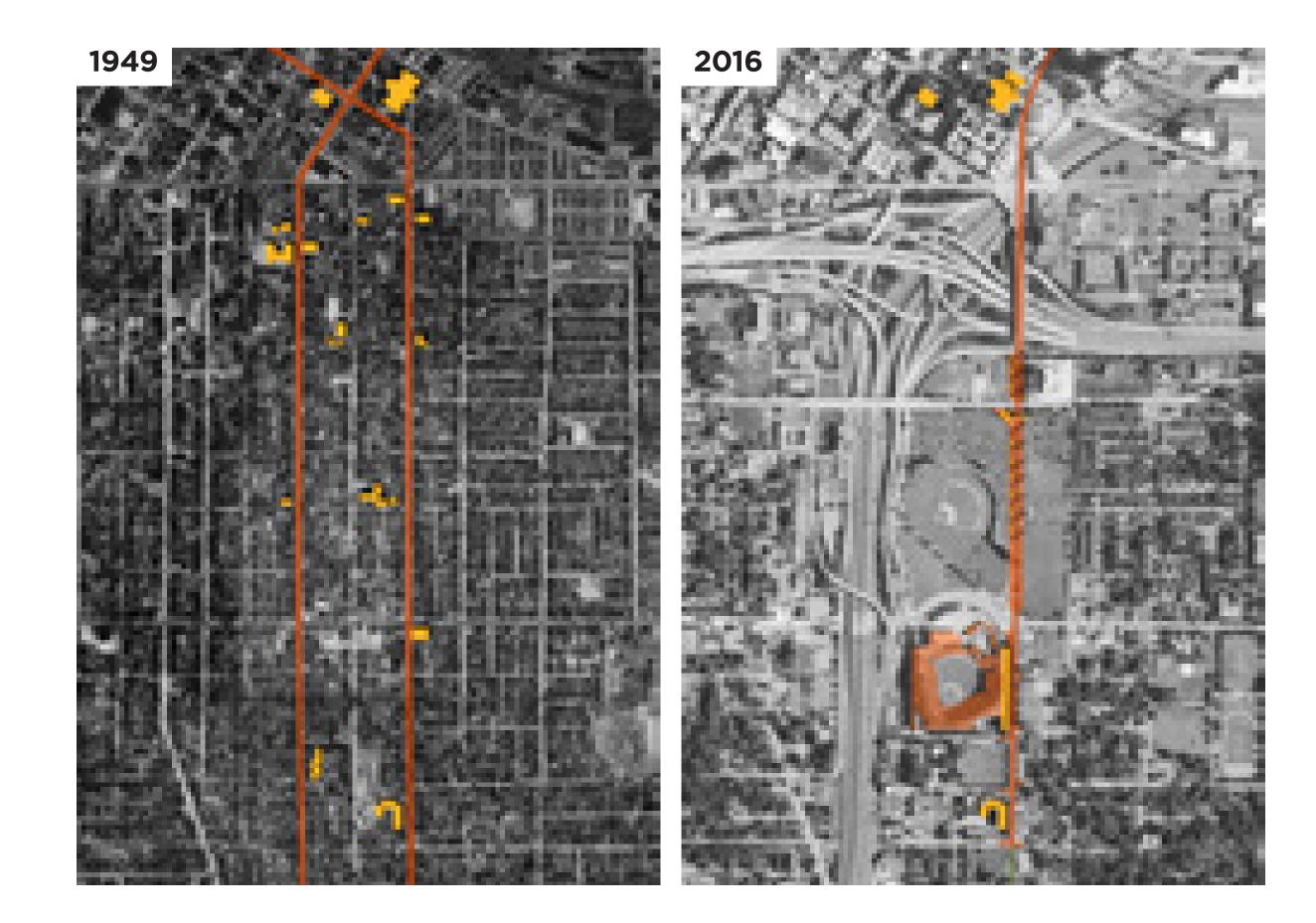




HISTORIC OBJECTS & MEMORIES



HANK AARON DRIVE



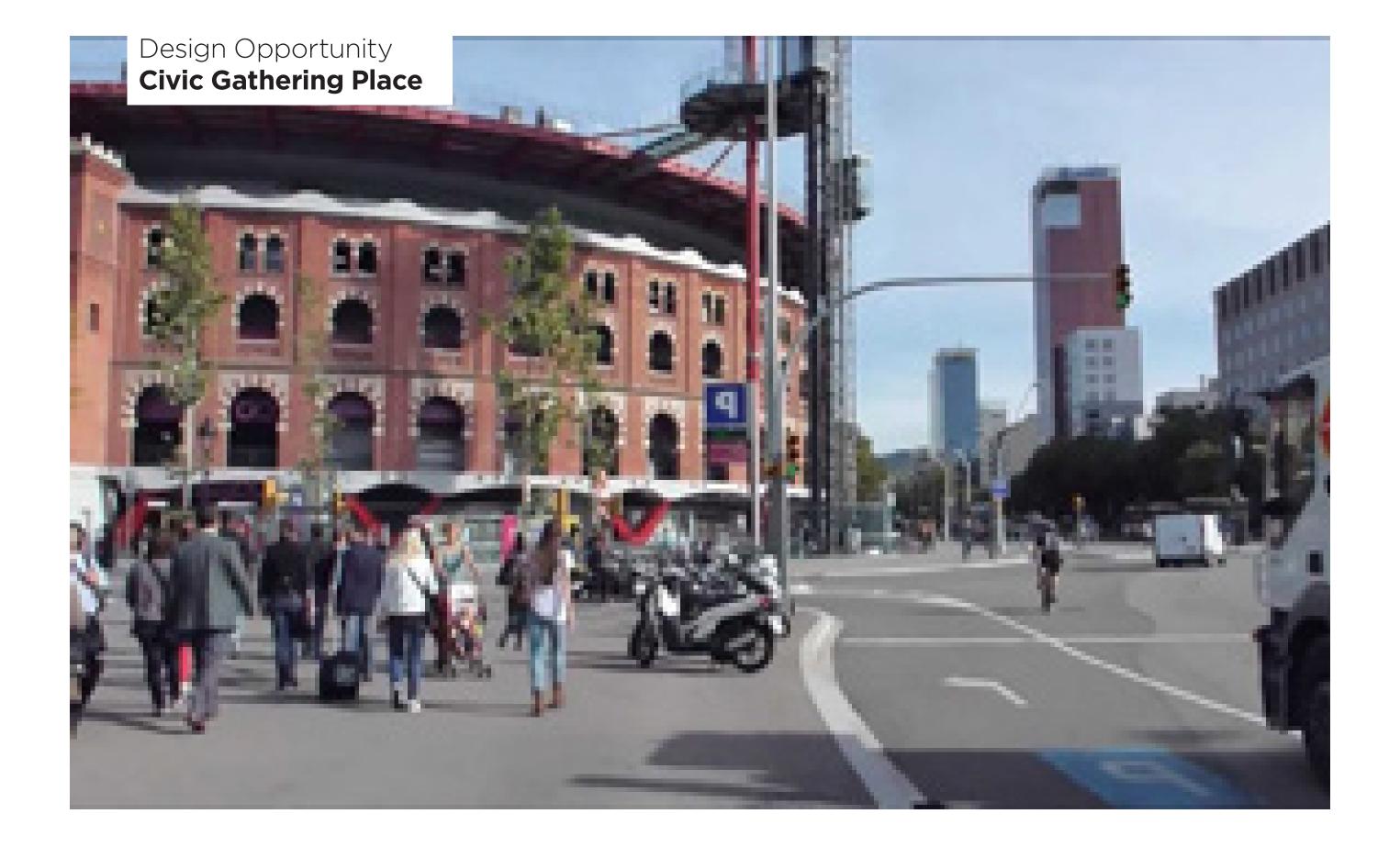




GEORGIA AVENUE / RDA BOULEVARD





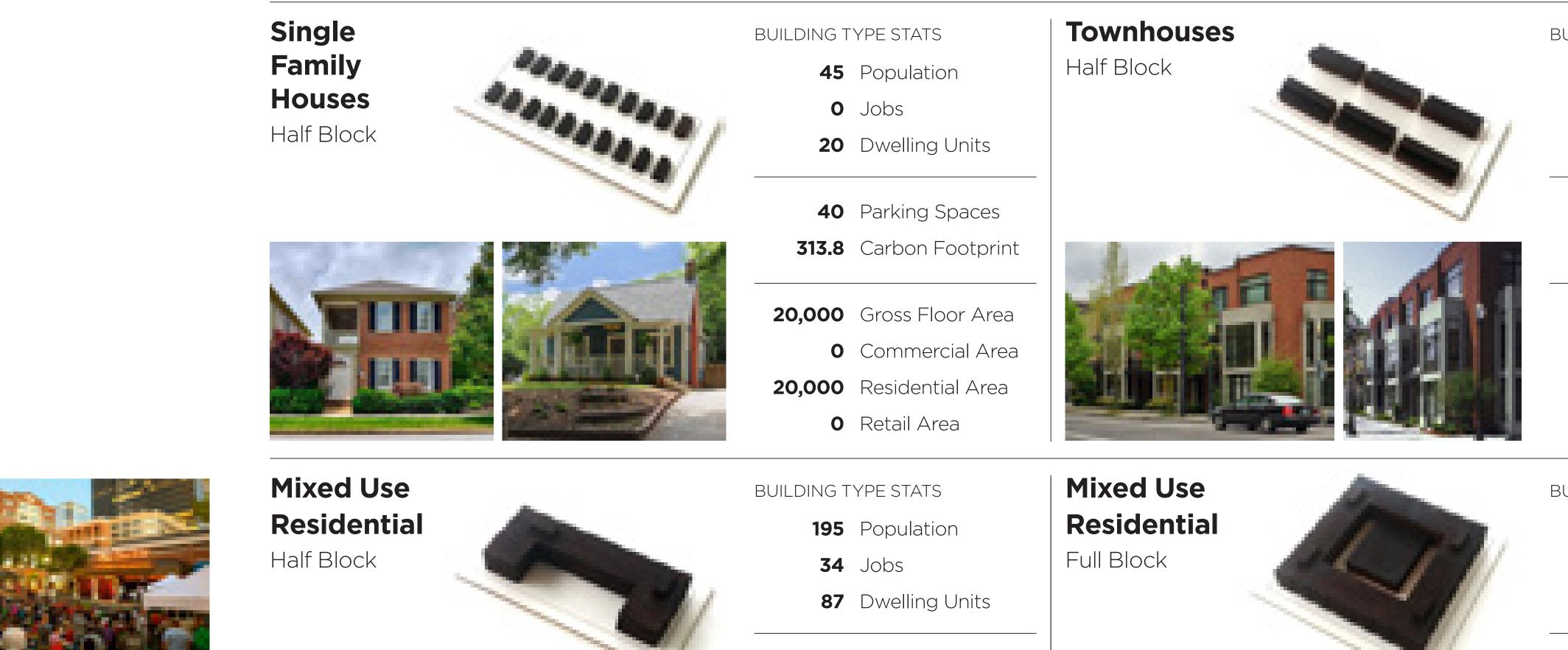


VISIONING WORKSHOP OUTCOMES

WHAT KIND OF COMMUNITY SHOULD THIS BE? Defining the activity score.



THE BUILDING BLOCKS





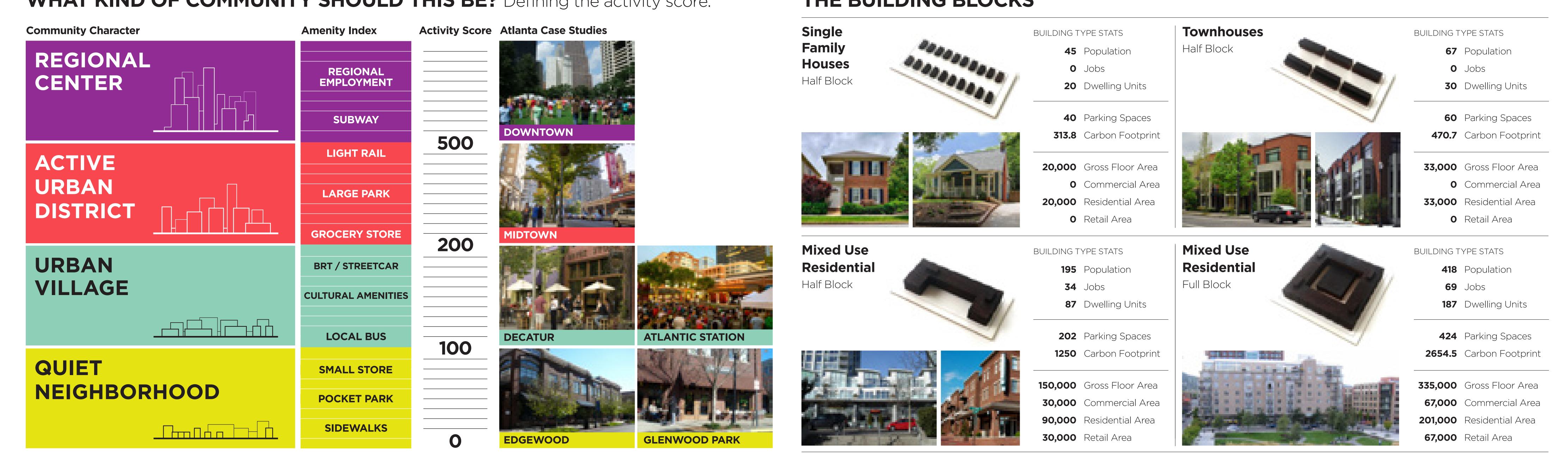


TABLE 1A

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 area
- Cluster density toward highway, transitioning to neighborhoods

ACTIVITY SCORE:

243 Active Urban District

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
- Cluster density toward highway, transitioning to neighborhoods
- Stormwater park on block south of stadium

ACTIVITY SCORE:

236 Active Urban District

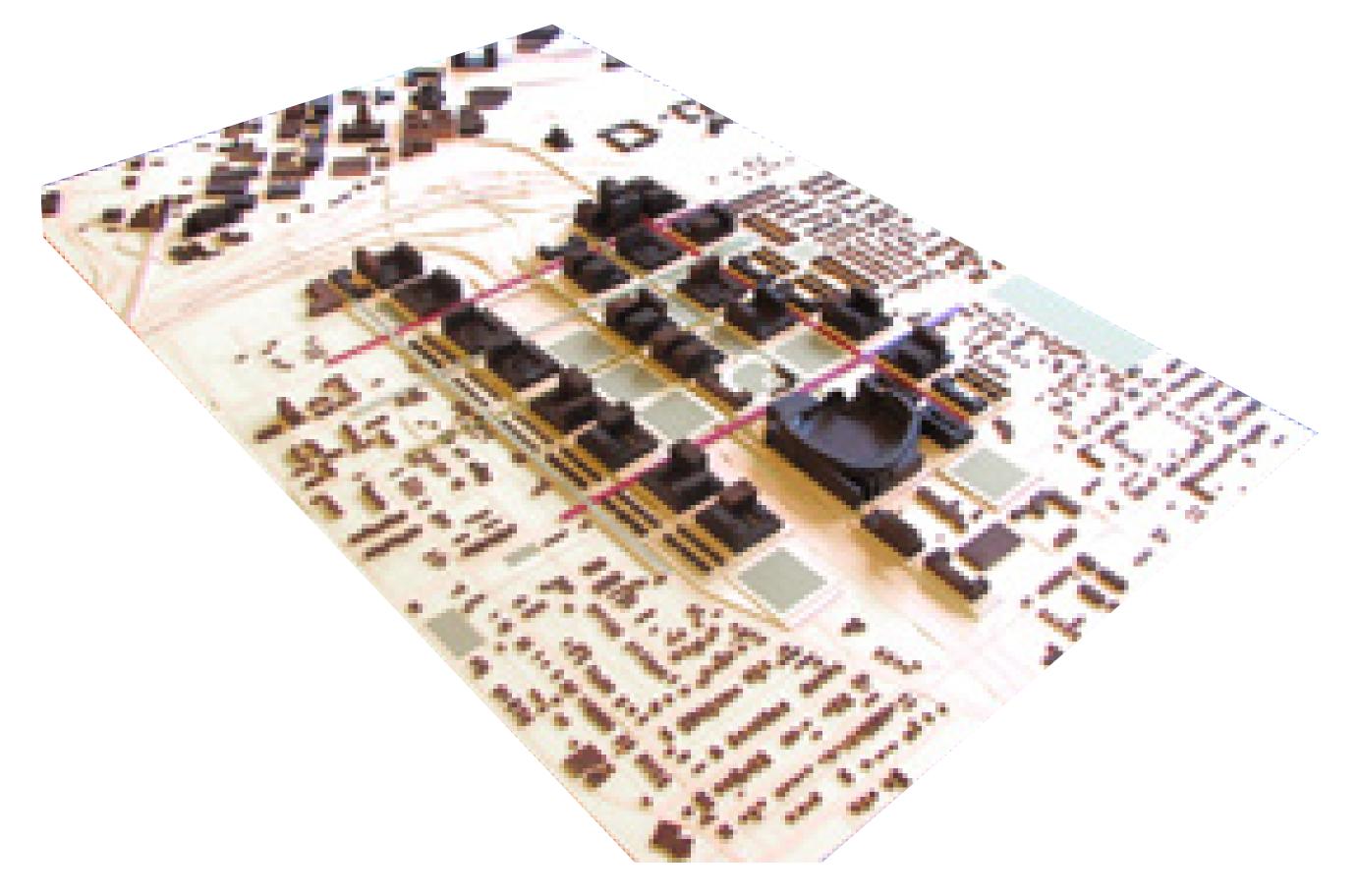
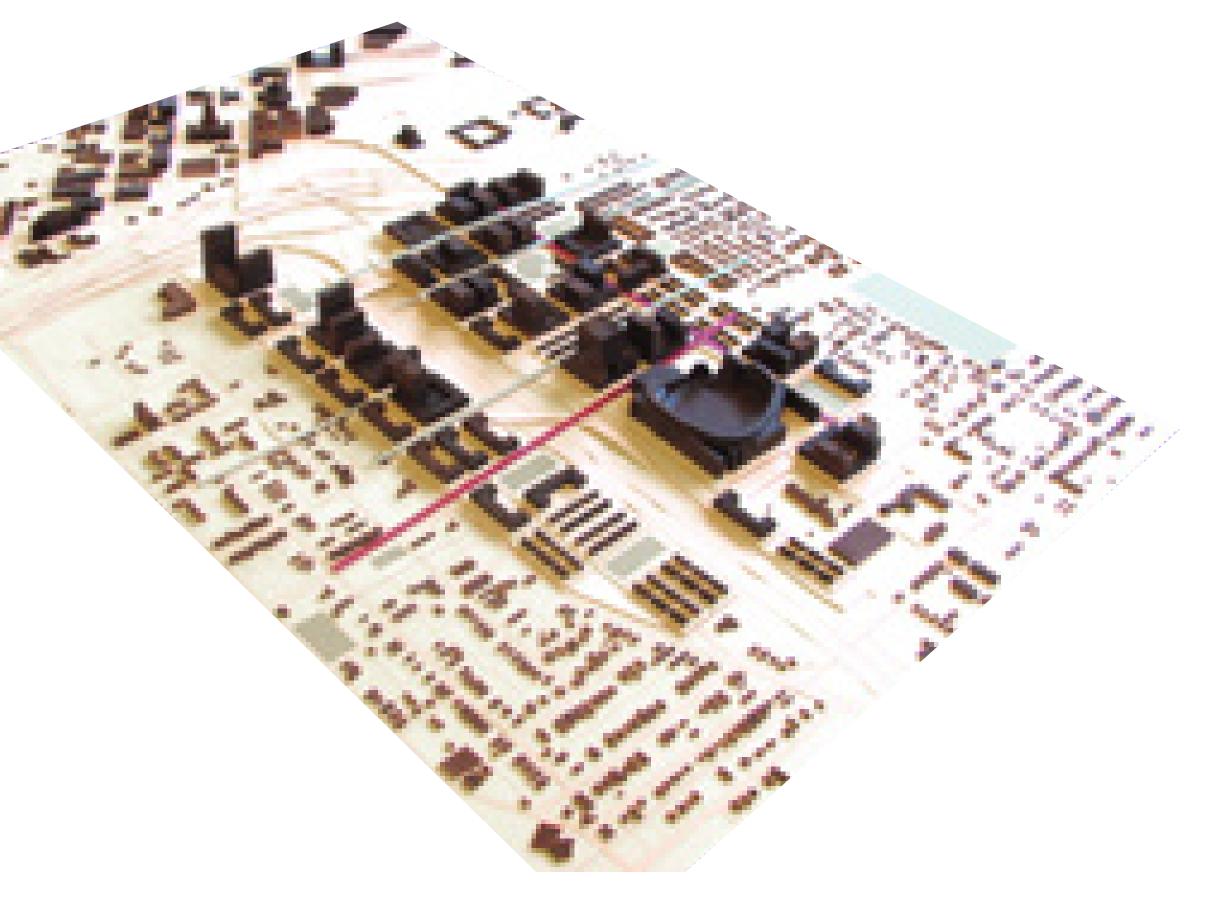


TABLE 2B

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
- High-rise office tower near the connector

ACTIVITY SCORE: 261 Active Urban District



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

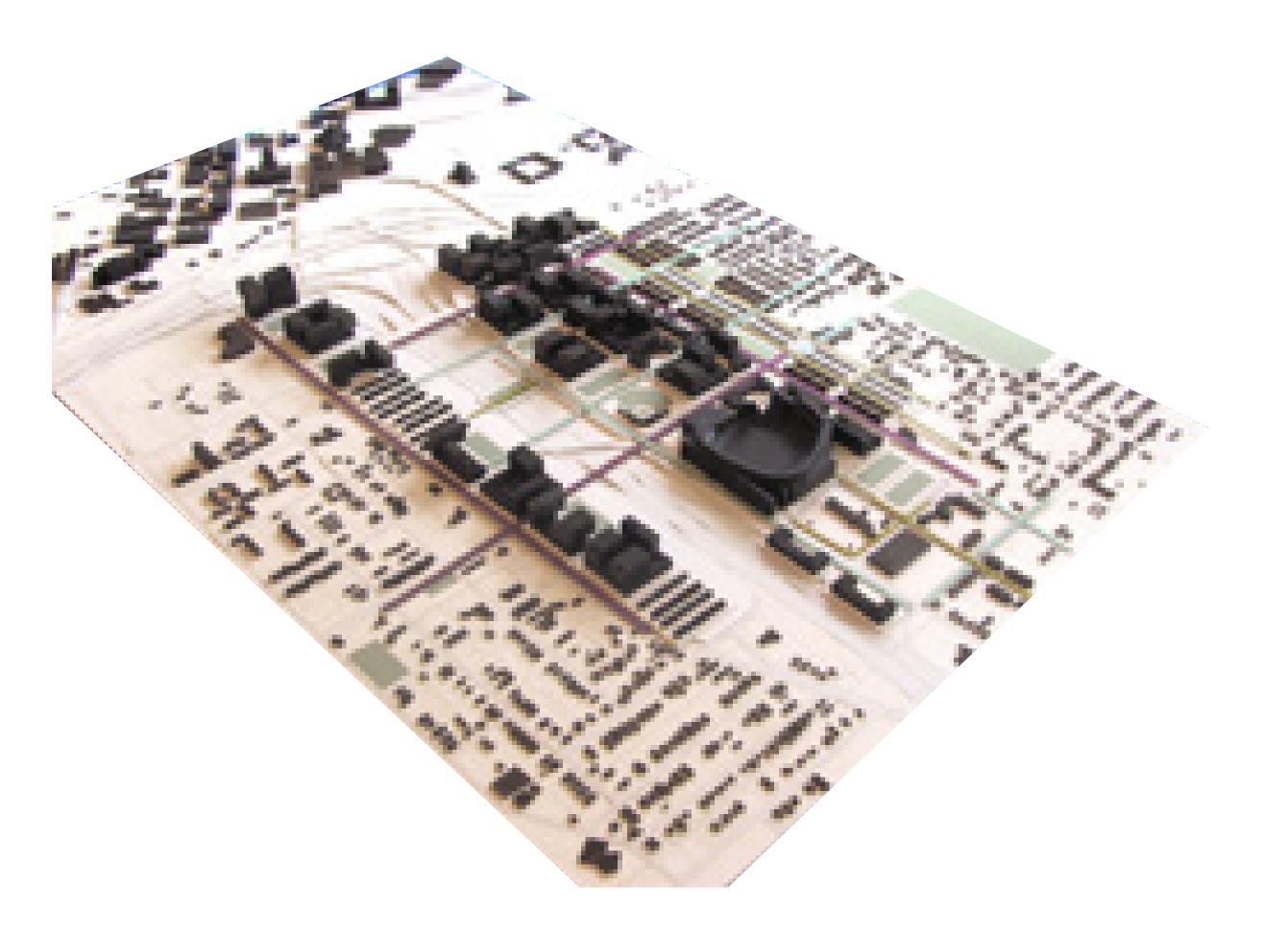


TABLE 3A

KEY ELEMENTS:

- Baseball field on north parcel
- Higher density near highway
- Lower density towards neighborhoods
- Office towers towards highway
- Medium density along Capitol Ave.
- Higher density (15-story buildings) across stadium on north and east sides. • Extension of Heritage Park

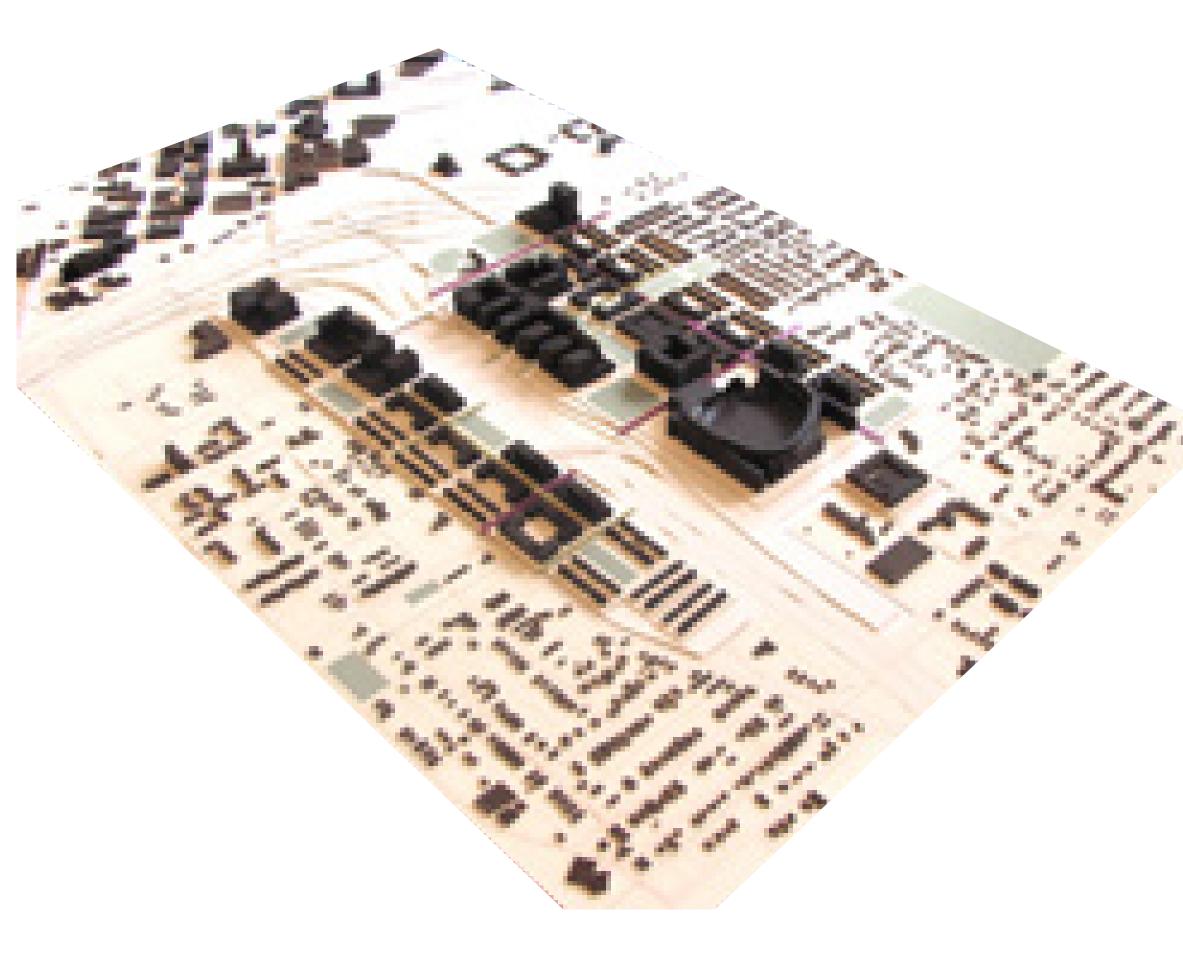
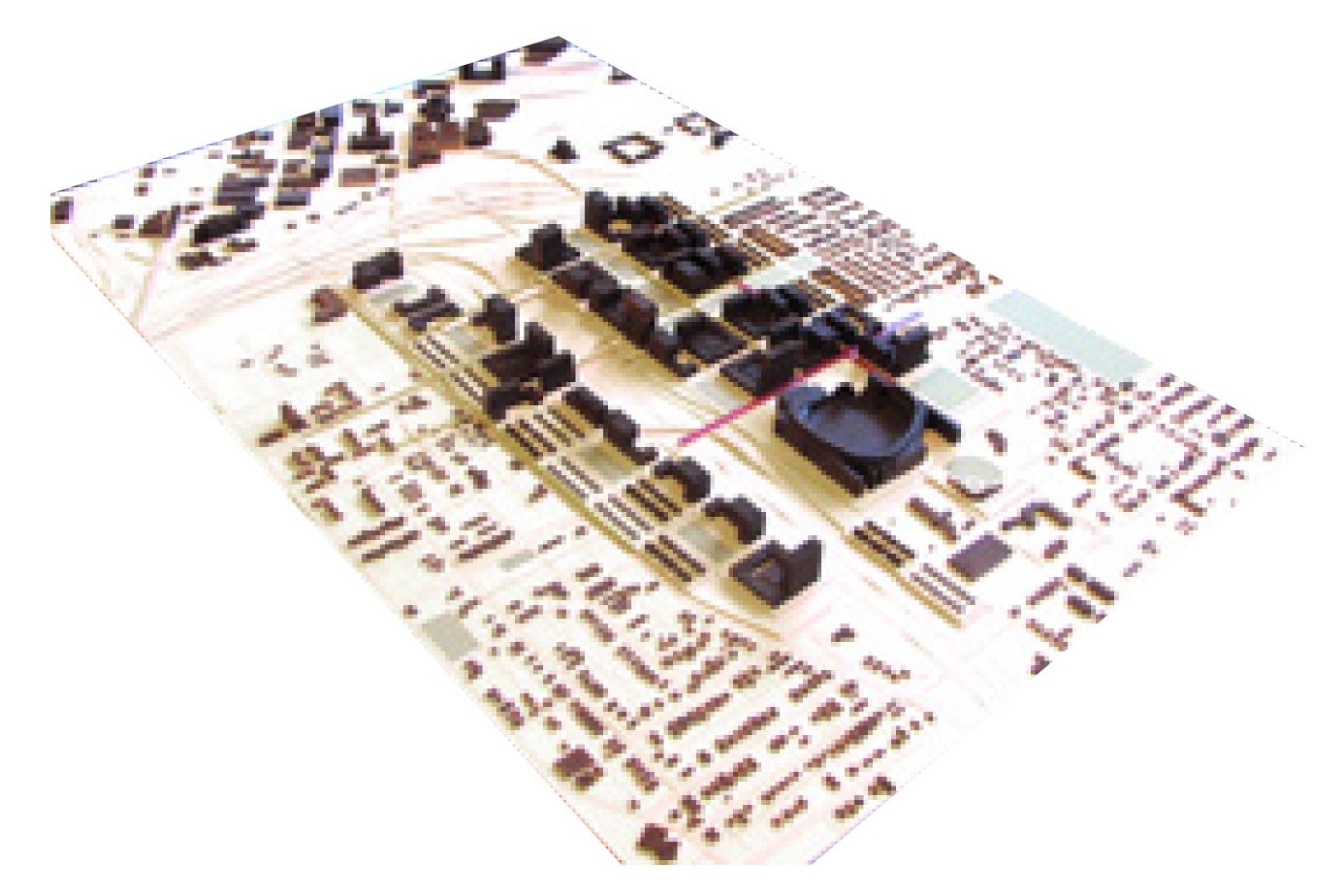


TABLE 3B

KEY ELEMENTS:

- Baseball field south of stadium
- Density along Hank Aaron and near highway
- Lower density towards neighborhoods
- Higher density across stadium
- Extension of Heritage Park as a linear park
- New north-south linear park



ACTIVITY SCORE: 205 Active Urban District • Small pocket parks in between low residential density blocks

ACTIVITY SCORE: 241 Active Urban District

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
- Lower density towards neighborhoods
- Desire to see the grid extend over the highway

ACTIVITY SCORE:

243 Active Urban District

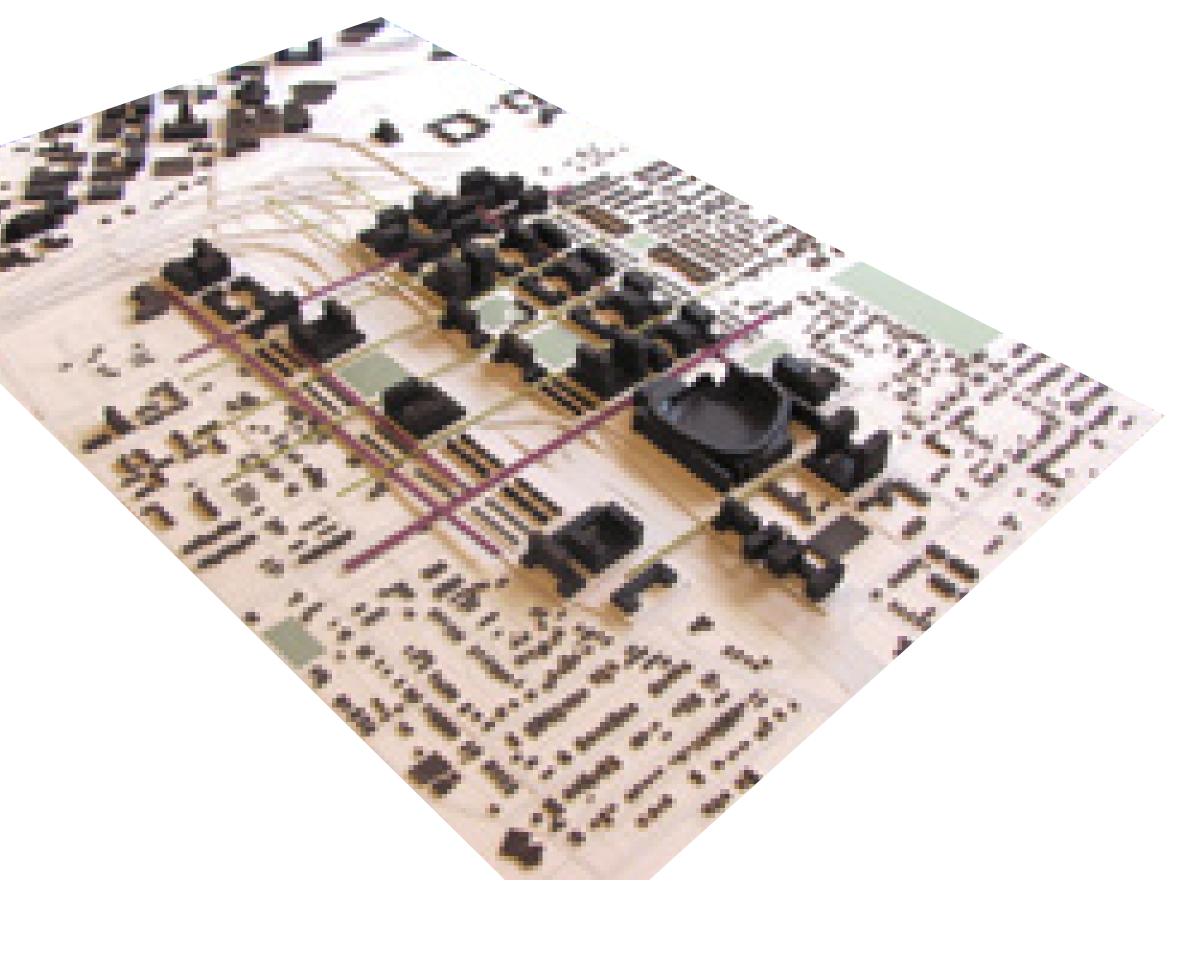


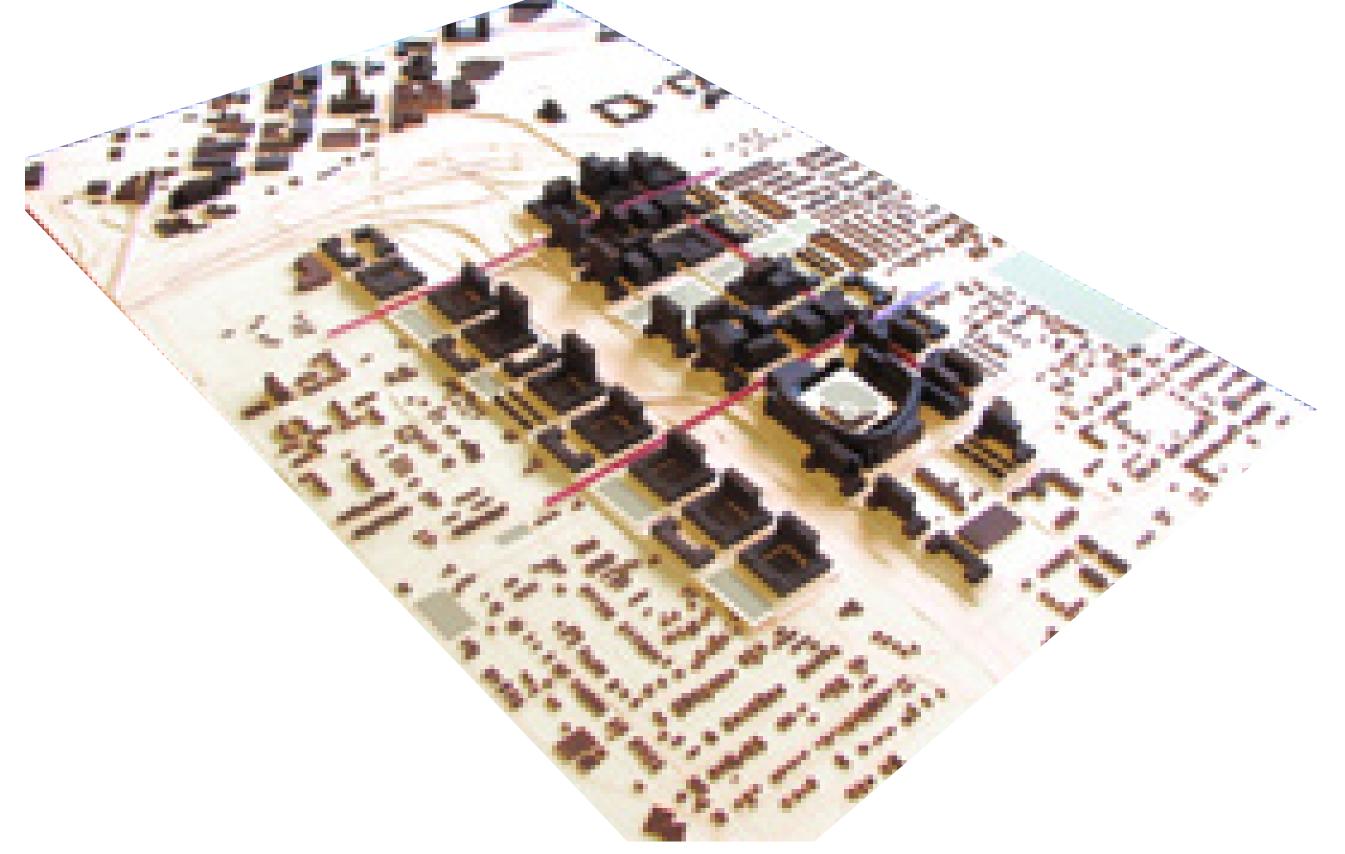
TABLE 4B

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 the highways with density ramping down toward the neighborhoods
- Grid extended over the highway

ACTIVITY SCORE:

260 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).

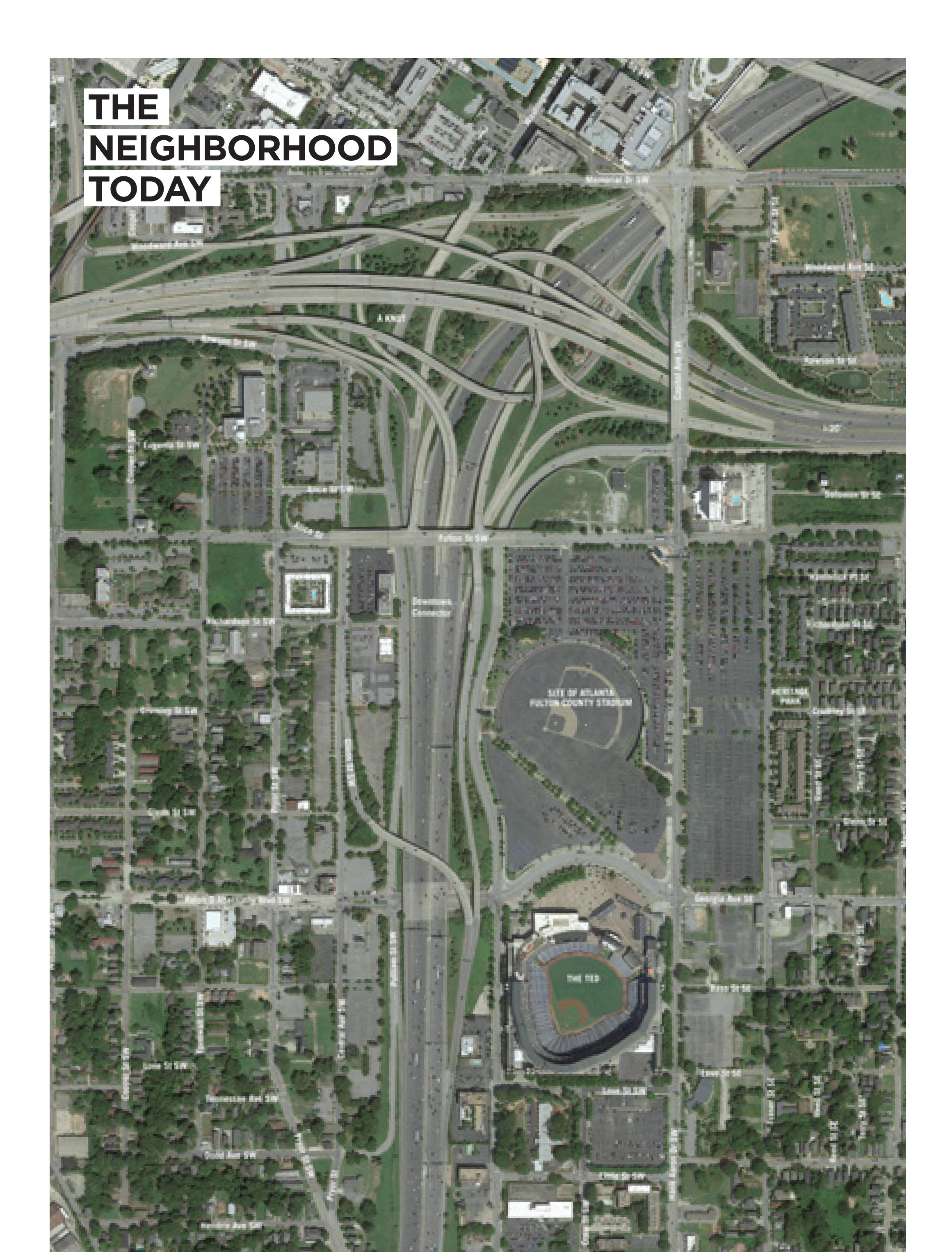
STADIUM ELEMENTS

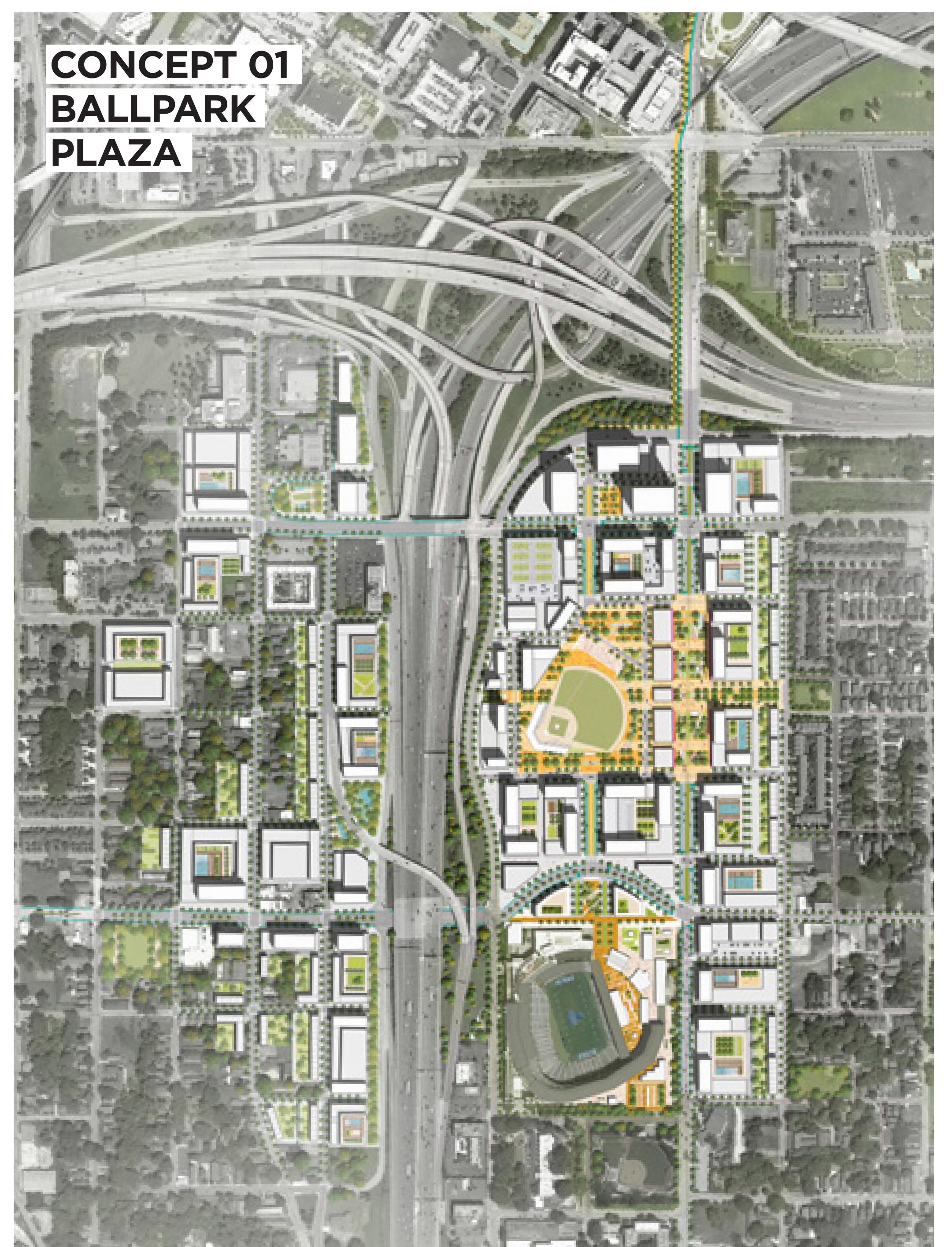
12. A portion of Turner Field, the stadium site itself, should remain publicly accessible on a daily basis even as GSU occupies the principal structure.

13. The proposed GSU baseball stadium should be located to minimize its impact on future development potential.

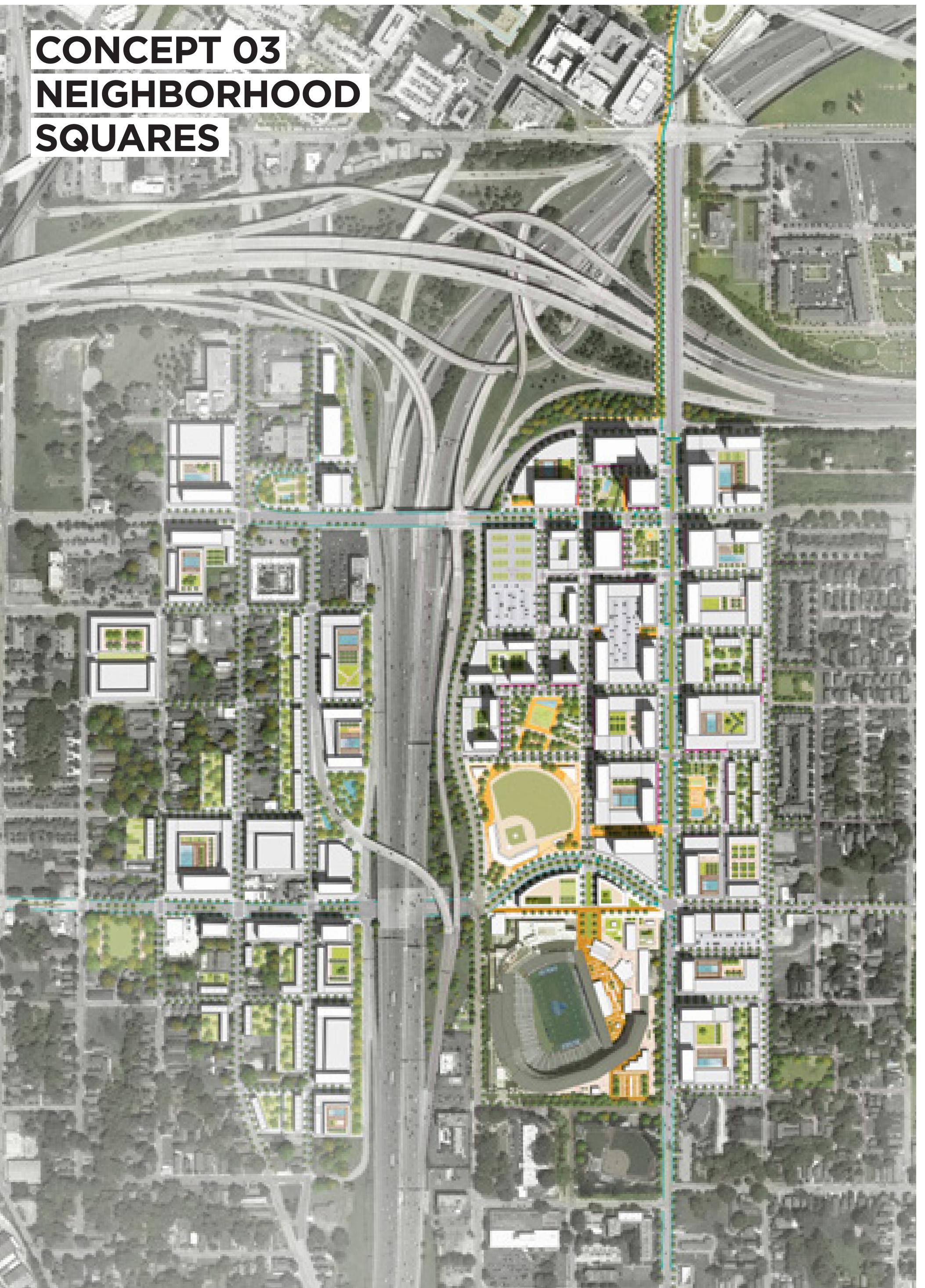
THE CONCEPTS





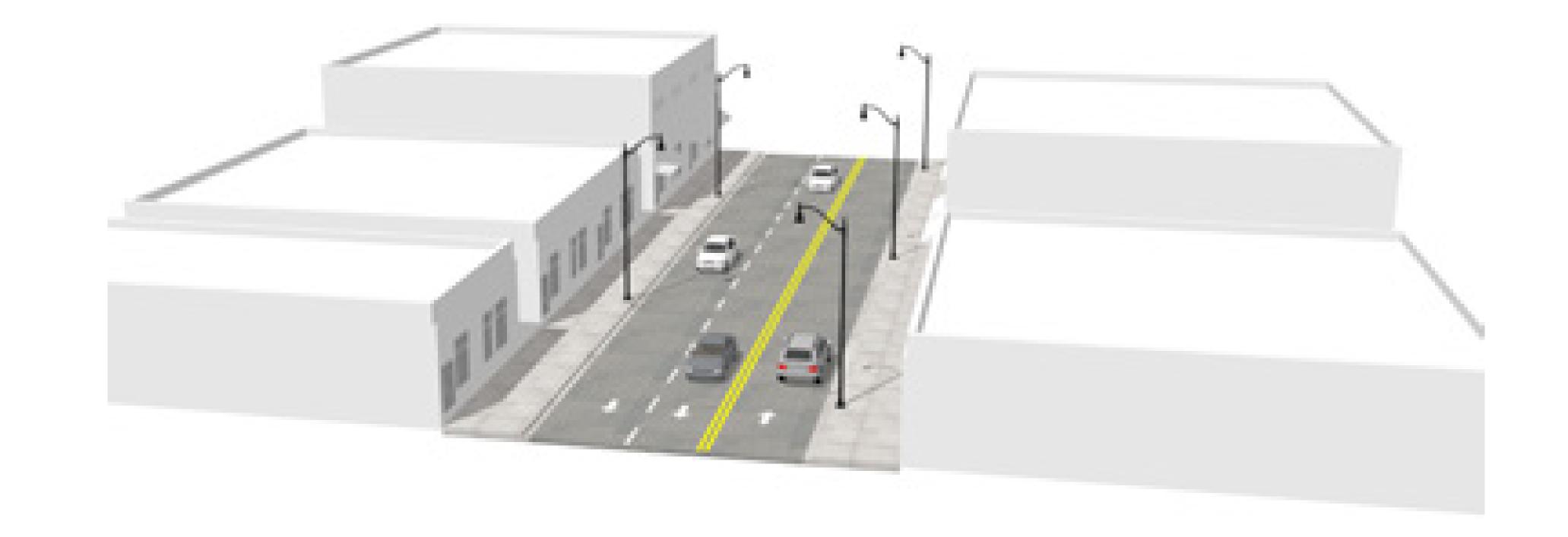






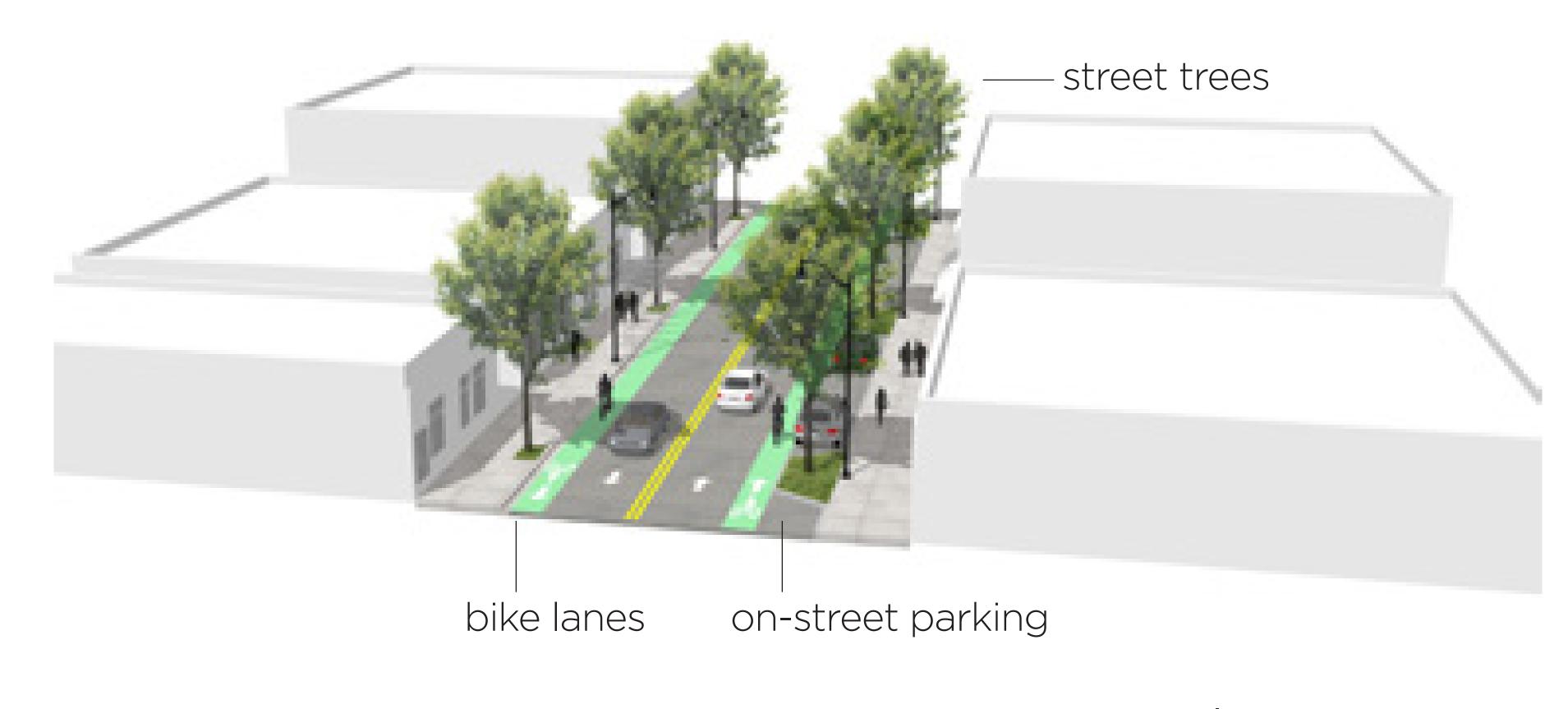
STREETSCAPES





Georgia Avenue | Existing





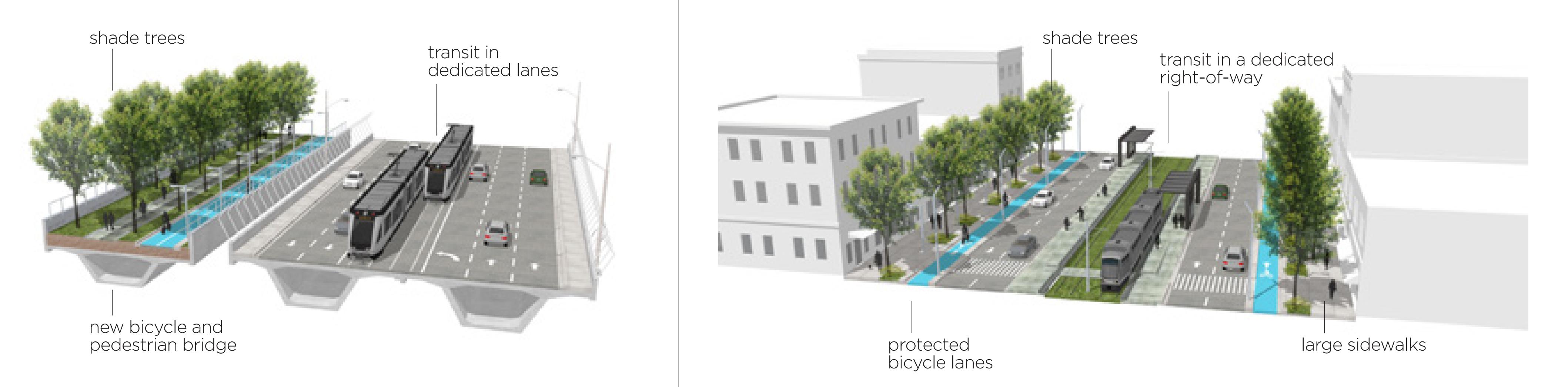
Georgia Avenue | Proposed





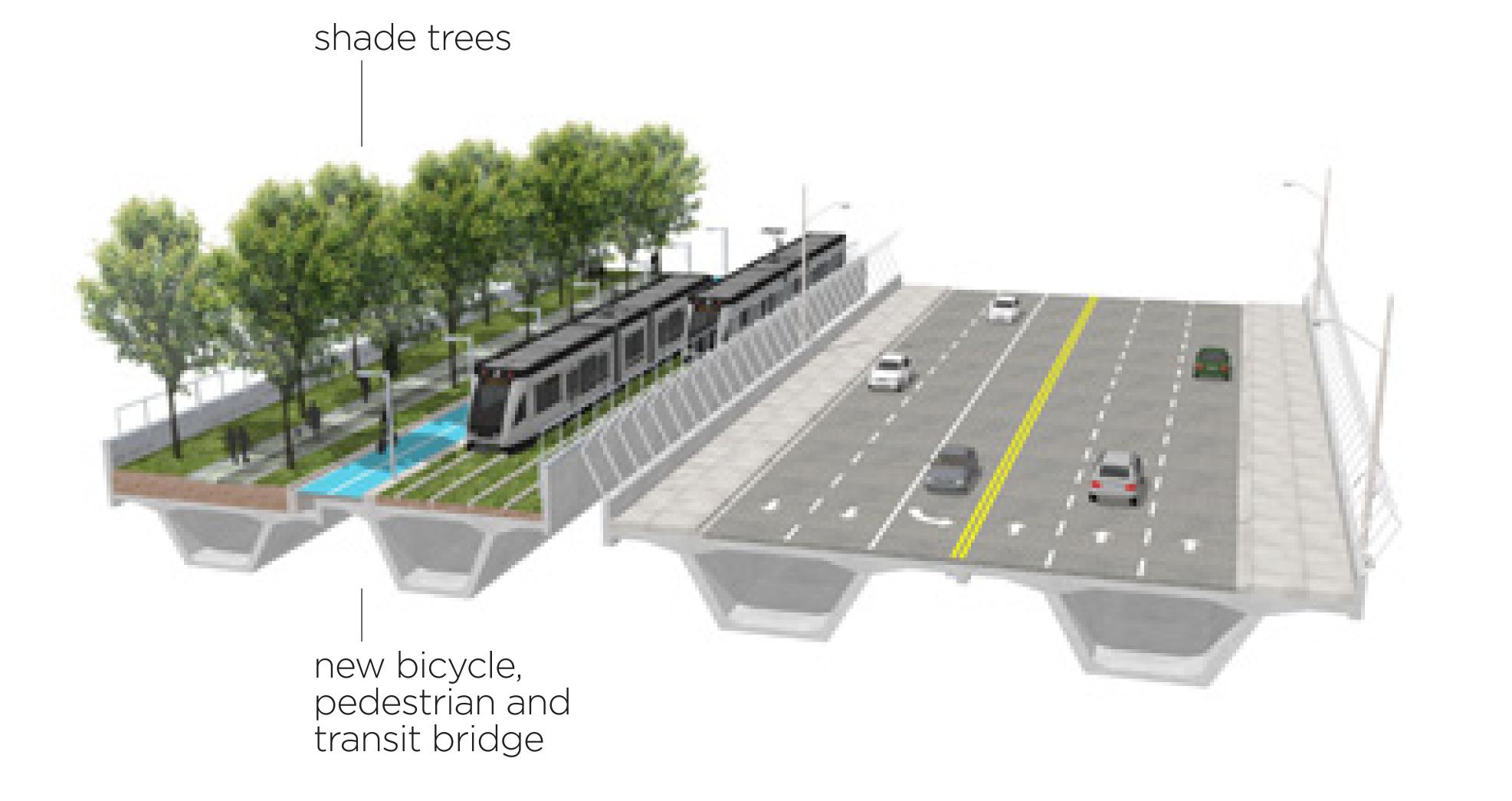
Capitol Avenue Bridge | Existing

Capitol Avenue | Existing



Capitol Avenue Bridge | Proposal A

Capitol Avenue | Proposal A



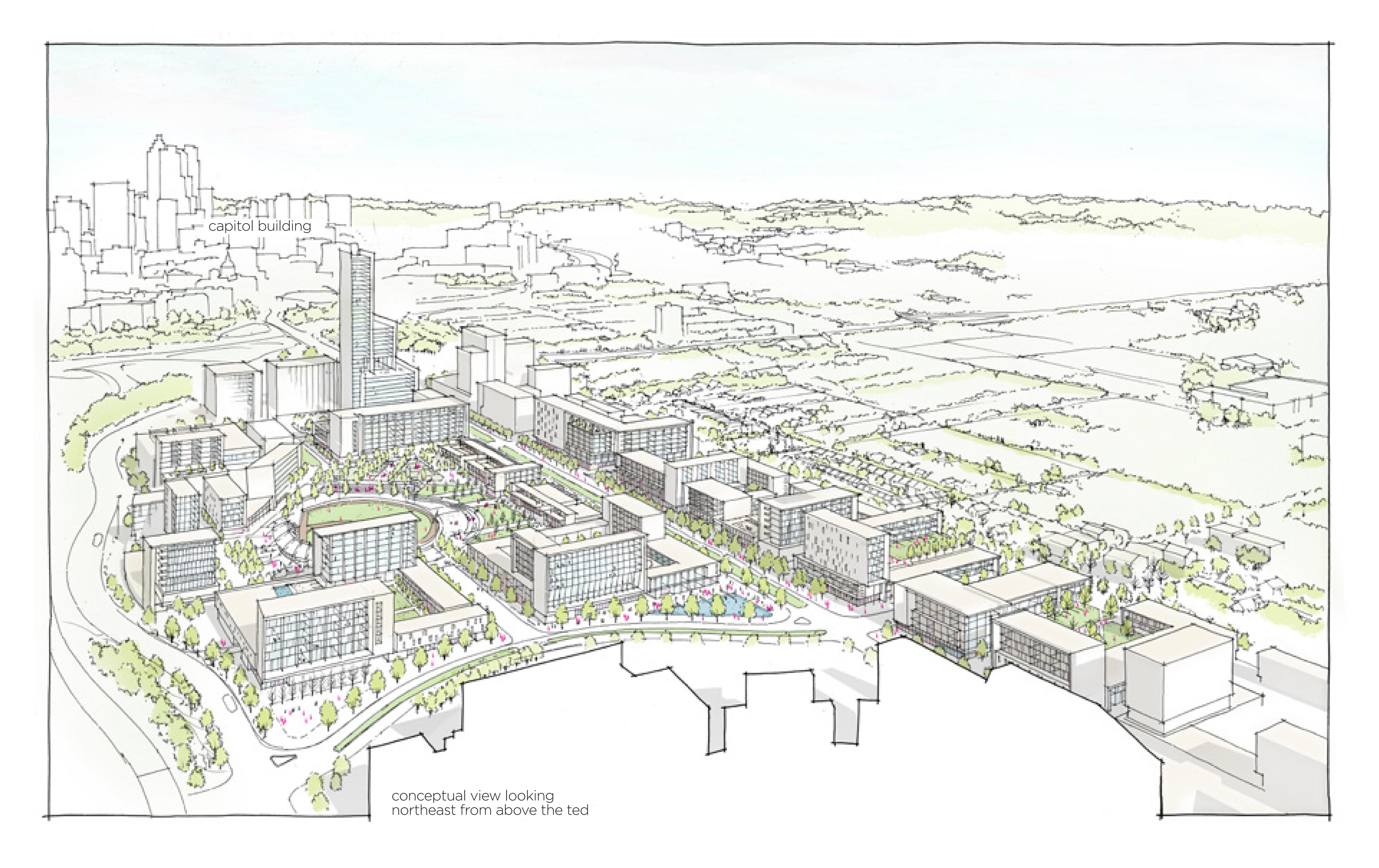


Capitol Avenue Bridge | Proposal B

Capitol Avenue | Proposal B

CONCEPT 01 **BALLPARK PLAZA**

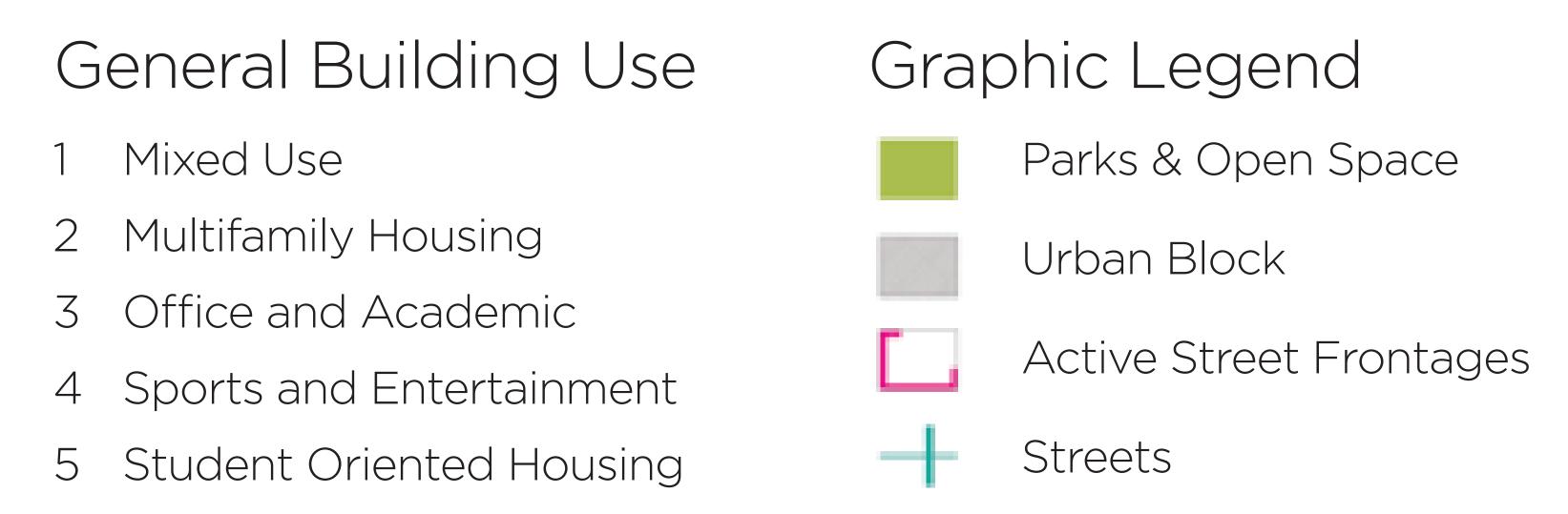




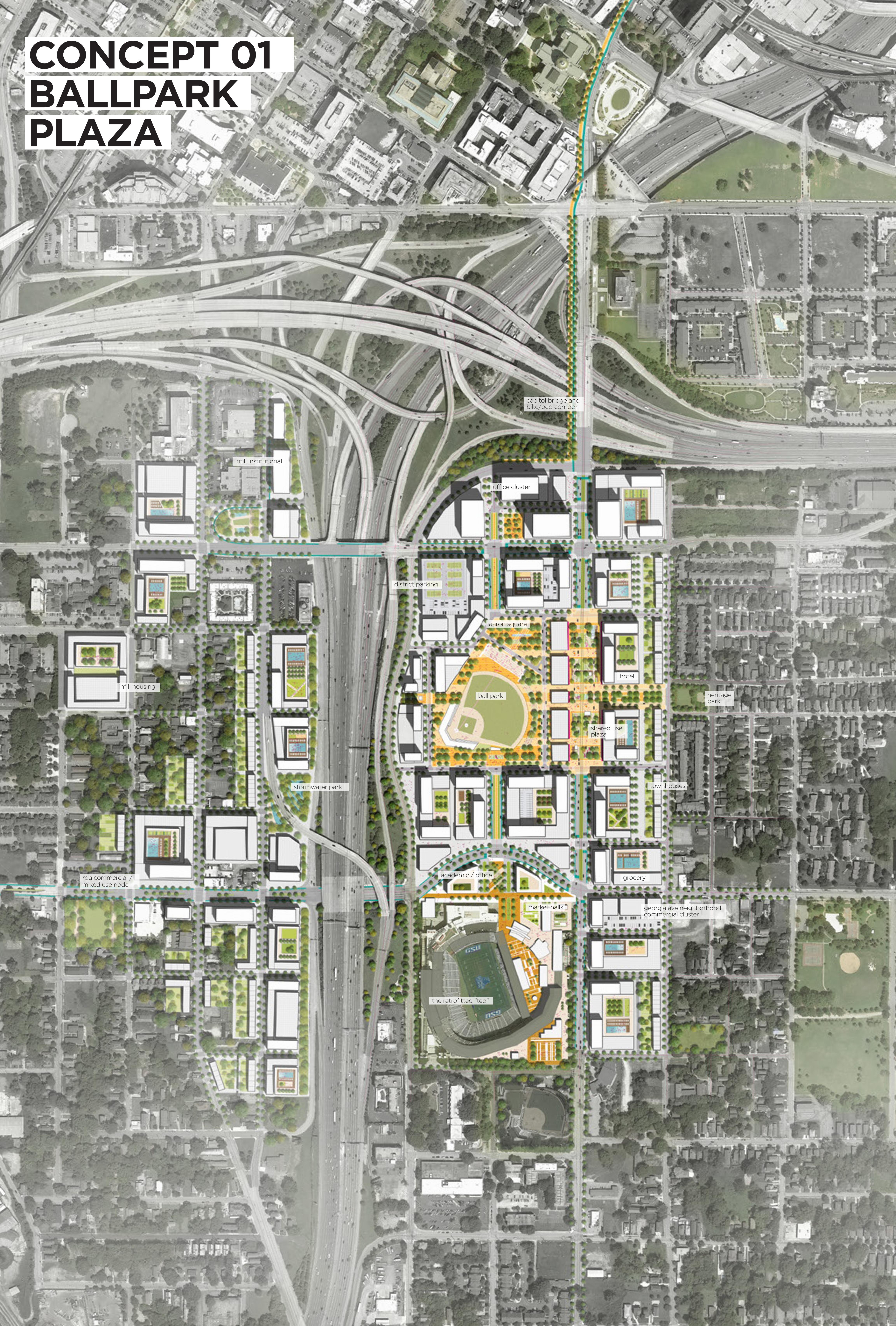




outdoor cafes and kiosks. To the west, a companion public square dedicated to Hank Aaron's homerun connects to GSU's baseball field. Market pavilions separate the two shared spaces and provide a home for neighborhood retail and restaurants.

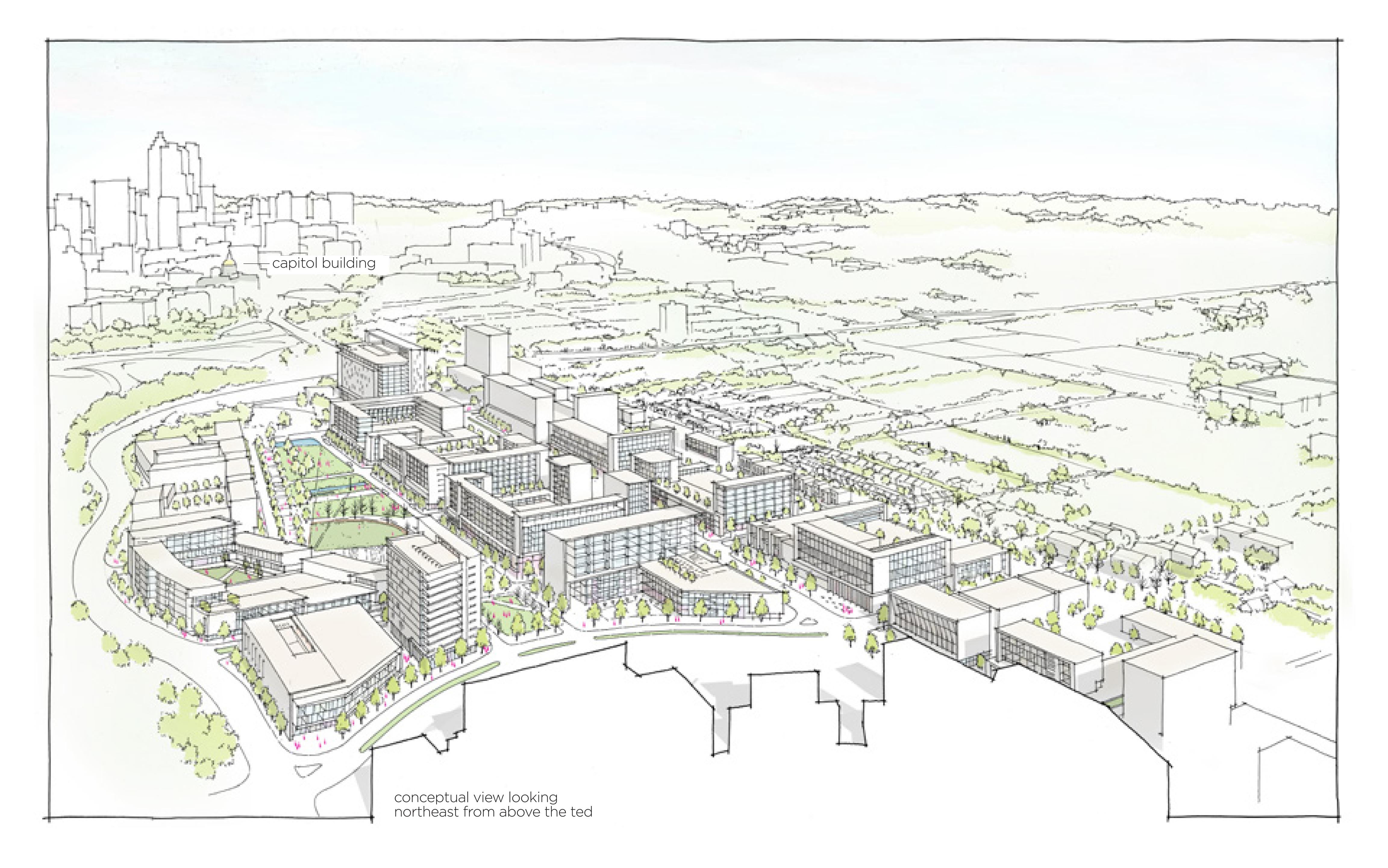


6 Dedicated District Parking



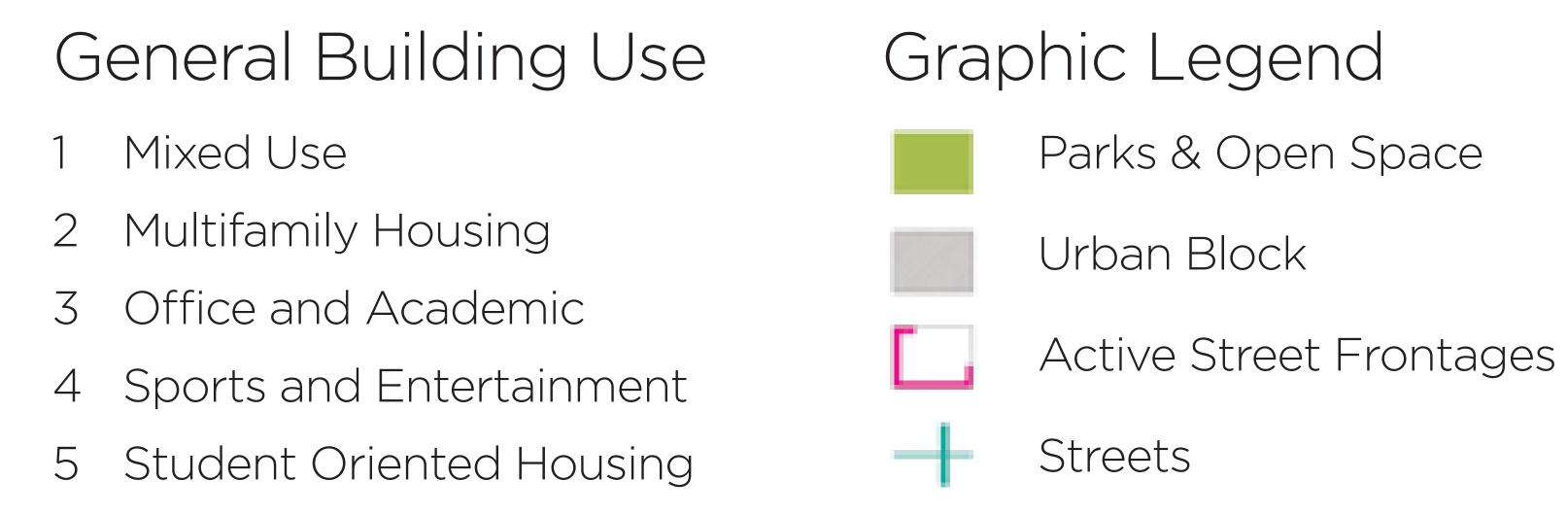
CONCEPT 02 BIG PARK







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.



6 Dedicated District Parking

CONCEPT 02 BIG PARK



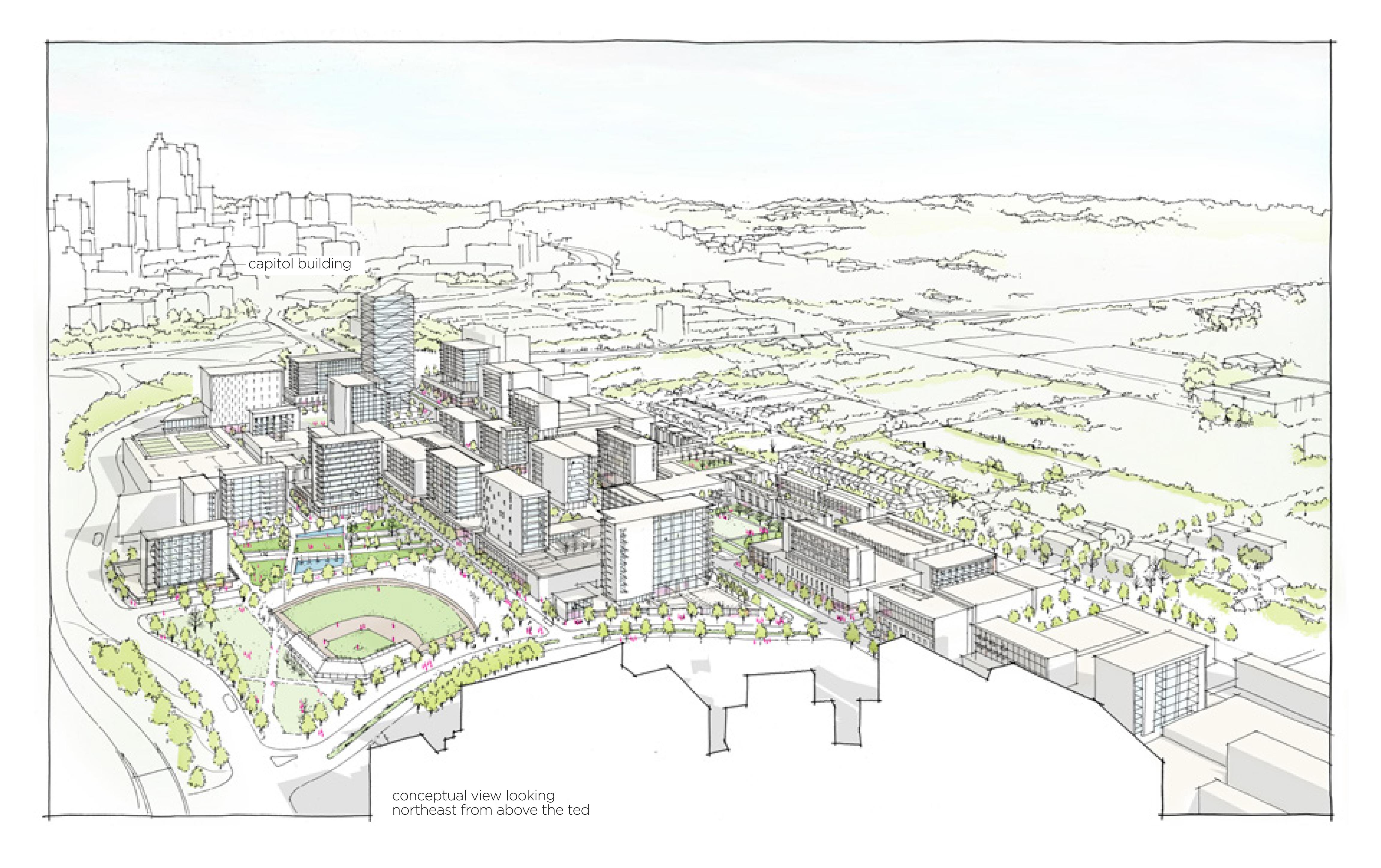






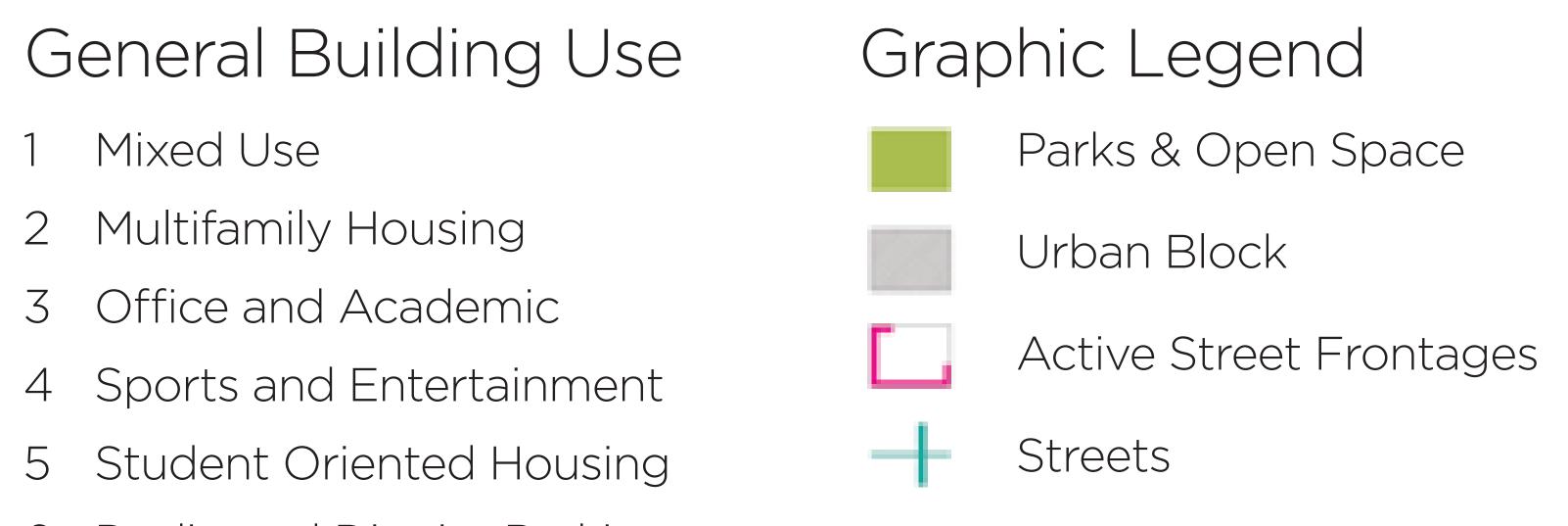
CONCEPT 03 NEIGHBORHOOD SQUARES







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.



6 Dedicated District Parking

CONCEPT 03 NEIGHBORHOOD SQUARES

