

PRELIMINARY ANALYSIS & CONCEPTUAL POTENTIAL OPPORTUNITIES

VISION CONCEPT



HGOR

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OPPORTUNITIES & GOALS

THE ANNOUNCEMENT BY THE ATLANTA BRAVES TO VACATE THEIR HOME OF OVER FORTY YEARS TO BUILD A NEW FACILITY IN COBB COUNTY HAS OPENED THE QUESTION AS TO THE FUTURE OF THE FIFTY-FIVE ACRE TURNER FIELD SITE. THE FOLLOWING STUDY EXAMINES THE CONTEXT OF THE LAND WITHIN A LARGER URBAN FABRIC AND FRAMEWORK AS WELL AS THE CONFINES OF THE PROPERTY.

THE STUDY SEEKS TO FIRST IDENTIFY, UNDERSTAND AND SUPPORT A SERIES OF POSITIVE TRENDS WITHIN THE AREA, INCLUDING THE EMERGING TRENDS OF EAST/WEST AND SOUTHERN MOVEMENTS WITH THE URBAN CORE. SECOND, ADVANCE THOSE TRENDS WITH A COMPLIMENT OF LAND USES AND COMPOSITION OF DEVELOPMENT TO SUPPORT A QUALITY URBAN ENVIRONMENT. THIRD, THE STUDY EXPLORES HOW SPECIFIC PROGRAMMATIC ELEMENTS OF GEORGIA STATE UNIVERSITY CAN BE A CATALYST FOR THE TRANSFORMATION OF THE PROPERTY AND SUPPORTIVE OF IMPROVEMENTS WITHIN THE SURROUNDING COMMUNITY.





SECTOR CONTEXT

SITE CONTEXT & CONNECTIVITY

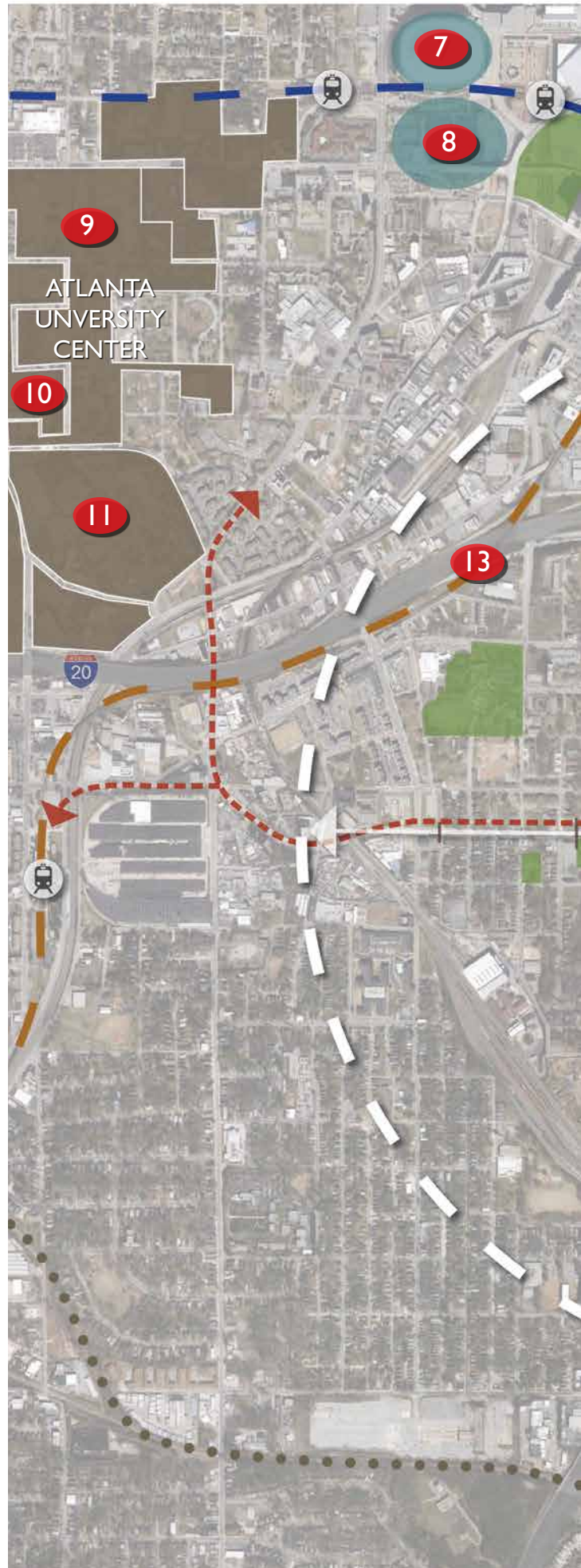


SITE CONTEXT & CONNECTIVITY

In relationship to the larger sector, the geographic center of the property is defined as the intersection of Ralph David Abernathy Drive/Georgia Ave and Hank Aaron Drive/Capitol Ave. While I-75/85 affords great regional access and visibility, these streets provide the most direct connection and influence to the surrounding area.

Analysis of the property's location is advanced by the establishment of a one mile radius from this center. Examination of key factors in place today reveal six major opportunities:

1. The property is less than one mile south of the existing GSU Campus – Capitol Ave can provide direct connectivity supporting walking, bicycle and shuttle connections. Enhancements to Capitol Ave to form a complete street along with interesting components of public space are supported by the new Liberty Plaza on the state Capital grounds and the legacy of the 1996 Olympic Games including the Olympic Walk and the Olympic Torch.
2. Hank Aaron Drive intersects the proposed Beltline one mile to the south – The importance of the Beltline as a catalyst for economic development can be witnessed along the Eastside Trail. To date, three dollars of economic return has resulted from each dollar expended on the Beltline. Strong connectivity along Hank Aaron Drive and consideration of Hank Aaron Drive/Capitol Ave as a transit corridor linking the Beltline, site, State and City governments, MARTA and the Auburn Ave Streetcar would provide key mobility to the area.
3. Grant Park and the Summerhill and Grant Park Neighborhoods lay within three quarters of a mile east – The site provides opportunity to heal the fabric along the edges of Summerhill, provide a complete street connection along Georgia Ave to Grant Park and create a neighborhood oriented retail component for all.
4. The West End Marta Station via Ralph David Abernathy Blvd is just over a mile west – Extension of the Georgia Ave complete street westward along Ralph Abernathy Blvd with transit would provide a strong east/west connector south of I-20
5. The Atlanta University Center is one and a quarter miles to the northwest – capitalizing upon the Abernathy corridor connections can be made northward to the AU cluster. Along with Georgia State and Ga Tech the universities begin to create a “ring of higher education” clustered around the downtown core.
6. Neighborhoods of Peoplestown, Mechanicsville and a portion of Pittsburg all lay within the mile radius – strong economic activity with market housing, permanent stakeholders and enhanced security will provide opportunity beyond the fifty five acre property.





STUDIES

SITE INFLUENCES

BLOCK DEFINITION & PATTERN

CIRCULATION

OPENSOURCE & PUBLIC REALM

SPATIAL DEFINITION & FIGURE GROUND

LAND USE ANALYSIS

PRELIMINARY CONCEPT PLAN



SITE INFLUENCES

LEGEND

- 1 PRIMARY SECTOR CONNETIVITY
- 2 INTERSTATE INFLUENCE
- 3 NEIGHBORHOOD FABRIC & RESPECT
- 4 ATHLETIC VENUES
- 5 PRIMARY SECTOR RETAIL VILLAGE

Five major site elements influenced the development of the Preliminary Concept Plan.

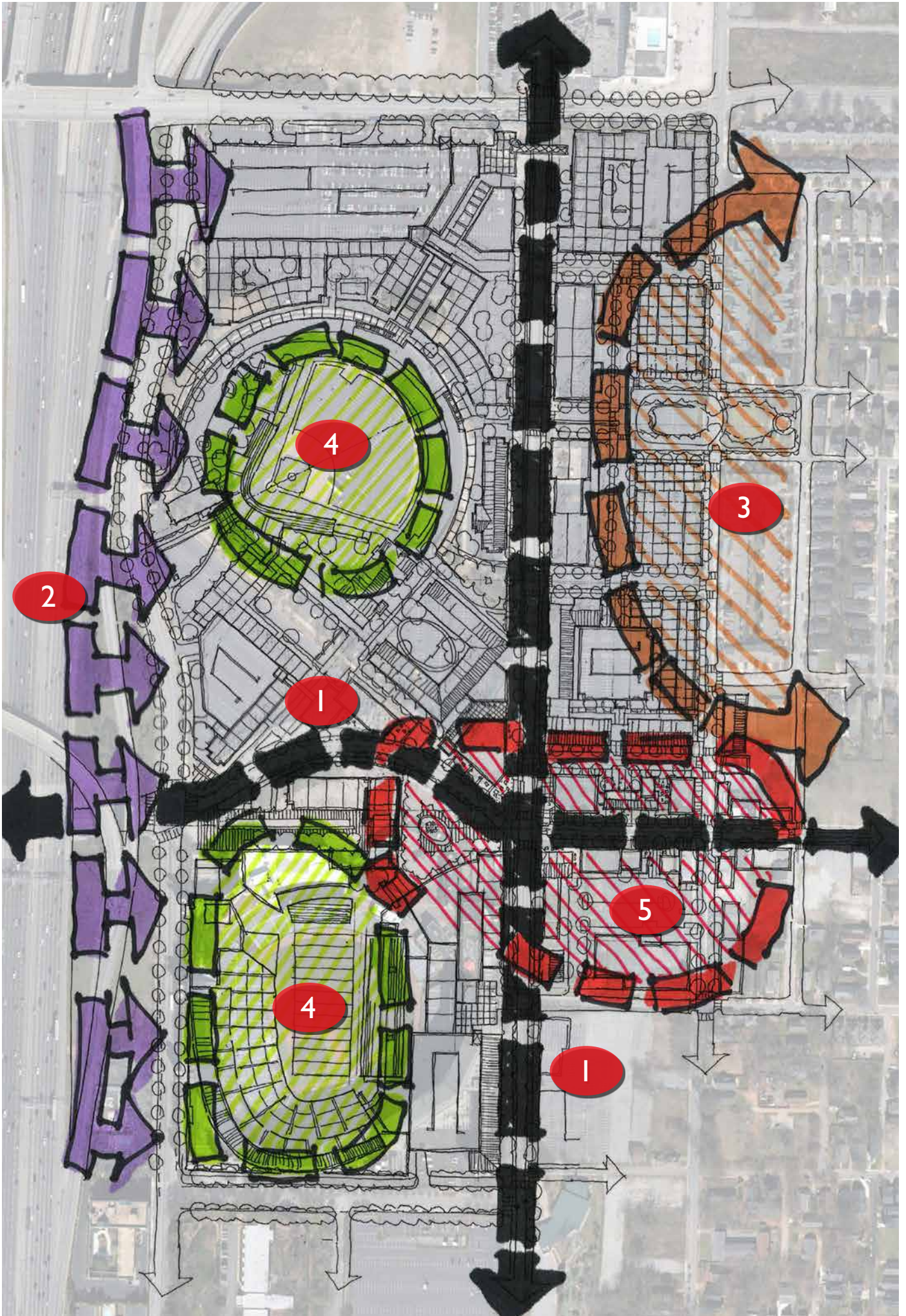
The recognition of the connectivity opportunities presented by the reach of Ralph David Abernathy Blvd. (west) Capitol Ave (north) Georgia Ave(east) and Hank Aaron Drive(south). These streets link the property with downtown, government centers, main campus; MARTA and additional areas of economic opportunity; the Beltline and Grant Park, Atlanta's largest urban park.

The recognition and response to the I-75/85 Corridor as a component of regional access to the property and surrounding areas as well as a generator of noise pollution affecting site design.

The recognition of the need for an appropriate scale and allocation of land uses and a response that will ameliorate the interface of new development and adjoining neighborhood that results in a unified community.

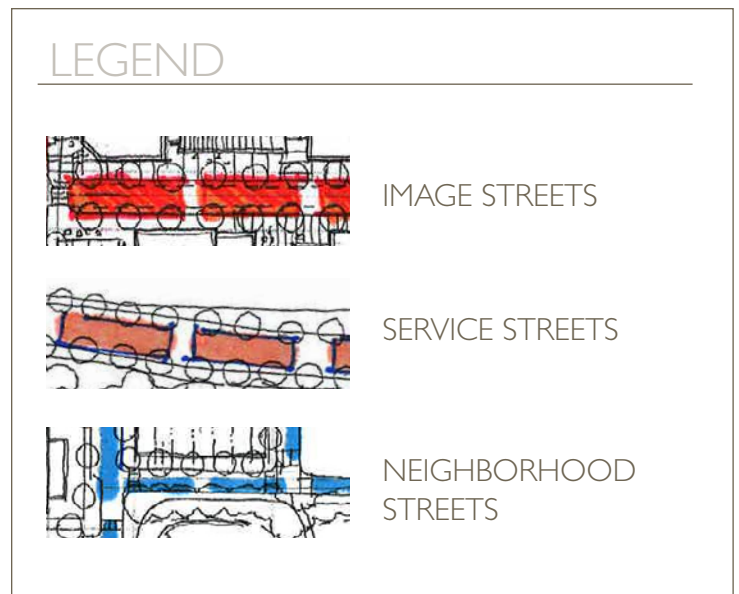
The recognition of the ability of retail clustered at the intersection of Capitol/Hank Aaron and Georgia/Abernathy to serve the surrounding communities as well as, residents and users of the site and visitors to the Athletic venues.

The recognition of the ability of Georgia State University to utilize a renovated Turner Field and reconstituted collegiate baseball facility on the former site of Fulton County Stadium. The latter provides a living legacy opportunity for the site of Hank Aaron's historic 715th home run far beyond the current condition.



SITE INFLUENCES DIAGRAM

BLOCK DEFINITION & PATTERN



Use and character are both derived and supported through an armature of streets and the resulting block pattern. Two distinct forms are envisioned for the campus/urban framework, each valid and responsive to the types and intensity of the uses proposed.

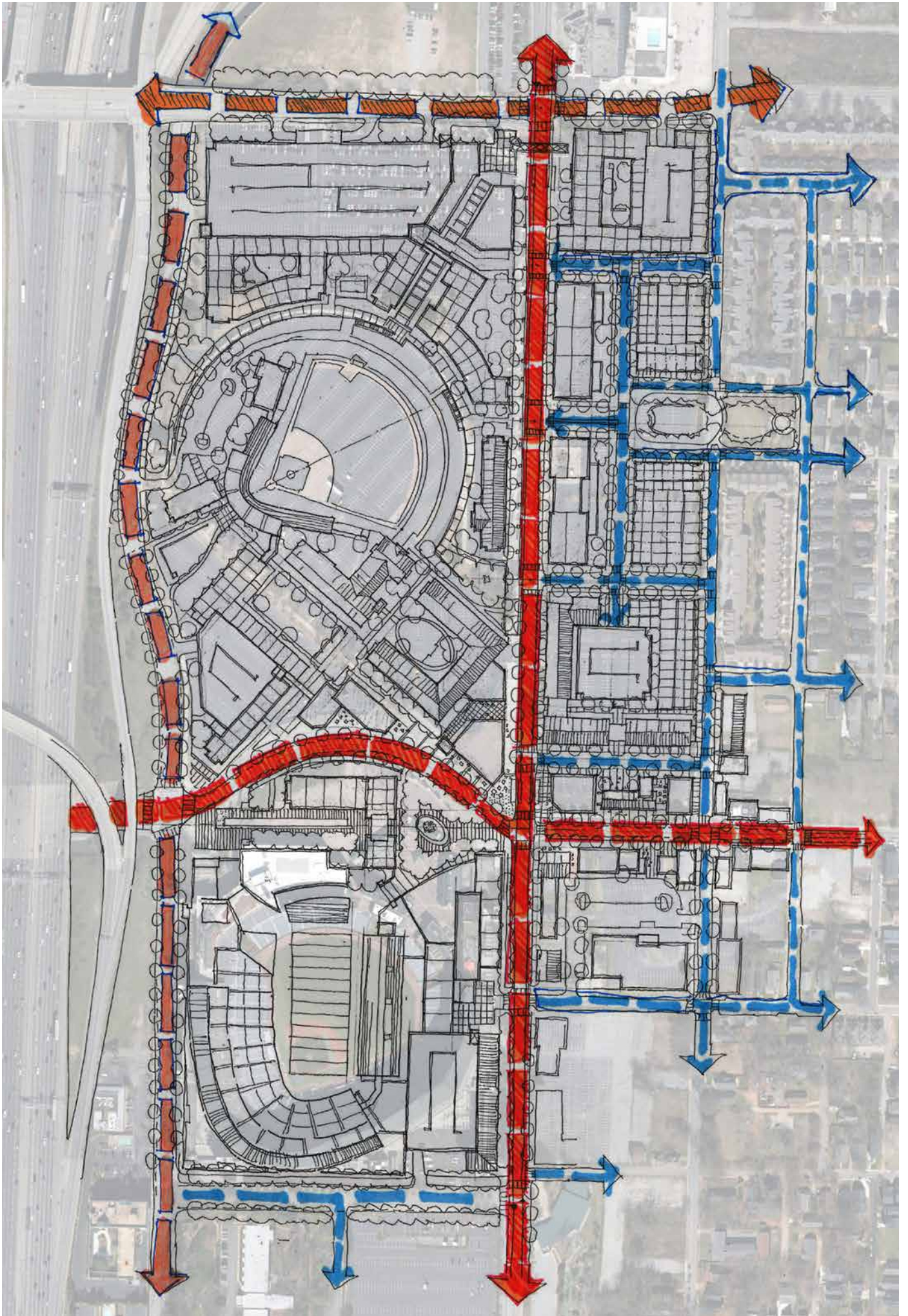
East of Capitol Ave the proposed street pattern and block sizes are scaled to be an extension of Summerhill. These blocks are scaled to be walkable and supportive of single family/townhome uses along the eastern edge and academic uses facing Capitol Ave. Fraser St is interrupted for an extension of Heritage Park as unifying space and as a traffic calming measure.

The north/south block size provides four hundred foot interval connections with Capitol to facilitate east/west pedestrian movements and safe and facile crossings of Capitol Ave.

In the vicinity of Georgia Ave, a short "half block" is created to enhance the accessibility, walkability and porosity of the proposed retail node.

West of Capitol Ave, the location of larger athletic footprints and the desire to create a campus experience eliminates streets in favor of pedestrian dominated circulation. Pedestrian access points align with the proposed Capitol Ave street grid to ensure safe and convenient east/west flow.

The larger blocks are served through a combination of image streets, Capitol Ave favoring pedestrians and Abernathy, Fulton and Pollard for automobile and pedestrian.



BLOCK DEFINITION & PATTERN DIAGRAM

CIRCULATION

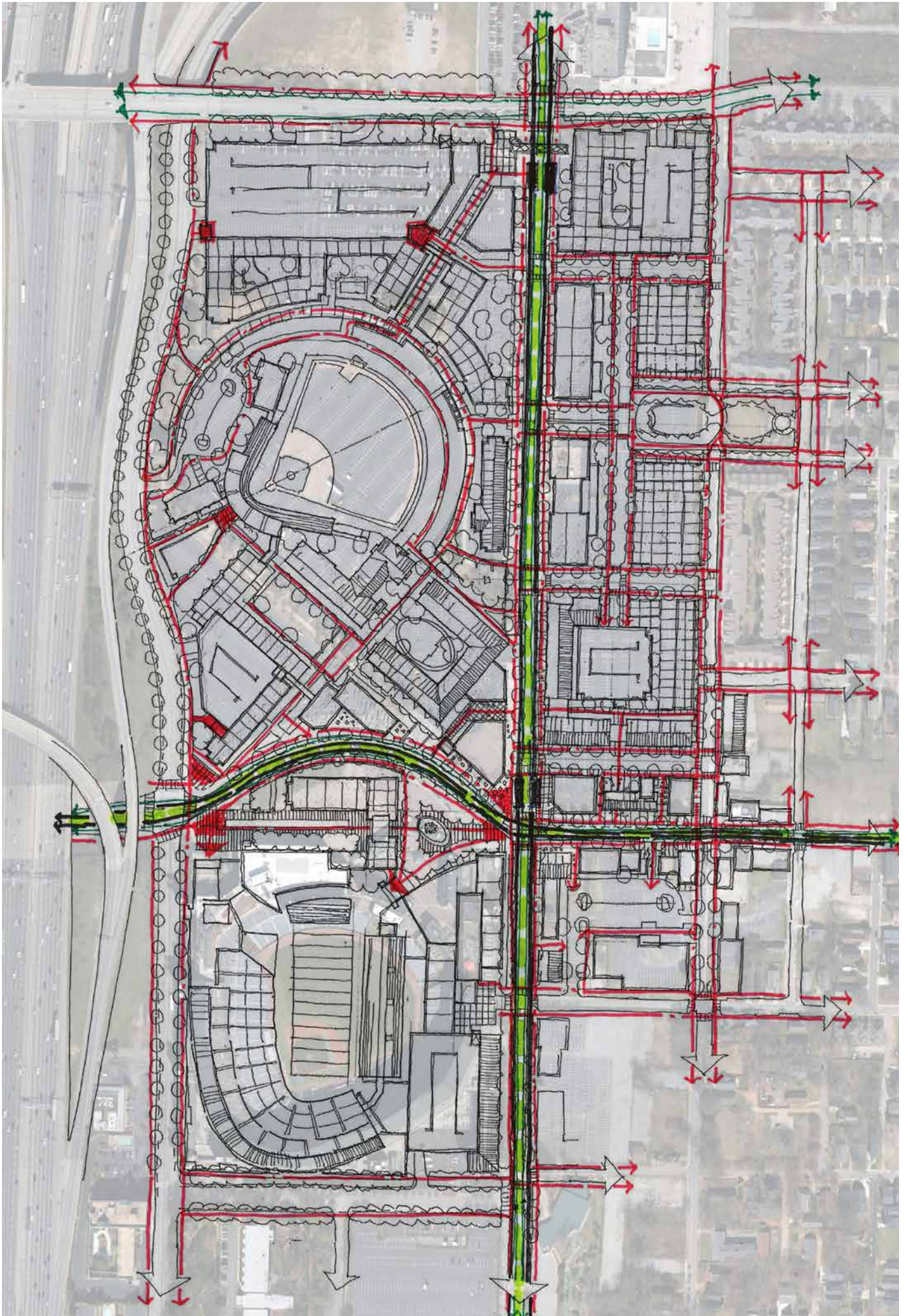


Complete streets and the value of pedestrian and bicycle movements over the car are conceptual cornerstones of the plan. Abernathy/Georgia and Capitol/Aaron are conceived as major pedestrian/bicycle routes and are postulated as potential future transit corridors.

While circulation west of Capitol favors the pedestrian over the car, the pattern of pedestrian movements re-enforces a similar block scale and overall pattern of development as established by the block plan east of Capitol. Particular attention is given to the movements to and around the athletic venues. The rotation of the grid promotes ease of movement from the proposed retail to Baseball and Football as well as, from Campus to retail and Football. These measures ensure street crossings at intersections and at major gate locations. The rotation also affords a direct connection for Capitol and Fulton and the Olympic Torch site on the north to the heart of the campus sector.

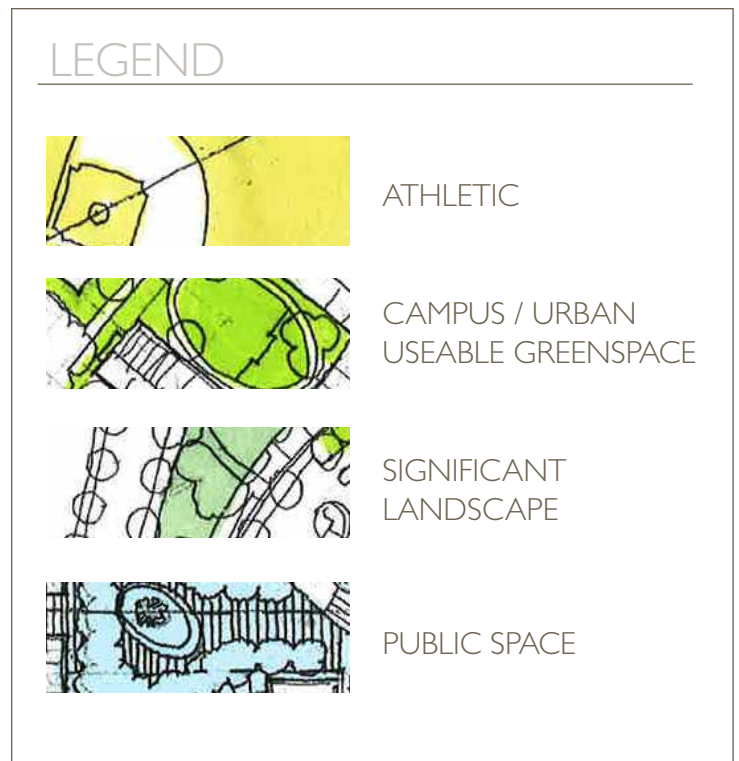
A wide pedestrian edge is envisioned along the eastern edge of Pollard St to allow for game day flows from aggregated parking to each venue.

Pedestrian and bicycle circulation east of Capitol mimics the street pattern and enhances the expanded neighborhood pattern. Key destinations such as retail and the expanded Heritage Park are accessible to the entire neighborhood and separated by a short two block walk.



CIRCULATION DIAGRAM

OPEN SPACE & PUBLIC REALM

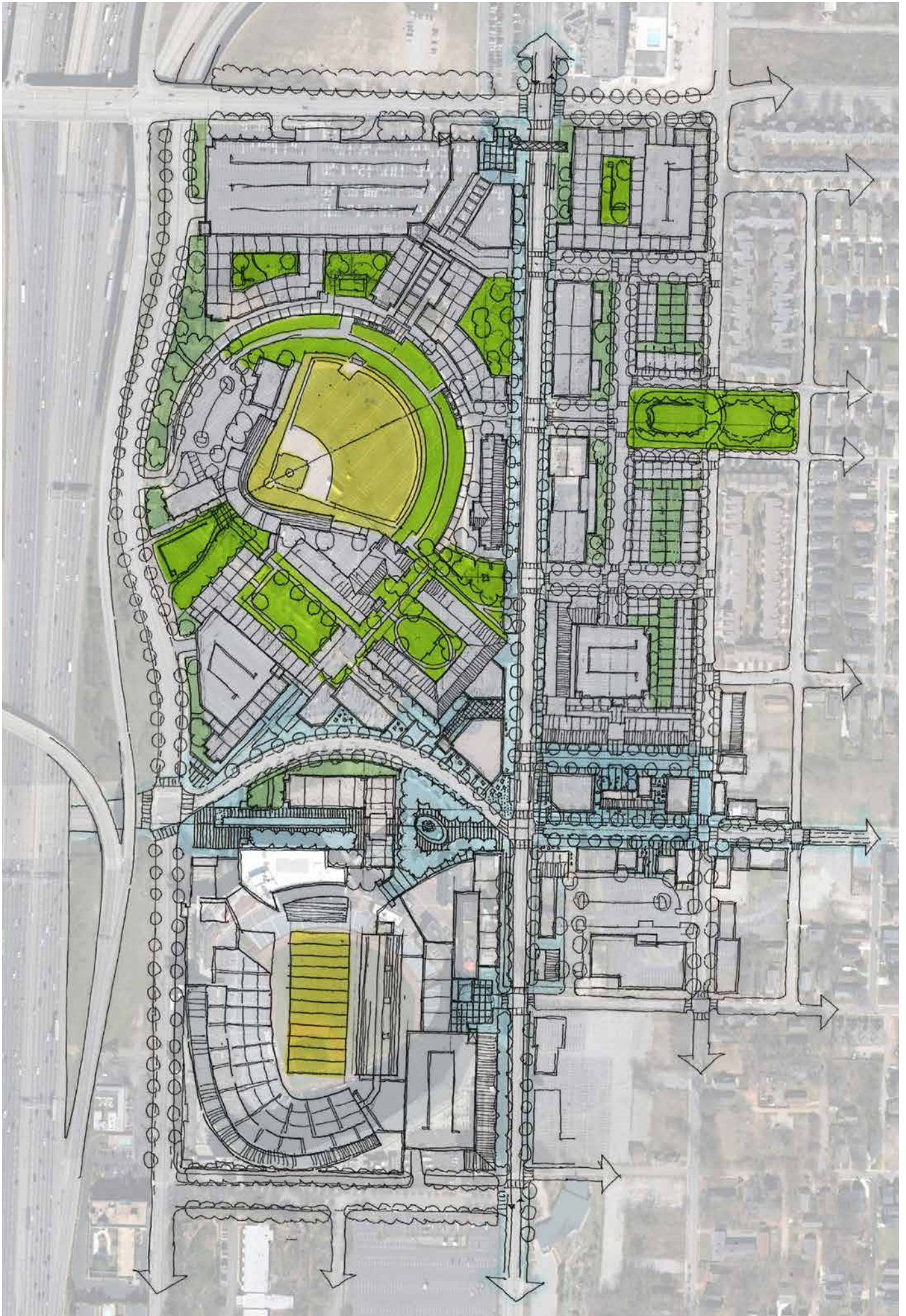


A coherent organization of useable green space and a viable and active public realm are essential to quality campus and urban life. The plan envisions an interwoven variety of scaled and articulated spaces supporting choices of activities distributed to support sub-identities of the plan and an overall collective sense of place.

The expanded Heritage Park provides a two and a half acre enclave completely surrounded by housing, while the sidewalks and patios spaces of the retail district support a vibrant gathering place.

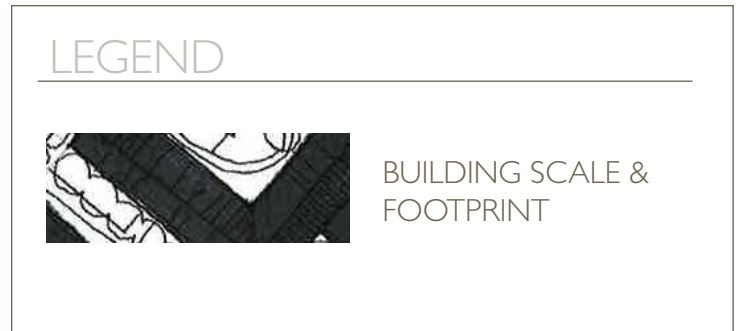
Opposite Capitol and south of Abernathy, a tree-shaded plaza provides gathering and access to the repurposed Turner Field.

Expanded streetscapes along the main arteries build upon the Olympic legacy adding to the sense of place and identity. Within the Campus Sector a series of Quads link housing and baseball. The collective organization combines usable and visual open space to create a truly unique collegiate experience.



OPEN SPACE & PUBLIC REALM DIAGRAM

SPATIAL DEFINITION & FIGURE GROUND



The concept supports the notion that in Campus and Urban Design the buildings belong as much to the spaces they create as they do to themselves. Utilization of the buildings to create and support places and activities will be essential to the plan's success.

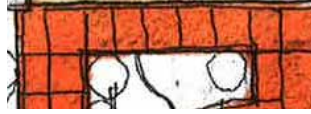

The Figure Ground Diagram illustrates the footprint of proposed buildings shaded in black. The diagram allows for an analysis of scale and spatial definition with reference to adjacent and intended uses.

Together with an understanding of building style and articulation the study will assist in the delivery of the appropriate human scale throughout the plan and its transition to the surrounding area.



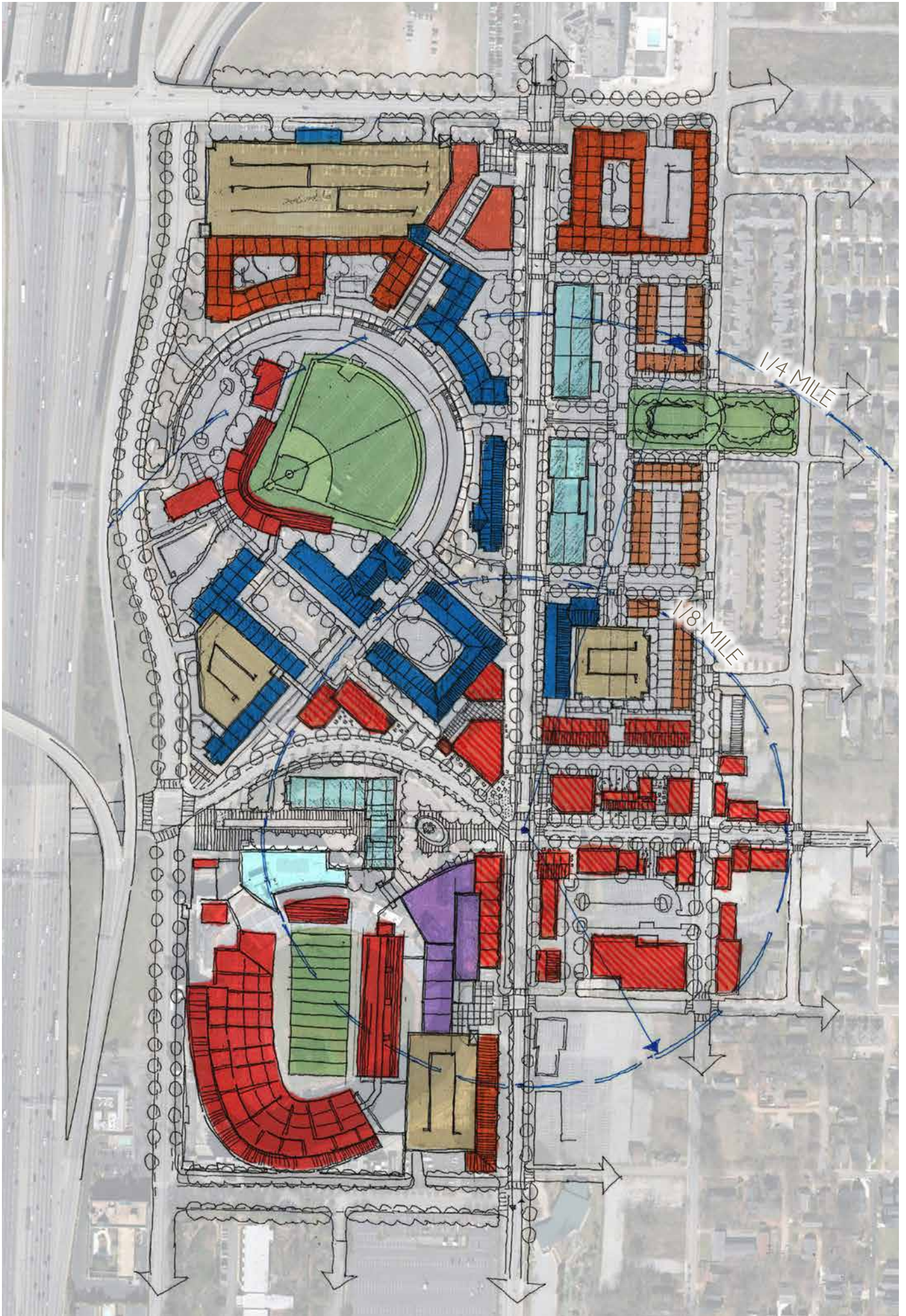
SPATIAL DEFINITION & FIGURE GROUND DIAGRAM

LAND USE ANALYSIS

LEGEND	
	STUDENT HOUSING
	MARKET HOUSING
	TOWNHOUSE
	ACADEMIC / SUPPORT / OFFICE
	RETAIL
	HOTEL
	ATHLETIC

The cognitive selection and distribution of Land Uses across the plan are integral to re-establishing a complete sense of community. Land Uses indicated respond to six major factors:

1. Existing Facilities – Turner Field and the historic and culturally significant site of the former Fulton County Stadium are clear drivers for the location of Football and Baseball.
2. Regional Access – Uses such as sports venues and major congregated parking are proximate to the I-75/85 corridor.
3. Area access – Retail uses should be readily accessible to the larger area as well as the immediate surroundings.
4. Connectivity to GSU core campus – campus activities should have easy access to Capitol Ave and shuttle service for movement between the two venues.
5. Transition – uses along the existing edges of Summerhill should be respectful and should strive to blur any distinction in favor of the larger community.
6. Influence – the placement of Land Uses should recognize their ability to exert positive influences beyond the site to the benefit of Summerhill, Grant Park, Peoplestown and Mechanicsville.



LAND USE ANALYSIS DIAGRAM

PRELIMINARY CONCEPT PLAN

LEGEND

- 1 BASEBALL & SUPPORT FACILITIES
- 2 FOOTBALL STADIUM
- 3 STUDENT HOUSING & GREEN
- 4 ACADEMIC / OFFICE / SUPPORT
- 5 RETAIL VILLAGE
- 6 MARKET HOUSING
- 7 TOWNHOUSE / SINGLE FAMILY
- 8 OLYMPIC TORCH & WALK
- 9 MARKET HOUSING
- 10 COMMUTER PARKING
- 11 CAPITAL AVE / HANK AARON DRIVE TRANSIT
- 12 RALPH D. ABERNATHY BLVD / GEORGIA AVE TRANSIT

The conceptual plan is a composite illustration of the site's potential to both accept a program of campus and market uses, be responsive to its context and be additive to the larger urban framework. The adjoining plan articulates:

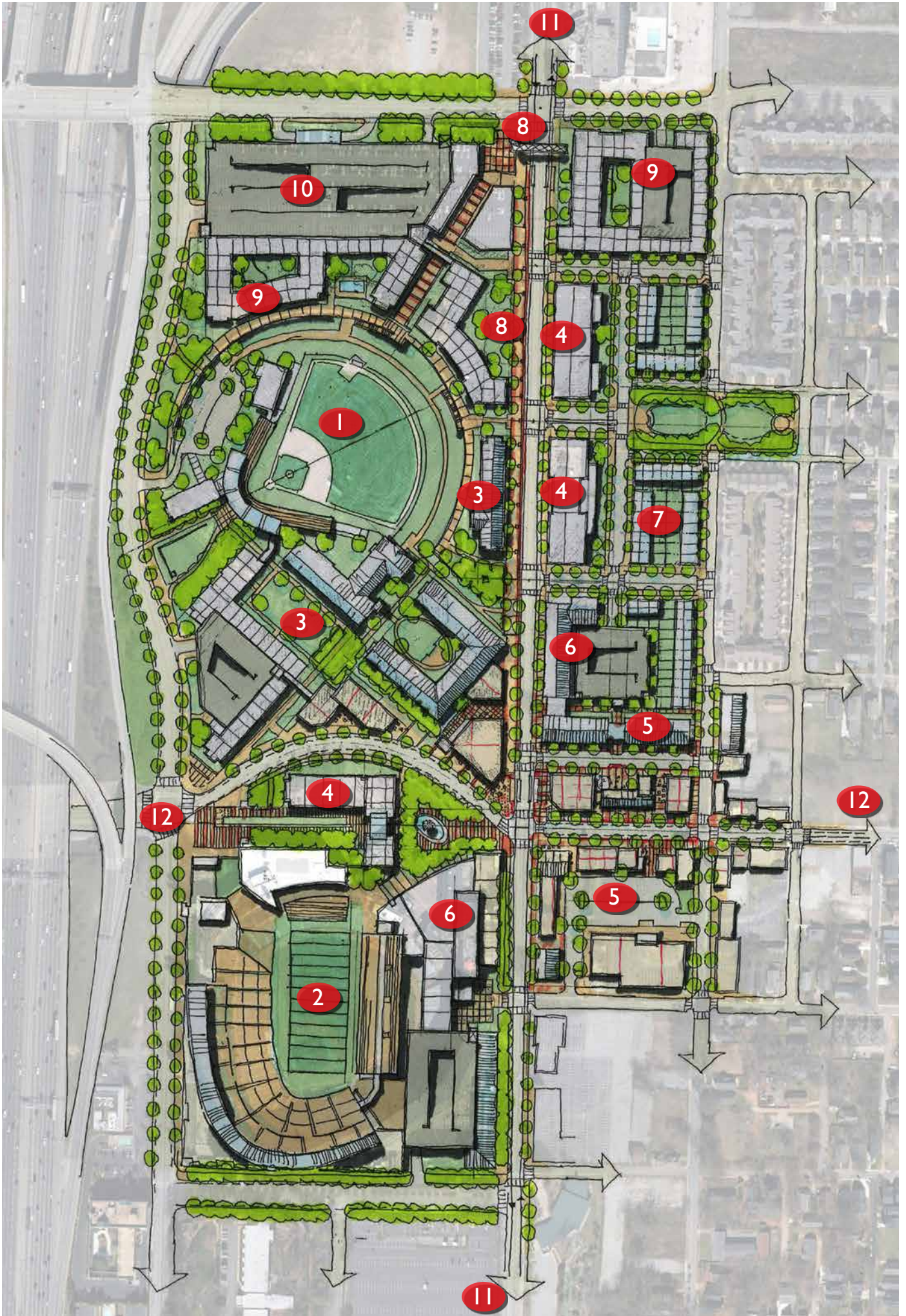
The site's potential to accept immediate programmatic needs

The site's potential to create a unique and authentic environment and sense of place

The site's potential to promote economic development and inclusiveness

The site's potential to promote a mix of uses framed to support a future of Transit Oriented Design

While much work still lies ahead to fully understand the best solution, this effort seeks to lay the groundwork for a continued dialogue and definition.



PRELIMINARY CONCEPT PLAN DIAGRAM