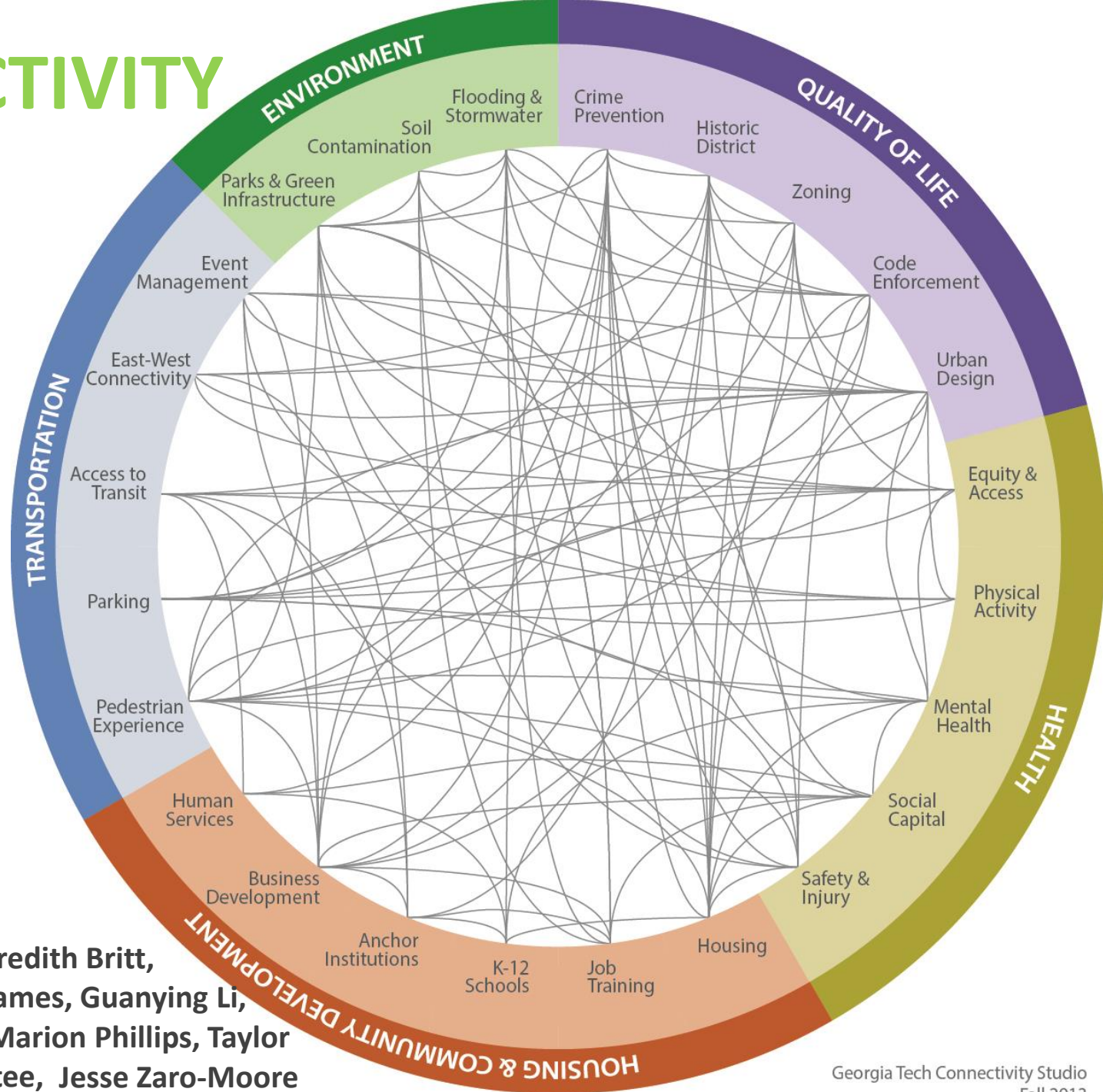


CONNECTIVITY STUDIO



Instructors:

Michael Dobbins

Bruce Gunter

Studio Team:

Elizabeth Adams,

Tharunya Balan,

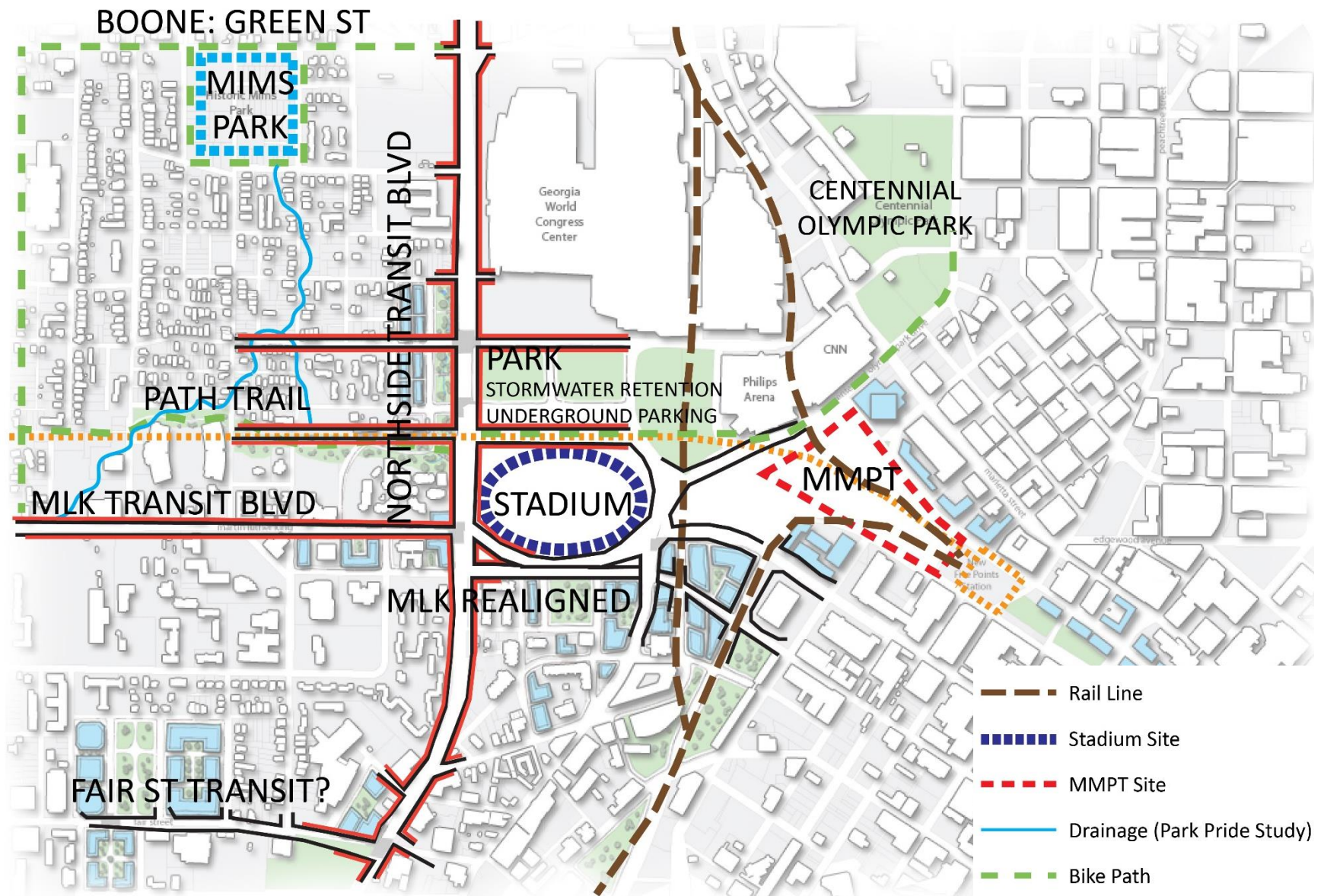
Bruce Battle, Meredith Britt,

Sara Haas, Kyle James, Guanying Li,

Kaitlin Morano, Marion Phillips, Taylor

Tyger, Jeffrey Ultee, Jesse Zaro-Moore

Falcons Stadium & GWCC & MMPT



Falcons Stadium & GWCC & MMPT | Overview

TRANSPORTATION

Bend MLK back to align

Connect Magnolia
through to Andrew
Young Intl. Blvd

Use tiered parking for
tailgating

Rework Northside Drive
as transit boulevard

Accommodate streetcar
route

BUSINESS DEVELOPMENT

Develop pipeline
for stadium and
GWCC
construction and
permanent jobs

Create street
fronting retail
and service on
Falcons MLK and
Northside Dr
frontages

QUALITY OF LIFE

Create broad pedestrian
crossing from Vine City
MARTA Station

Accommodate PATH Vine
City Promenade through
to Centennial Olympic
Park

Streetscape improvement

Street front commercial
use; esp. around stadium

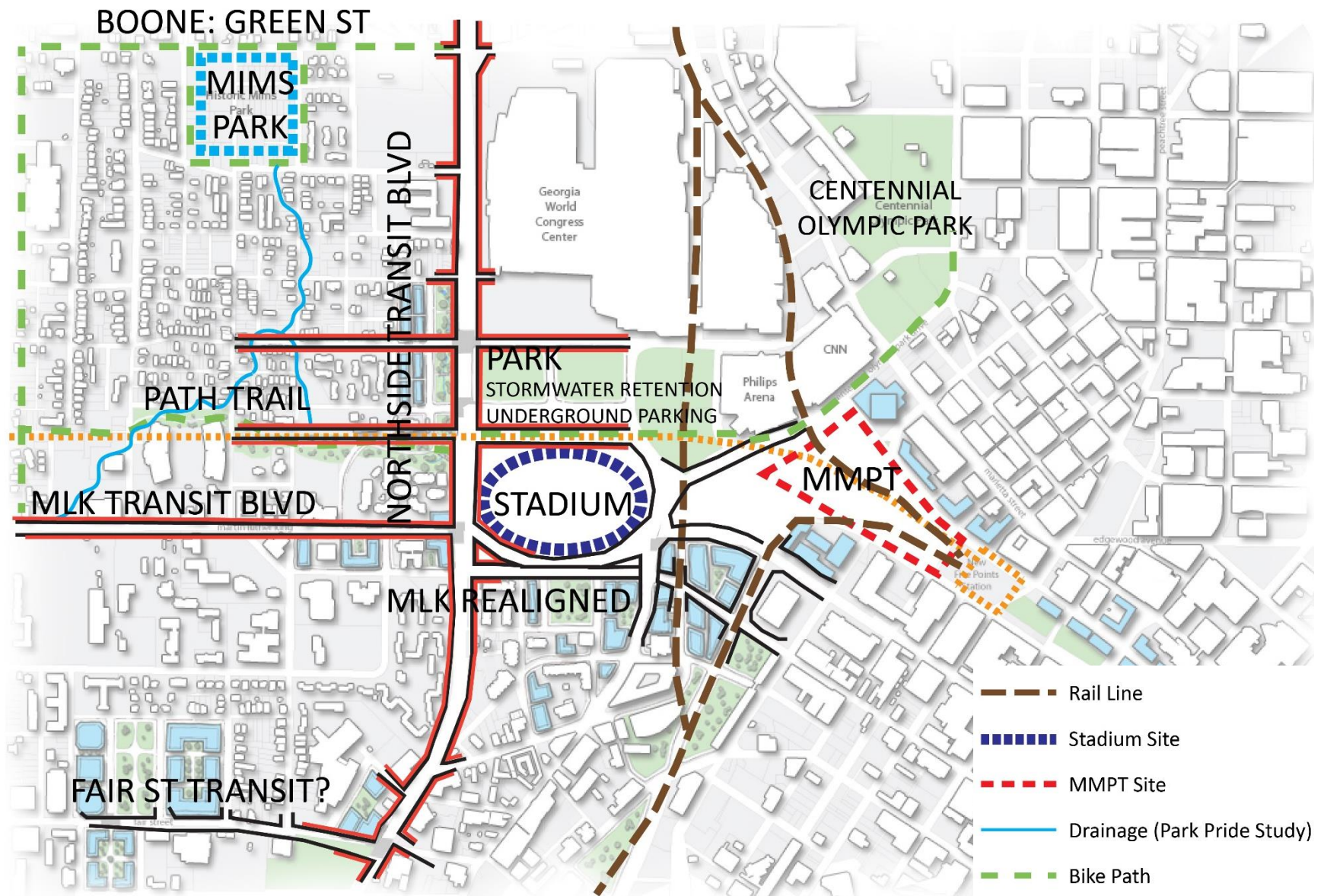
ENVIRONMENT

Integrate
storm water
features into
park design
connecting
MMPT to Vine
City

BREAK DOWN THAT



Falcons Stadium & GWCC & MMPT



Falcons Stadium & GWCC & MMPT | Partners & Funding

PARTNERS

- Falcons
- GWCC
- Central Atlanta Progress
- City of Atlanta
- Invest Atlanta
- GDOT
- Atlanta Streetcar

FUNDING

- Falcons
- GWCC
- Invest Atlanta
- GDOT
- City of Atlanta

Falcons Stadium & GWCC & MMPT | Strengths & Challenges

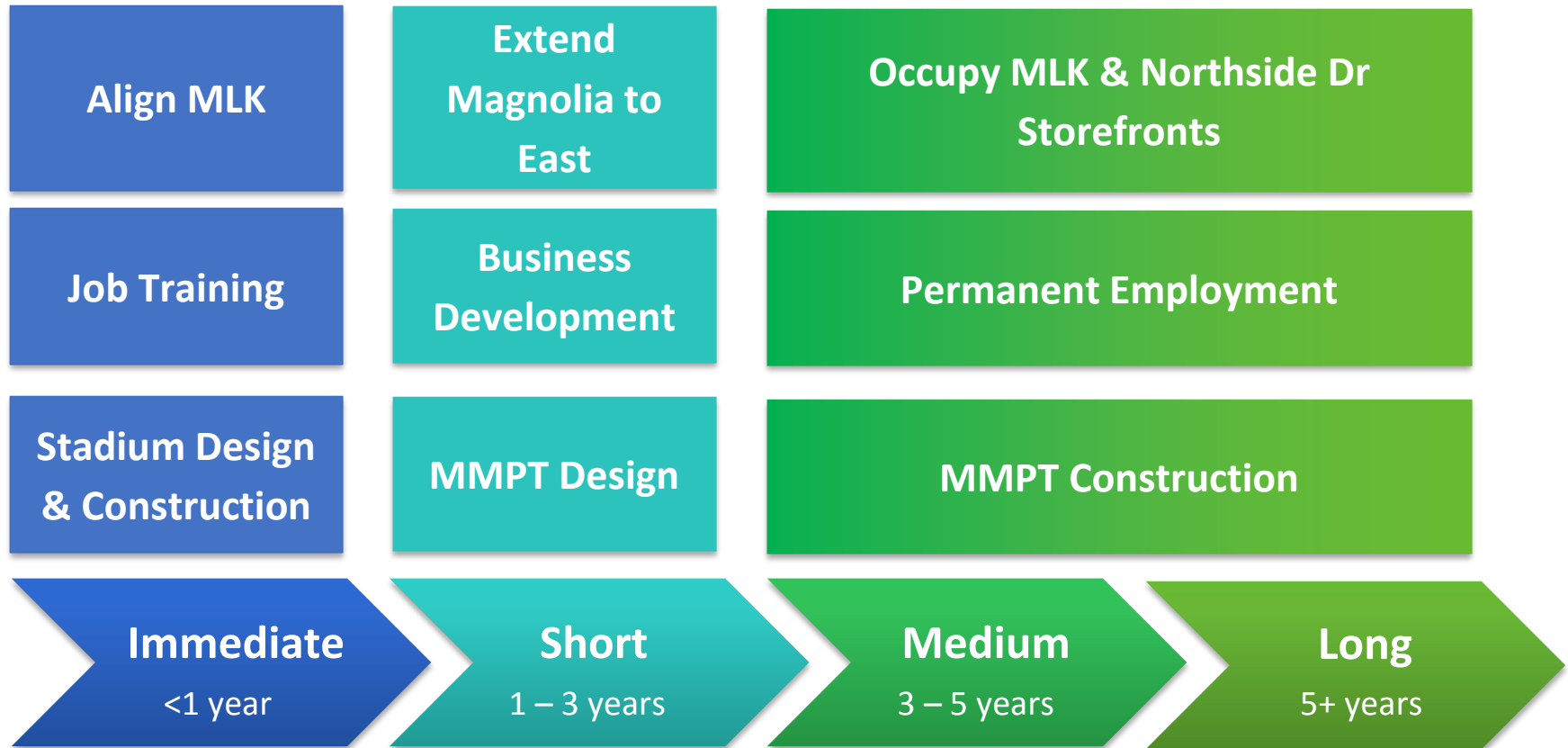
STRENGTHS

- Stitches the downtown together with the west side
- Resources available to do the job
- Strengthens links of economic opportunity
- Positive treatment of park environment
- Heightens use of Vine City MARTA Station

CHALLENGES

- Resistance of GWCC and Falcons to comprehensive solutions
- Lack of will at City to assist on a community-serving program and design
- Resistance of design team to make stadium accommodate MLK continuity

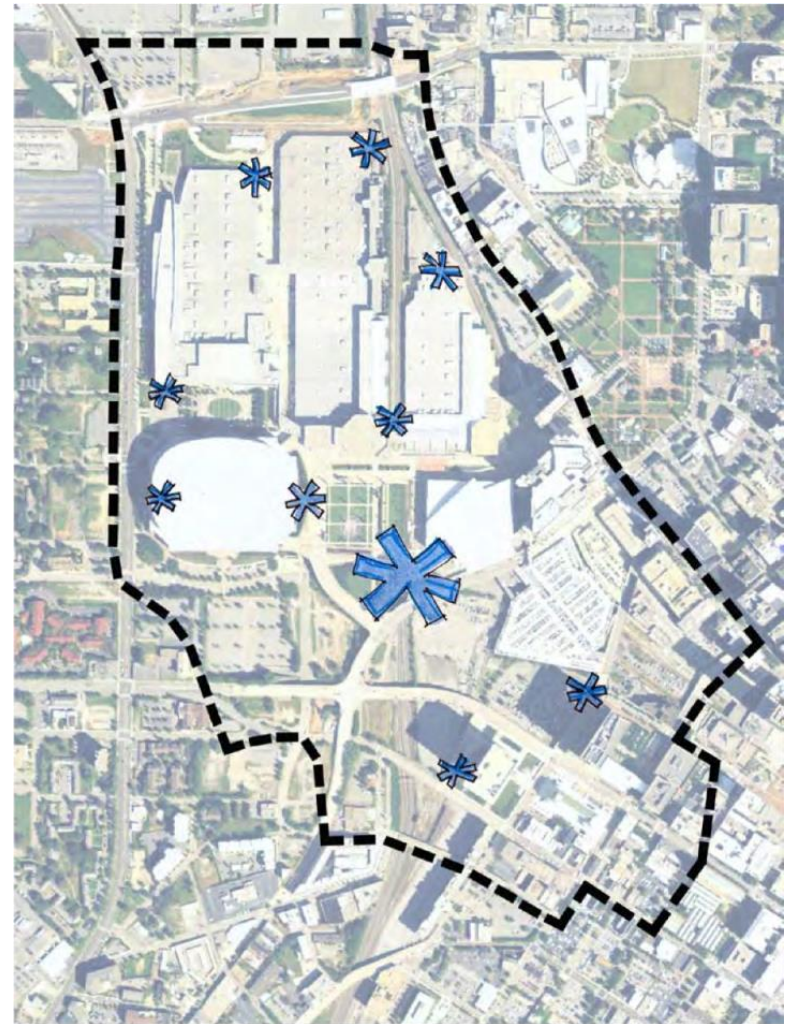
Falcons Stadium & GWCC & MMPT | Timeline



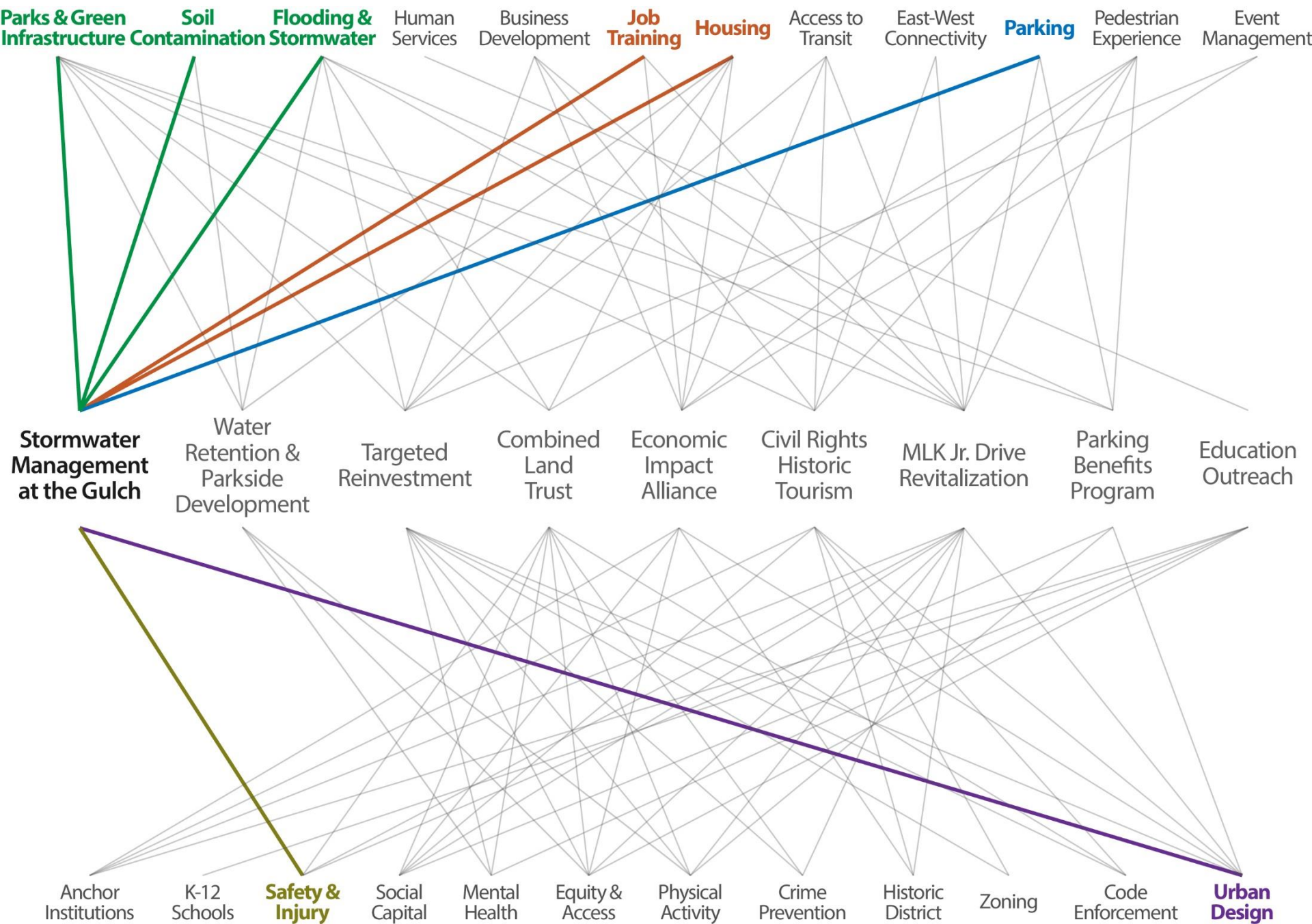
Comprehensive Stormwater Management at the Gulch

Overview

- Gulch: 267-Acre sub-watershed
 - Contains Dome, GWCC, NSP, MMPT
 - Over 80% Impervious
 - Major Source of flooding in VC/EA
- Comprehensive Stormwater Management Plan:
 - Retrofit Existing Buildings
 - Cisterns for capture/reuse
 - Green Infrastructure



Source: PNA Study



Comprehensive Stormwater Management at the Gulch

Partners & Funding

PARTNERS

- Government:
 - Department of Watershed Management
 - EPA
 - COA Office of Sustainability
 - GWCC, MMPT, GDOT
 - Invest Atlanta
- Private:
 - Falcons
 - Blank Foundation
- Nonprofit:
 - Park Pride
 - WAWA
 - GA Conservancy

FUNDING

- NSP infrastructure fund
- Incentive programs
- Savings from reduction of potable water use
- Impact Fees
- Community Development Block Grants

Comprehensive Stormwater Management at the Gulch

Strengths & Challenges

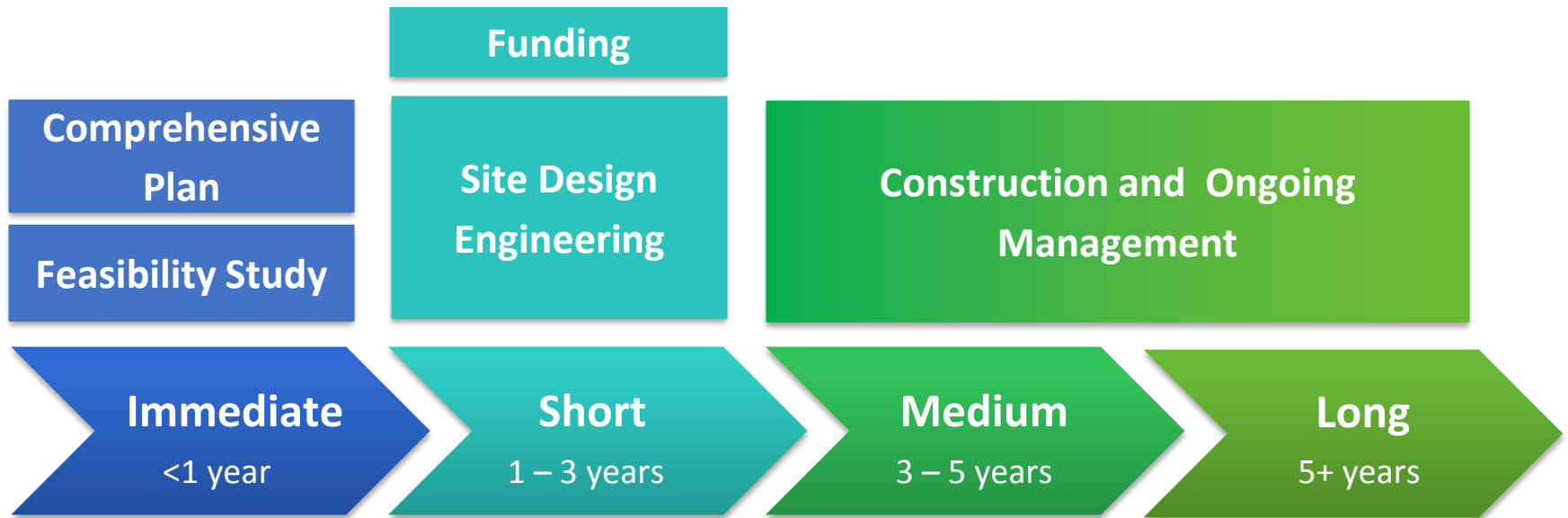
STRENGTHS

- Major new development projects (NSP, MMPT) provide opportunity for implementation
- Minimizes impact of flooding on residential neighborhoods and related health effects
- Provides "green jobs" and construction jobs
- Clear, measurable goals
- Sets new precedent for addressing stormwater comprehensively at sub-basin level

CHALLENGES

- Requires cooperation and coordination across multiple agencies and property owners
- Potentially prohibitively expensive, no clear funding source identified
- Long-term timeframe for implementation
- Lack of regulatory authority

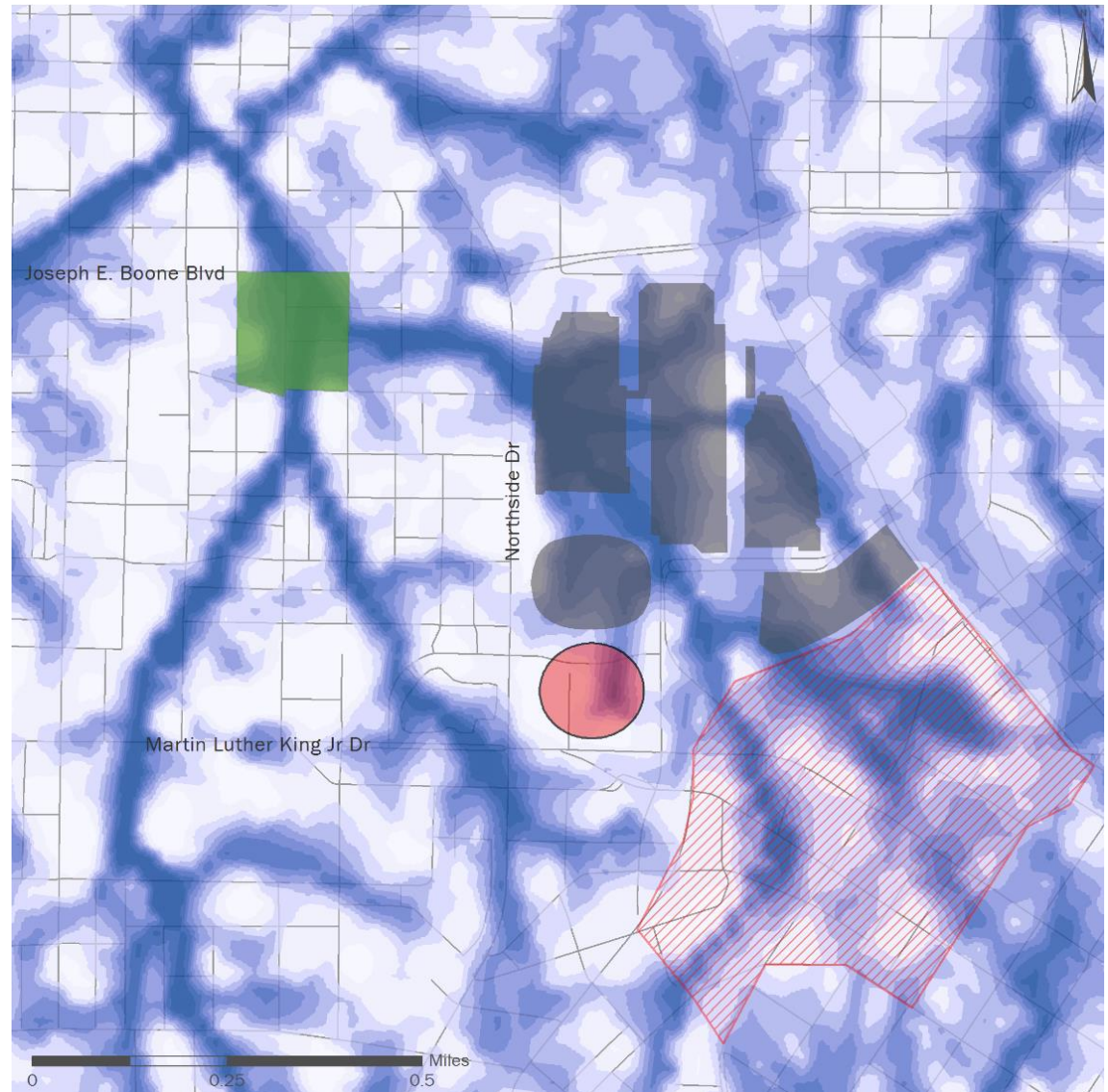
Comprehensive Stormwater Management at the Gulch | Timeline

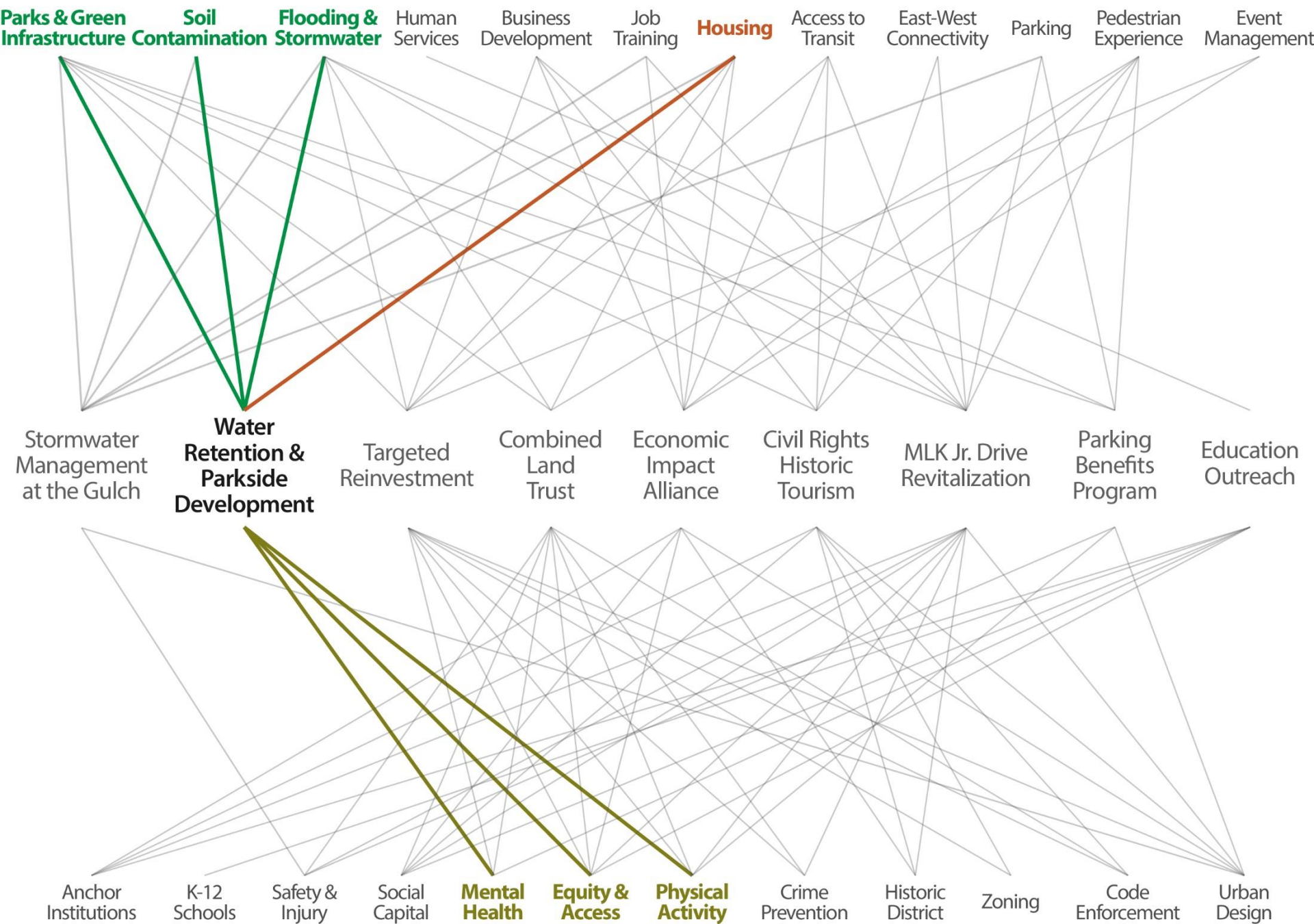


Mims Park | Overview

The future site of Mims Park represents the **MOST CRITICAL OPPORTUNITY** to control stormwater in the Westside neighborhoods

- Water Retention
- Parkside Development





Mims Park | Partners & Funding

PARTNERS

- National Monument Foundation
- City of Atlanta Parks & Recreation
- Park Pride
- Community Improvement Association
- West Atlanta Watershed Alliance (WAWA)
- Metro Atlanta Urban Watershed Institute (MAUWI)
- Trust for Public Land
- GA Conservancy
- Private housing developers

FUNDING

- EPA
- Corps of Engineers
- National Monument Foundation
- Westside TAD
- City Park Improvement Fund

Mims Park | Strengths & Challenges

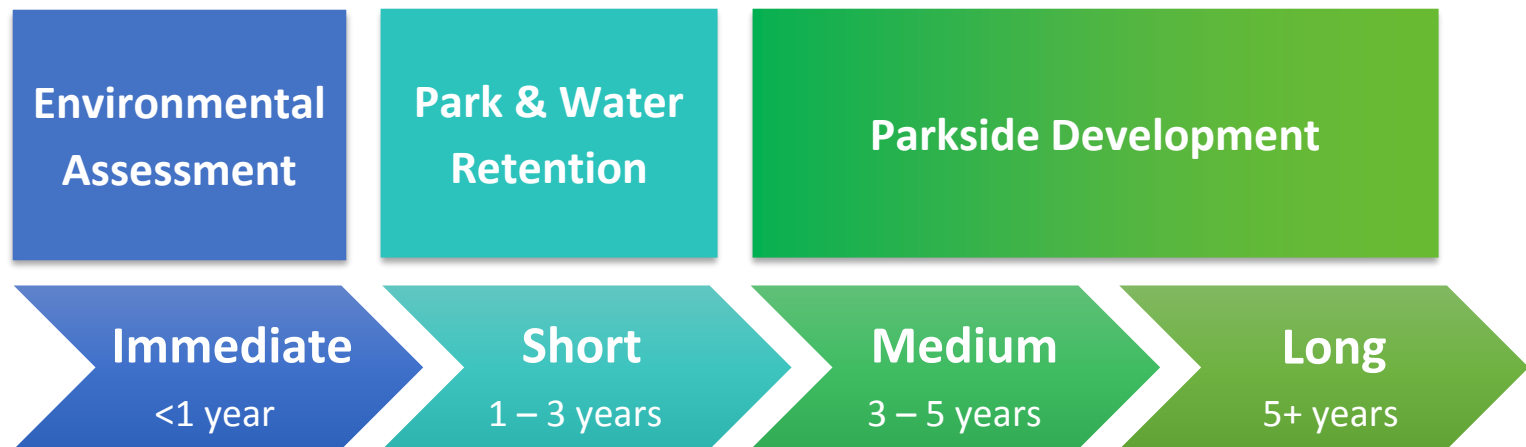
STRENGTHS

- Flooding alleviation will make parkside development feasible
- Aligning housing development with greenspace addresses equity issues
- Potential green jobs supported by a workforce development program
- Increased access to recreation opportunities and improved mental health

CHALLENGES

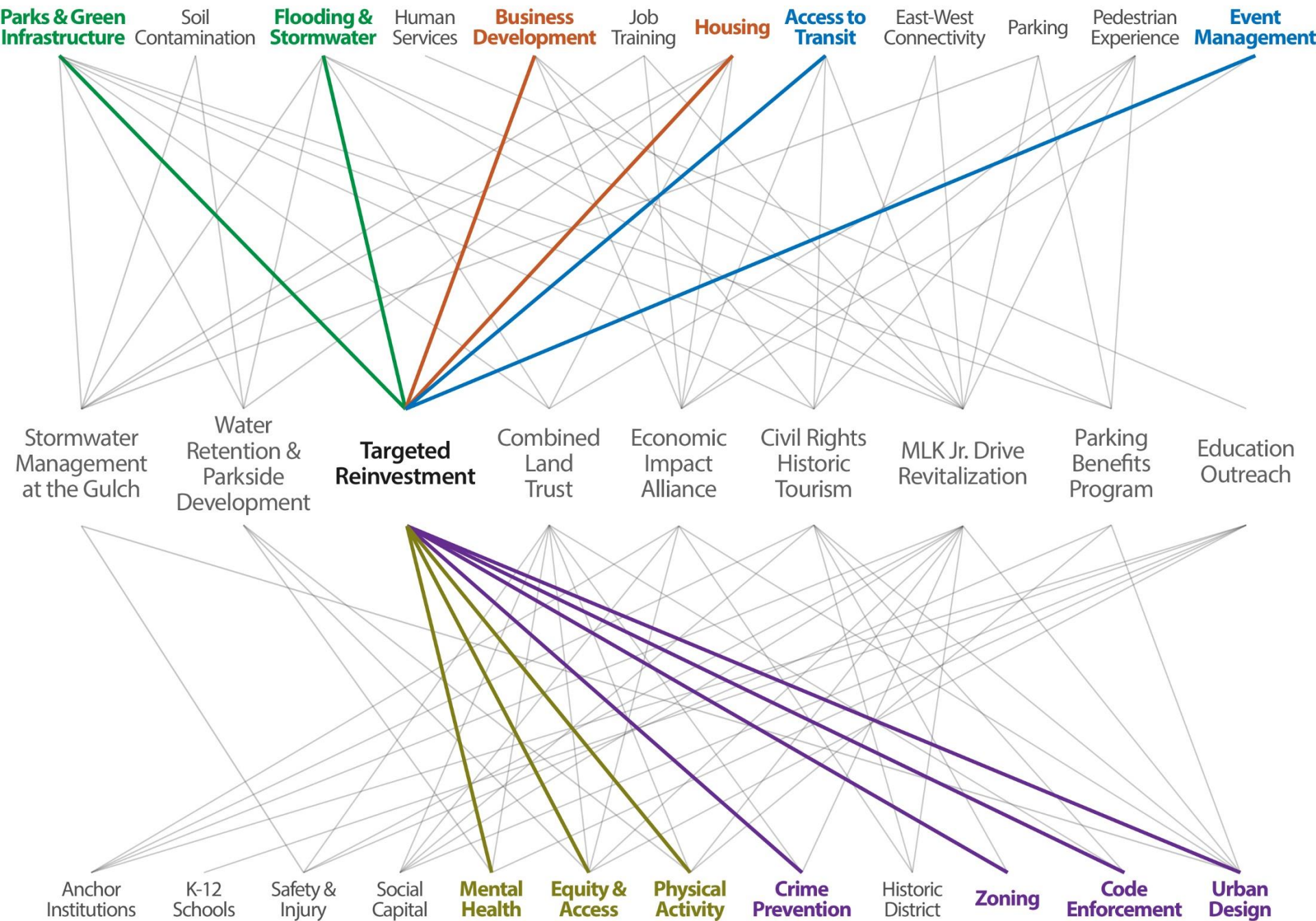
- New park space will require maintenance and security, requiring additional financial resources
- New parks could attract development too quickly, pricing existing residents out of the area

Mims Park | Timeline



Targeted Reinvestment | Overview





Targeted Reinvestment | Partners & Funding

PARTNERS

- City of Atlanta
 - Code Enforcement
 - Public Works
 - Public Safety
- Fulton County/City of Atlanta Land Bank Authority
- Atlanta Police Foundation Housing Incentive Program
- Nonprofit Developers
- Private Developers

FUNDING

- Westside TAD Neighborhood Fund
- Westside TAD Community Improvement Fund
- Blank Foundation Westside Neighborhood Prosperity Fund
- Community Development Block Grant Program
- Proposed Housing Trust Fund

Targeted Reinvestment | Strengths & Challenges

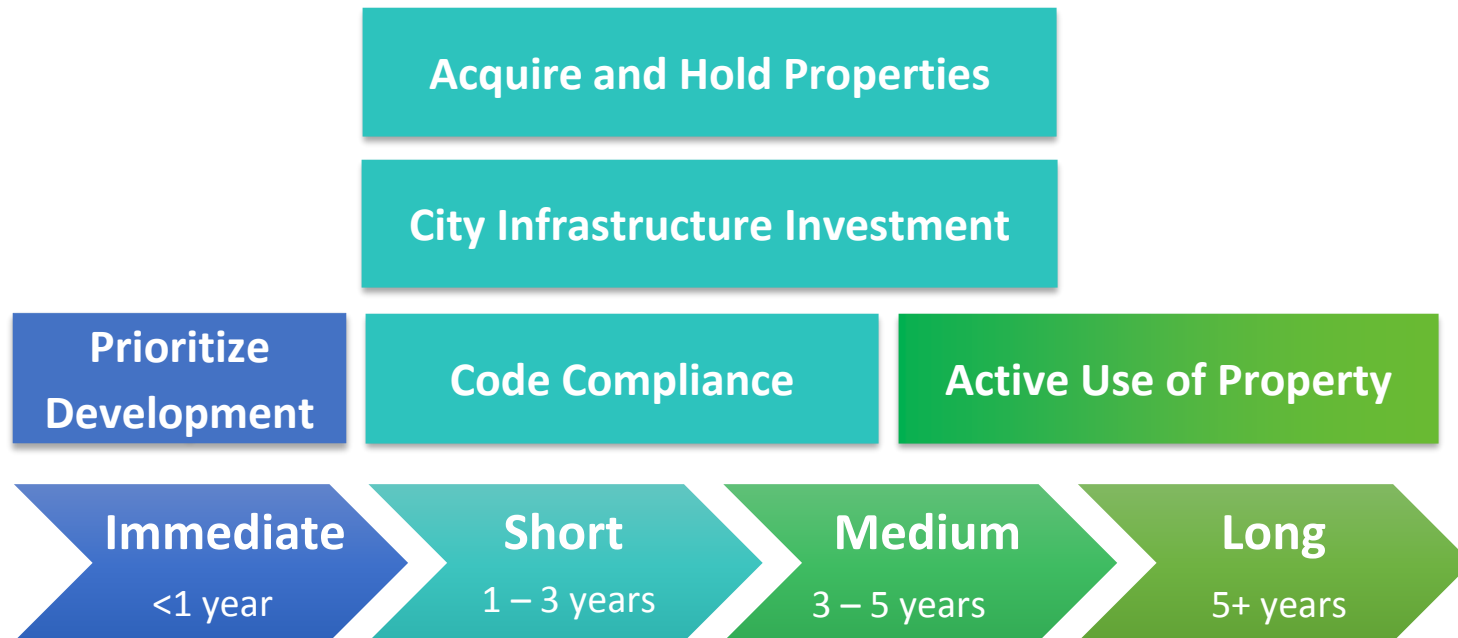
STRENGTHS

- Maximize impact of limited resources
- Funds from different sources can be leveraged
- Visual impact of investment will attract residents and resources
- Investment will reduce crime, increase safety, and improve mental health
- Housing rehab and infrastructure improvements will improve equity

CHALLENGES

- Limits areas that receive support initially
- No unified community coalition
- Financial resources are limited

Targeted Reinvestment | Timeline



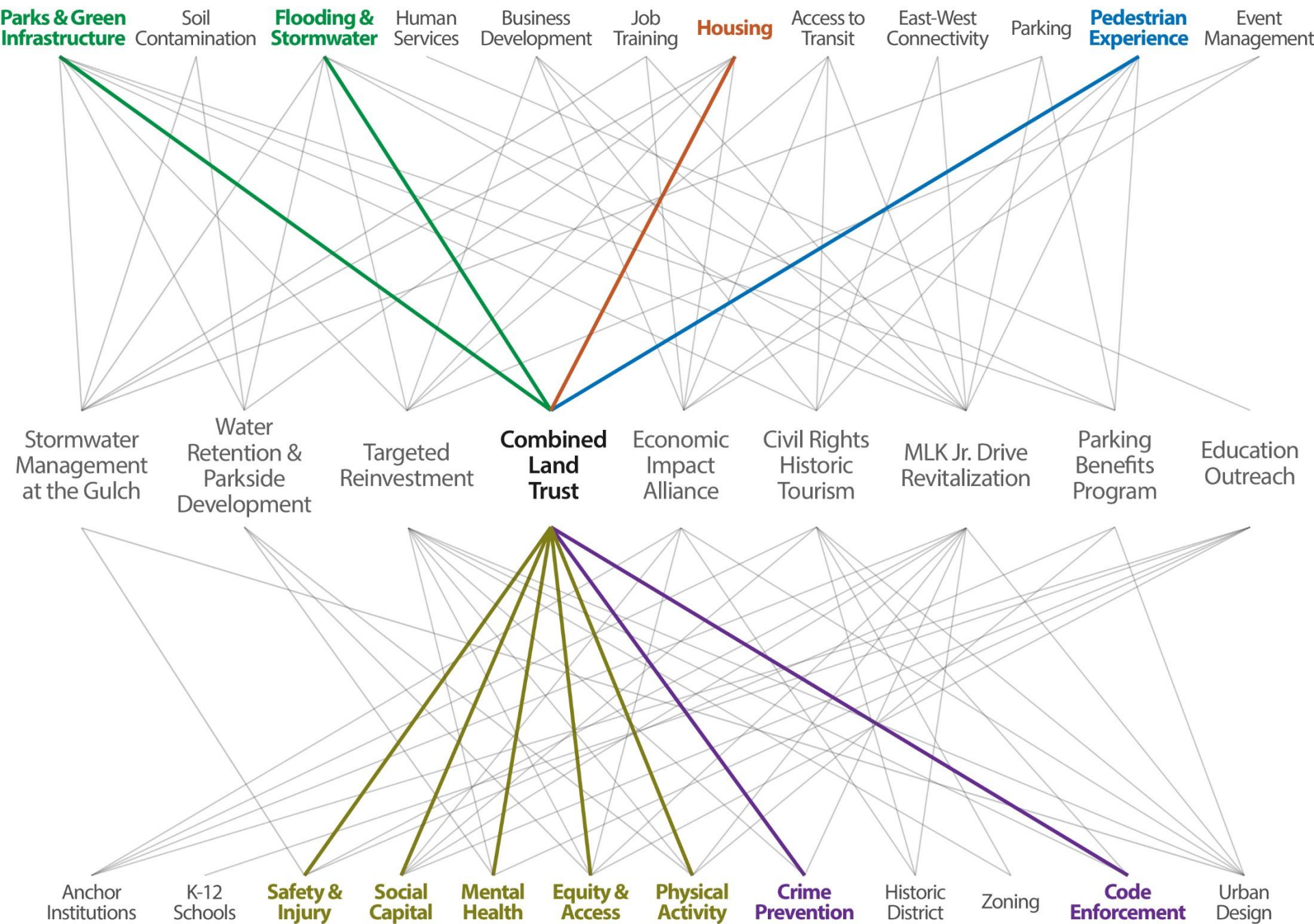
Expansion of Land Trust | Overview

Community Land Trusts are often focused on for their affordable housing component, but they can also offer opportunities to

- Provide permanent environmental conservation
- Place interim uses on the property, such as urban agriculture
- Provide opportunities for affordable business development
- Assemble vacant property for future development



Land trusts can take donated tax-delinquent properties and purchase land/houses from Fulton County Land Bank to make land use choices on a case by case basis



Expansion of Land Trust | Partners & Funding

PARTNERS

- Westside Atlanta Land Trust (lead organization)
- Atlanta Land Trust Collaborative (technical assistance)
- Vine City Health and Housing Ministry
- University Community Development Corporation (economic dev't)
- Bethursday Development Corporation (affordable housing)
- Fulton County/City of Atlanta Land Bank Authority
- Atlanta Housing Authority
- Park Pride (greenspace)
- Greater Vine City Opportunities Program, Inc.
- Community Improvement Association
- Other CDCs
- Private land owners

FUNDING

- Seed funding grants
 - Invest Atlanta Westside TAD Fund
 - Blank Foundation Neighborhood Prosperity Fund
- EPA
- Revenue stream from home sales and land rent
- Donations

Expansion of Land Trust | Strengths & Challenges

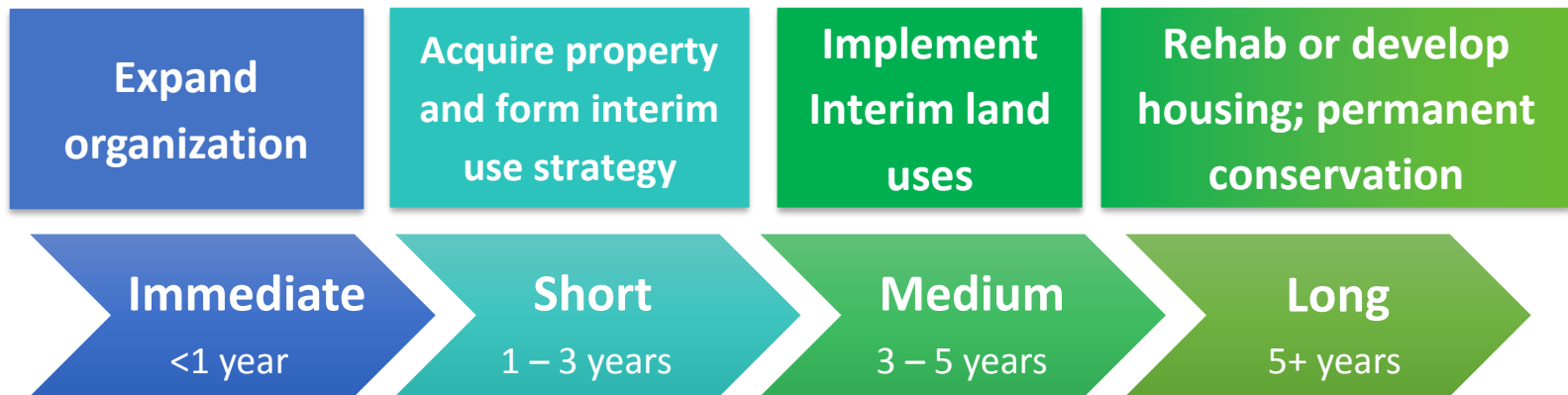
STRENGTHS

- Flexibility in land use choices
- Active land trust already exists
- Increase safety through maintenance and upkeep
- Permanent housing affordability addresses equity issues
- Stormwater and flooding management
- Increased access to amenities improves mental health and provides recreation opportunities

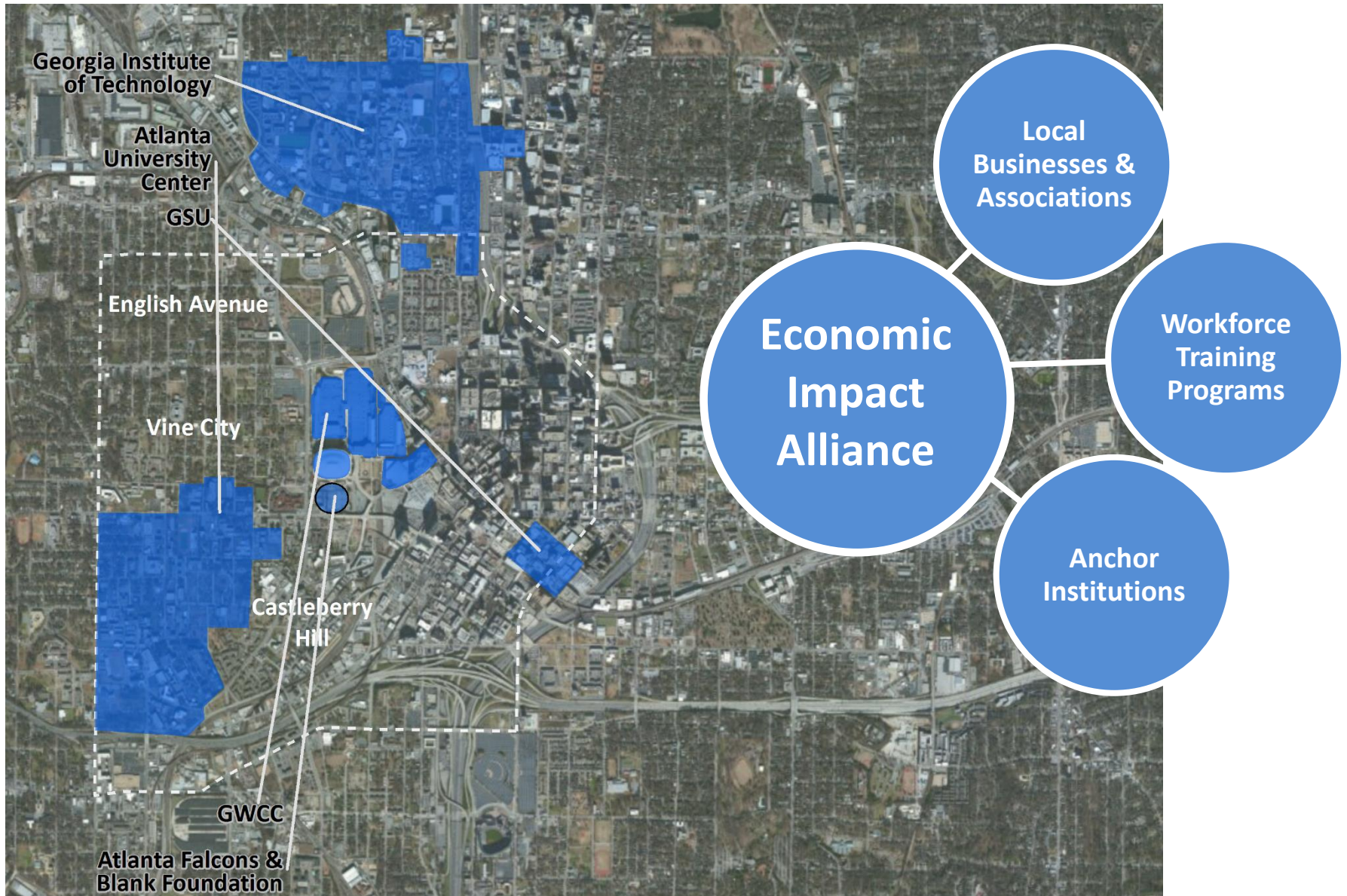
CHALLENGES

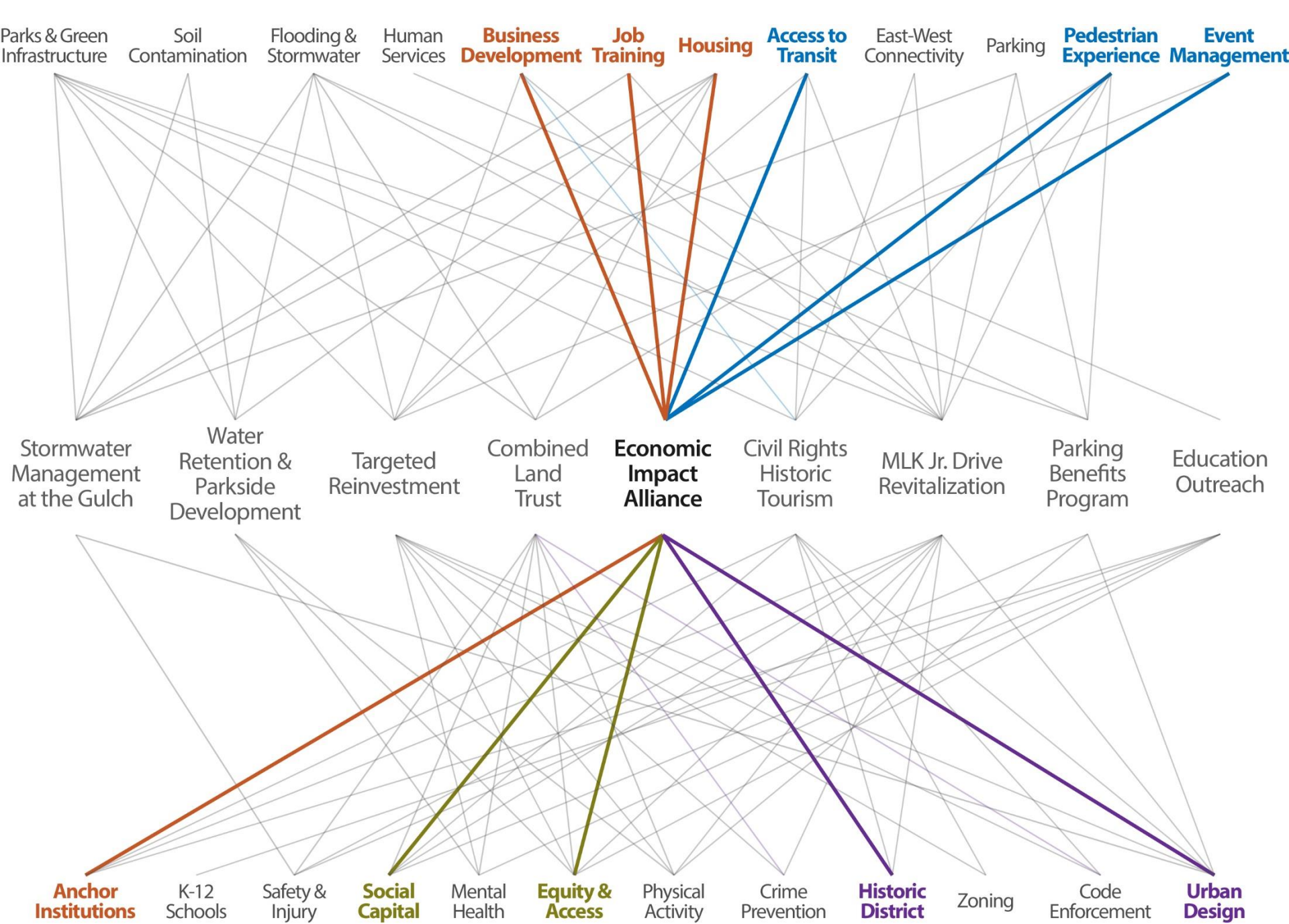
- Requires ongoing organizational structure
- Funding for increased technical assistance and property acquisition
- Maintenance and monitoring required for public safety
- Perceived complicated structure

Expansion of Land Trust | Timeline



Economic Impact Alliance-Anchor Institutions | Overview





Economic Impact Alliance | Possible Goods, Services, and Jobs Path

ANCHOR INSTITUTIONS	BUSINESSES	WORKFORCE TRAINING
<ul style="list-style-type: none">• Food for Dining Halls, Vendors, and Stores Carrying Food Products	<ul style="list-style-type: none">• Food Production, Processing, and Retail Vendors	<ul style="list-style-type: none">• Agriculture, Food Processing, Retail and Customer Service, Sales, Administration
<ul style="list-style-type: none">• Printing for Advertisements, Program Materials, Clothing	<ul style="list-style-type: none">• Commercial Printers	<ul style="list-style-type: none">• Basic Technical Skills, Math/Computer Skills, Retail and Customer Service, Sales, Administration
<ul style="list-style-type: none">• Life & Bio-Science Research & Production	<ul style="list-style-type: none">• Research consulting groups, advanced manufacturers, labware sales	<ul style="list-style-type: none">• Lab Technician, advanced technology, computer-aided manufacturing and automated manufacturing training, retail and customer service, sales, administration
<ul style="list-style-type: none">• Film and sound editing, Falcons media	<ul style="list-style-type: none">• Sound recording studios, sound engineers	<ul style="list-style-type: none">• Sound engineering

Economic Impact Alliance | Alliance Member Organizations

ANCHOR INSTITUTIONS

- GT Westside Communities Alliance
- AUC Purchasing
- GA Tech Purchasing
- GA State University Purchasing
- Georgia World Congress Center
- Atlanta Falcons Stadium
- Screen Gem Studios
- GT Enterprise Innovation Institute
- UCDC
- Small Business Development Centers

FUNDING & SUPPORTING ORGANIZATIONS

- Anchor Institutions
- Invest Atlanta Business Development
- Blank Foundation

BUSINESSES & ASSOCIATIONS

- NPU-L, NPU-M
- English Avenue-Vine City Ministerial Alliance
- Atlanta Business League
- MLK-Ashby Merchants Association
- Castleberry Hill Association
- West End Merchants Coalition
- Tech Enterprise Park
- North Yards Research Center

WORKFORCE DEVELOPMENT

- Atlanta Technical College
- Workforce Investment Board
- Georgia TRADE-UP
- Center for Working Families
- Veterans Priority of Service Program
- Quest Communities

Economic Impact Alliance | Strengths & Challenges

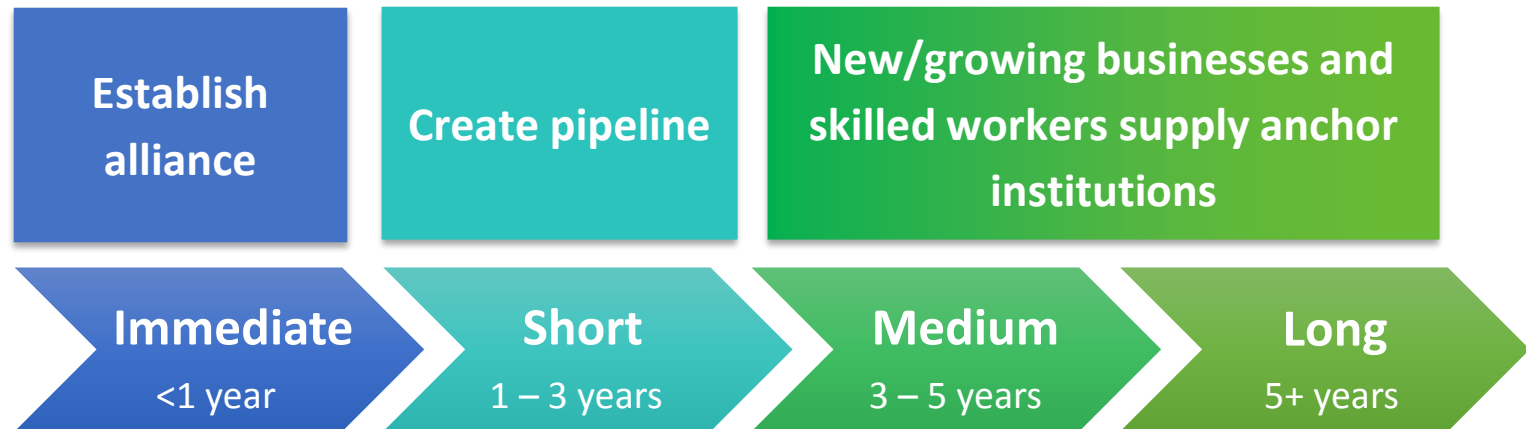
STRENGTHS

- Feeds graduates of the workforce development program into construction and local businesses/anchor institutions
- Connects strengths and needs of anchor institutions with workforce training and business development
- Easy access to jobs for neighborhood residents improves equity
- Multiple possibilities for resource centers
 - English Avenue School
 - E.R. Carter School
 - Kennedy Middle School
 - Bethune Elementary School
 - Morris Brown College
 - GWCC
- Local entrepreneurship development
- Increases social capital through alliance network and local opportunities

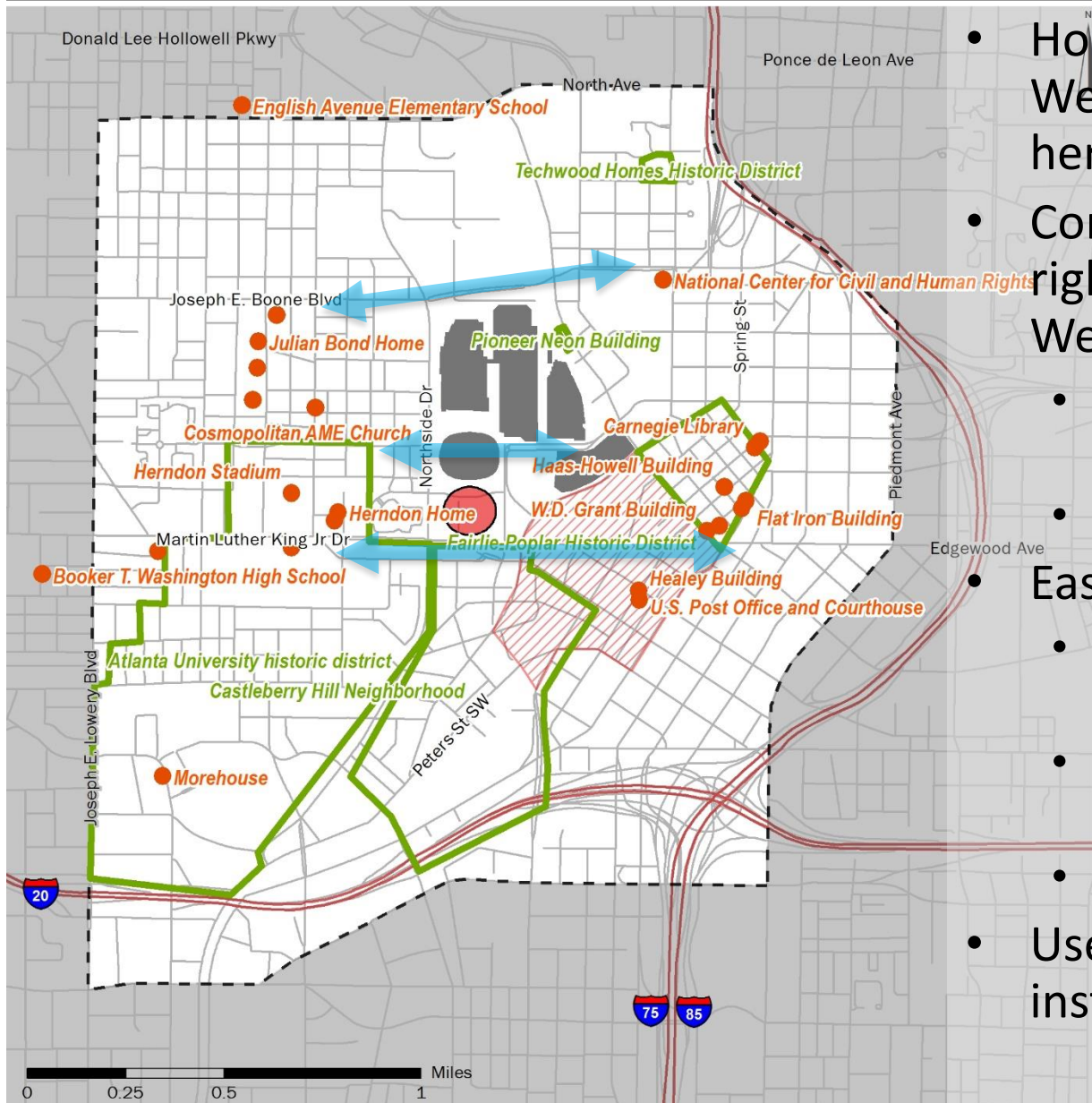
CHALLENGES

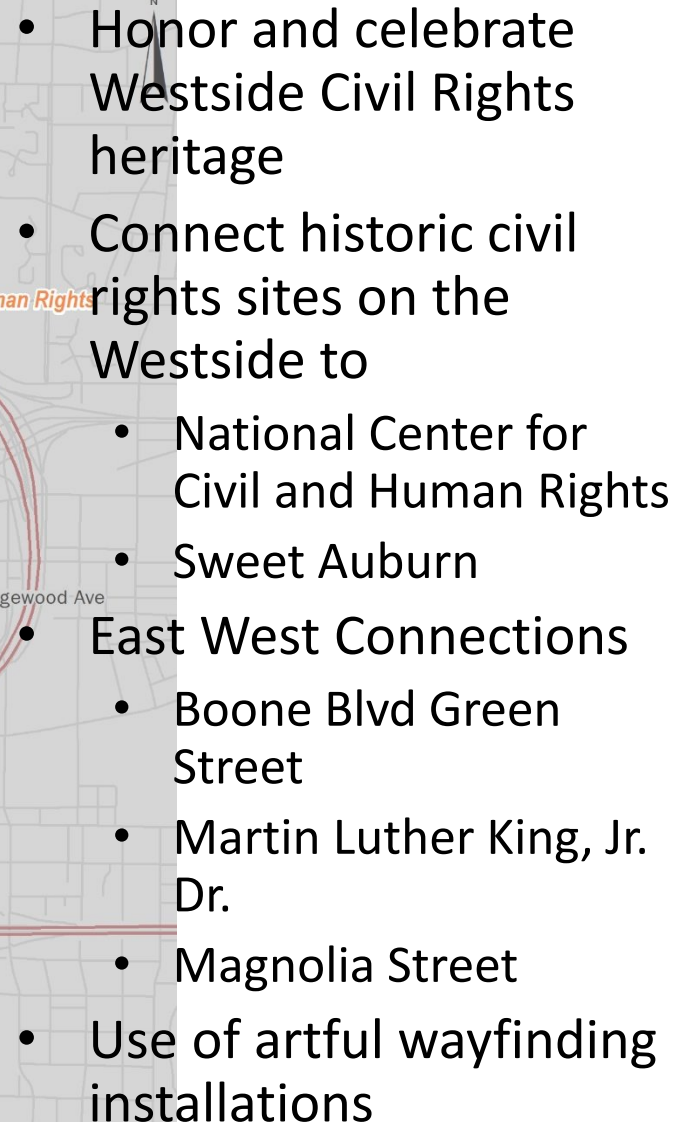
- Potential difficulty gaining full commitment from anchor institutions
- Requires time and staff investment
- Aligning resource services with appropriate locations may be difficult
- Other activities to ensure job training/business development would still need to be occurring in the near term
- Jobs created from local businesses are potentially unstable

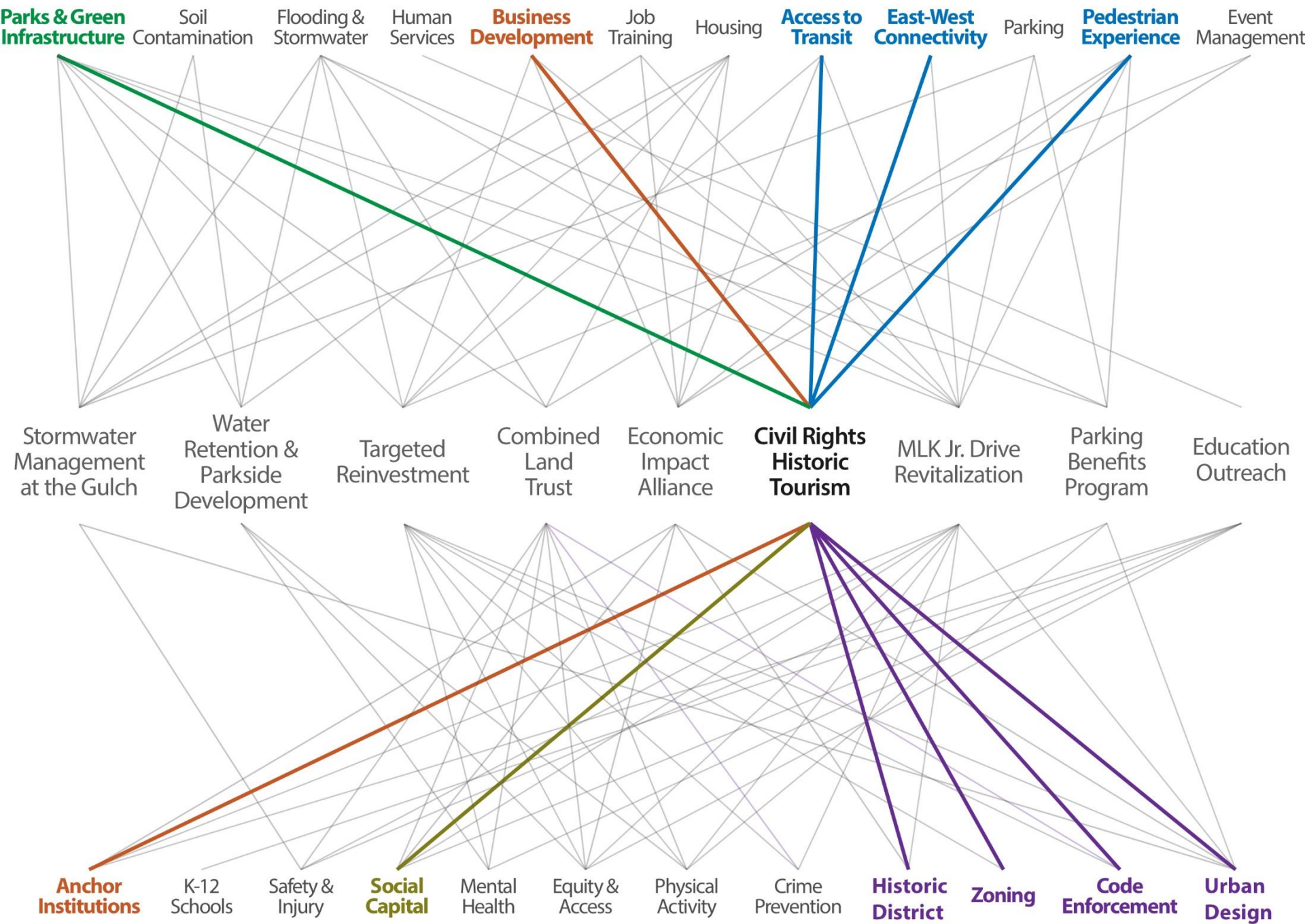
Economic Impact Alliance | Timeline



Civil Rights Tourism Extension | Overview



- 
- Honor and celebrate Westside Civil Rights heritage
 - Connect historic civil rights sites on the Westside to
 - National Center for Civil and Human Rights
 - Sweet Auburn
 - East West Connections
 - Boone Blvd Green Street
 - Martin Luther King, Jr. Dr.
 - Magnolia Street
 - Use of artful wayfinding installations



Civil Rights Tourism Extension | Partners

PARTNERS

- National Center for Civil and Human Rights
- PATH Foundation
- Atlanta Streetcar, Inc.
- The King Center
- Atlanta University Center
- GT Westside Communities Alliance
- City of Atlanta
- Invest Atlanta
- Blank Foundation
- Historic Westside Cultural Arts Council
- Greater Vine City Opportunities Program, Inc.

Civil Rights Tourism Extension | Strengths & Challenges

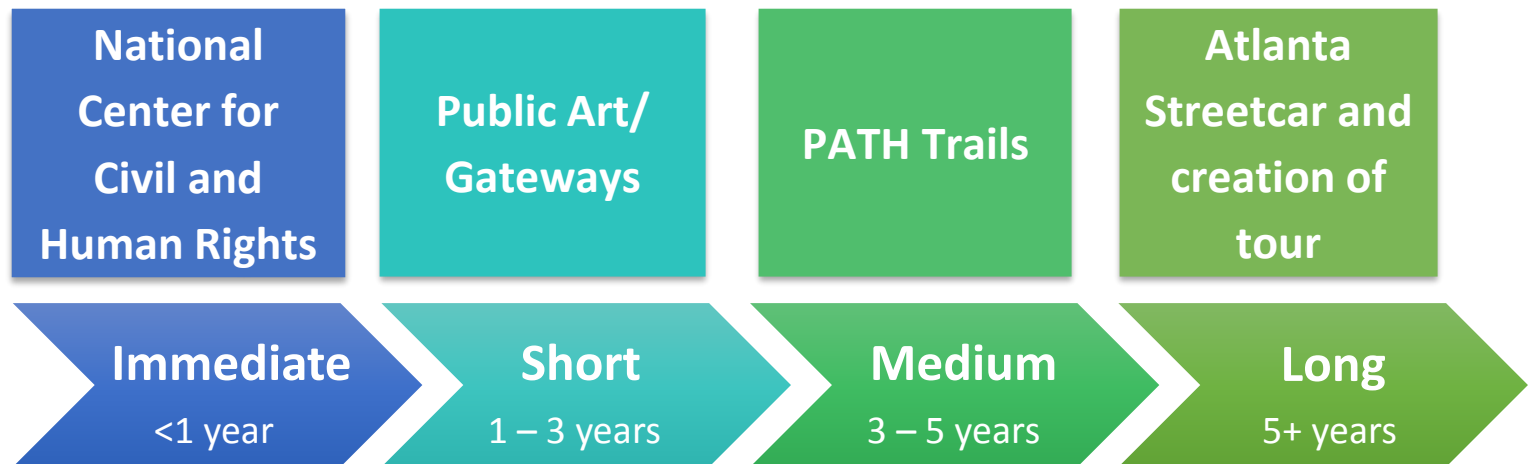
STRENGTHS

- East/West connectivity potential
- Job opportunities
- Improved pedestrian experience
- Planned Boone Blvd. Green Street project
- Increased social capital through engagement and celebration

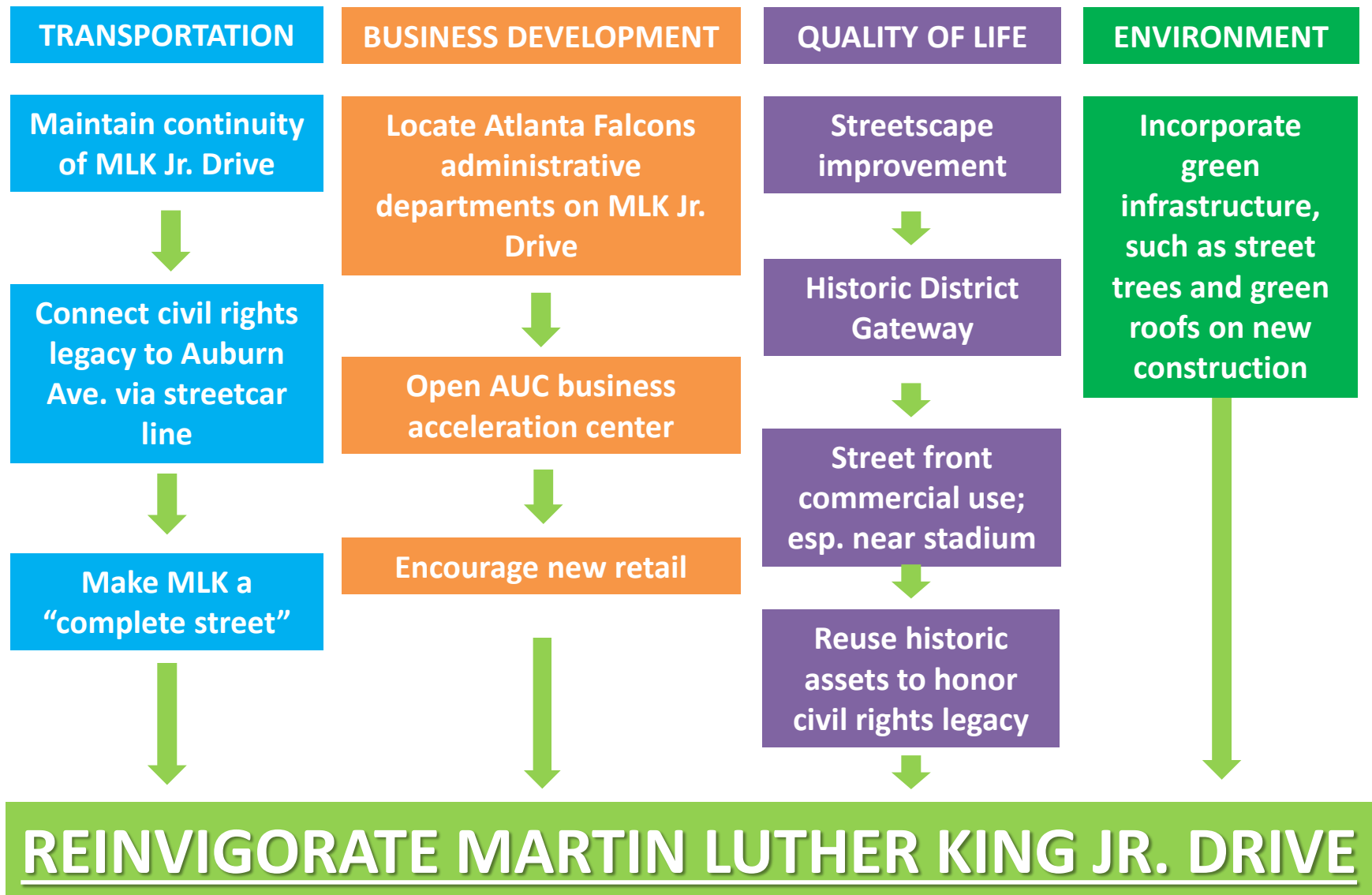
CHALLENGES

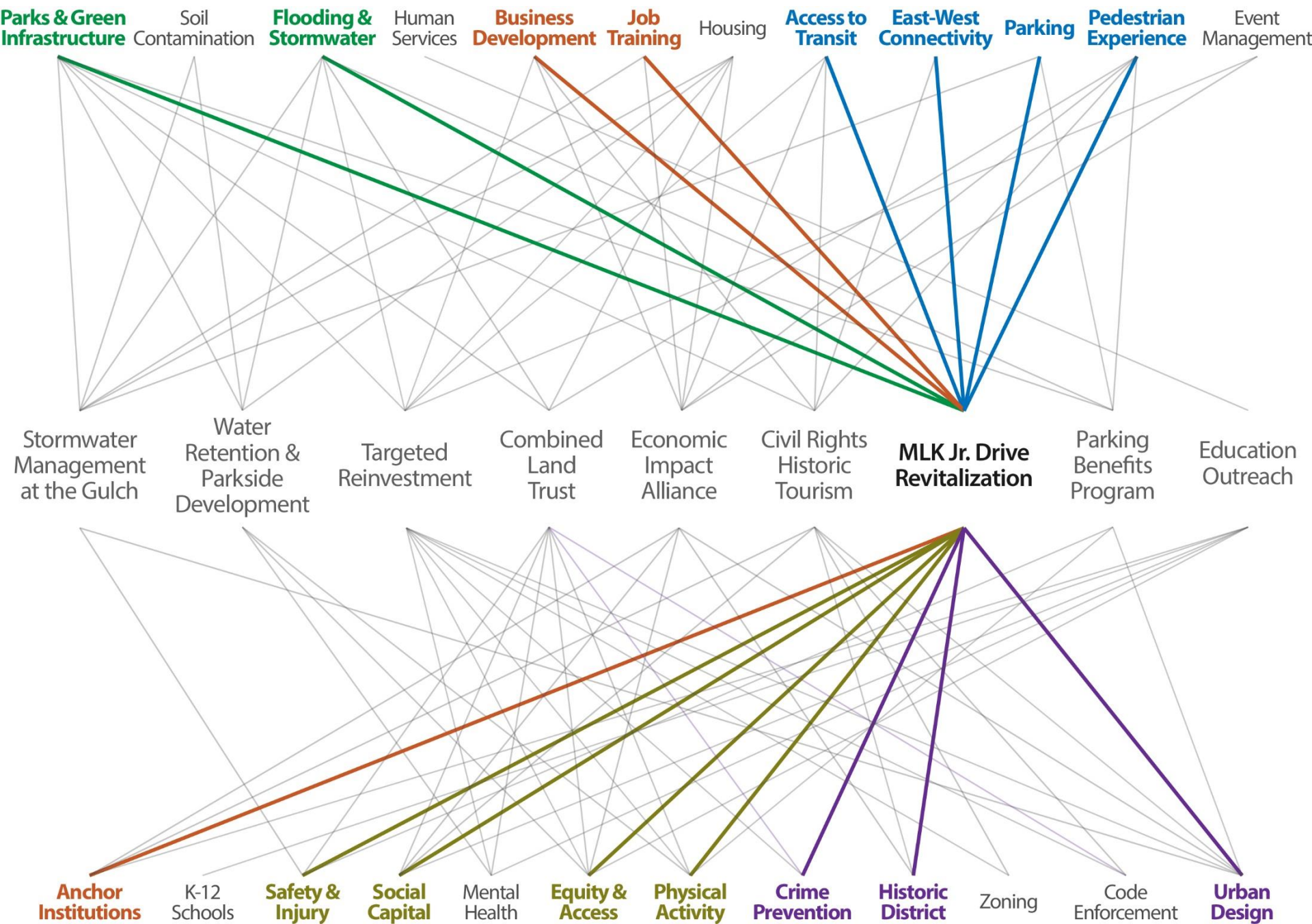
- Tours restrained by direct access to historic sites
- No entity currently pursuing heritage tourism on the Westside

Civil Rights Tourism Extension | Timeline



Martin Luther King Jr. Revitalization | Overview





Martin Luther King Jr. Revitalization | Partners

PARTNERS
• MLK-Ashby Merchants Association
• Atlanta Business League
• City of Atlanta
• AUC
• Falcons
• GDOT
• Invest Atlanta
• MARTA
• Atlanta BeltLine /Streetcar
• Historic Westside Cultural Arts Council

Martin Luther King Jr. Revitalization | Strengths & Challenges

STRENGTHS

- Bring offices and employees to MLK – retail opportunity
- Connect civil rights legacy and provide access for potential clientele from King's boyhood to adulthood home
- Business accelerator – employment opportunity for AUC students
- Improve connectivity between Westside neighborhoods and Downtown
- Loosen dividing nature of MLK
- Manage game day travel demand
- Provide better transit access
- Encourage physical activity and increase safety

CHALLENGES

- Difficult to relocate offices without commitment from anchor groups such as the Falcons
- Need to ensure that economy will support development along MLK
- Possible right-of-way limitations. Need to ensure that traffic impacts will be tolerable
- Need to ensure that transit ridership levels will be sufficient and consistent

Martin Luther King Jr. Revitalization | Timeline



Parking Benefits Program | Overview

The dedication of a small percentage of city and stadium parking revenue collected around the new stadium to go to streetscape improvement and maintenance.



Photo taken in Sept 2013

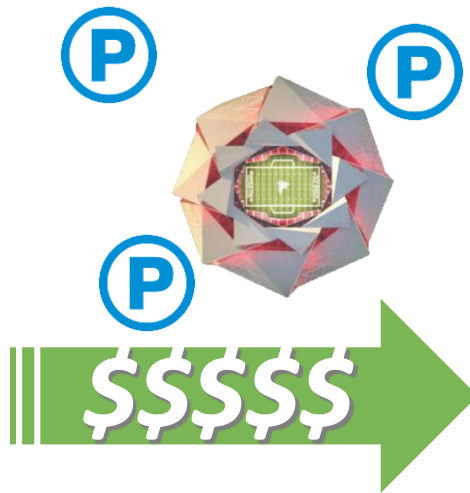
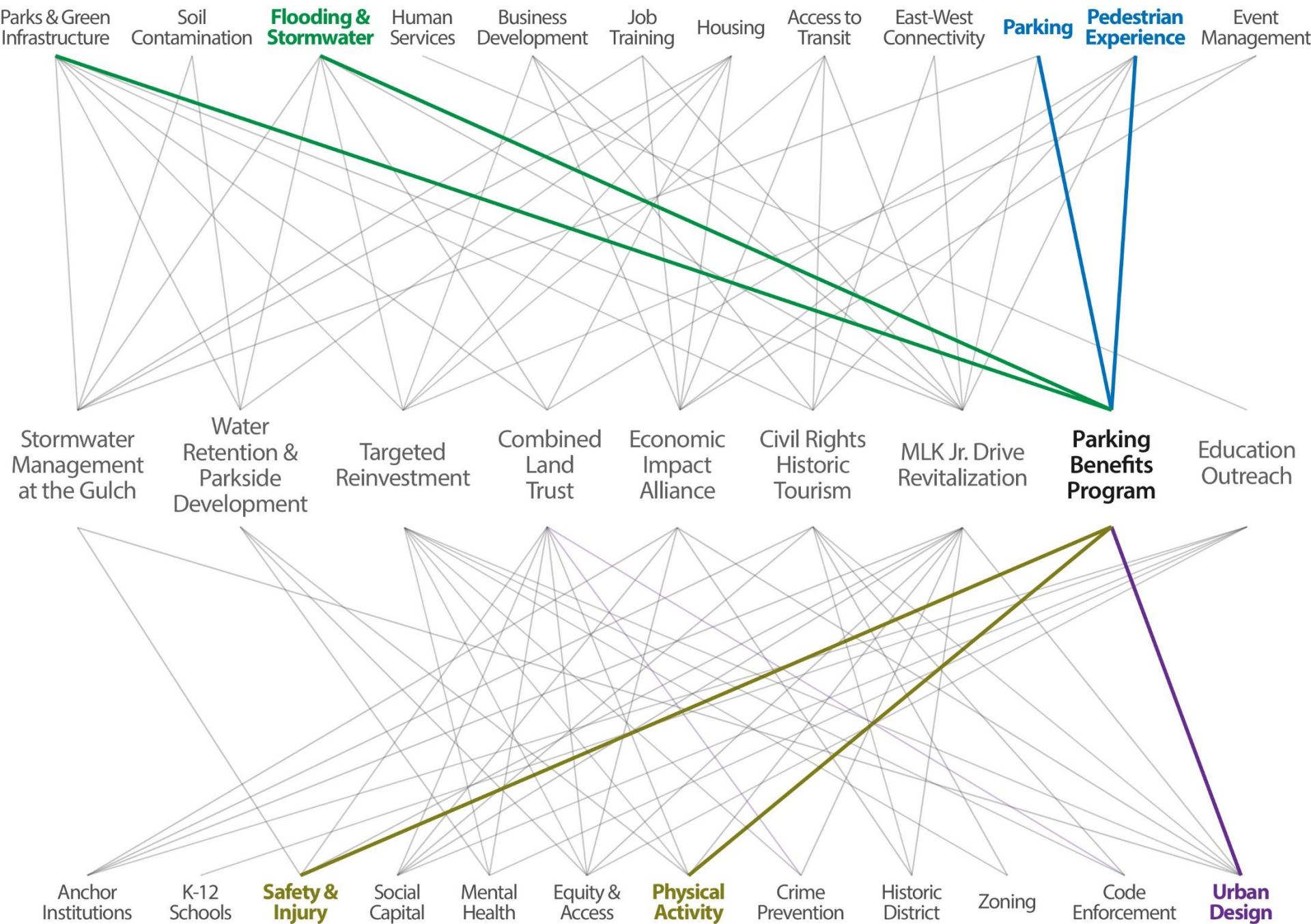


Image source: Google Image



Parking Benefits Program | Partners & Funding

PARTNERS

- Georgia World Congress Center
- Atlanta Falcons
- City of Atlanta Public Works Department
- Georgia Tech's School of Civil Engineering

FUNDING

- No funding needed to set up the program

Parking Benefits Program | Strengths & Challenges

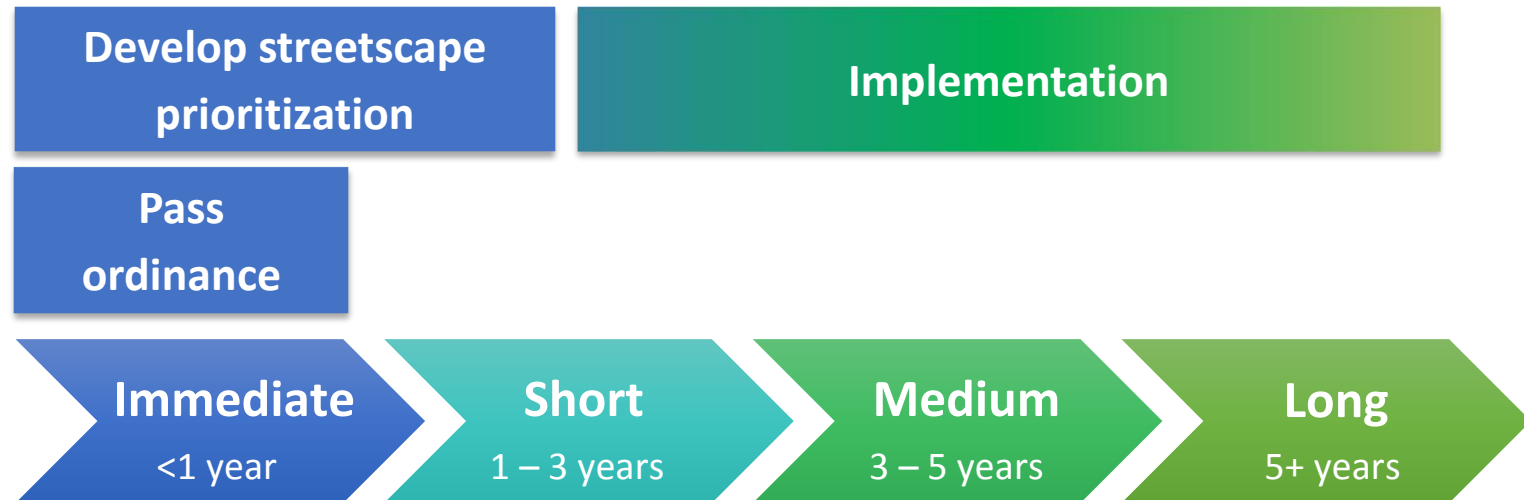
STRENGTHS

- Funding for streetscape improvements
- Reinvestment in communities surrounding the stadium
- Increase safety and encourage physical activity through pedestrian infrastructure improvements

CHALLENGES

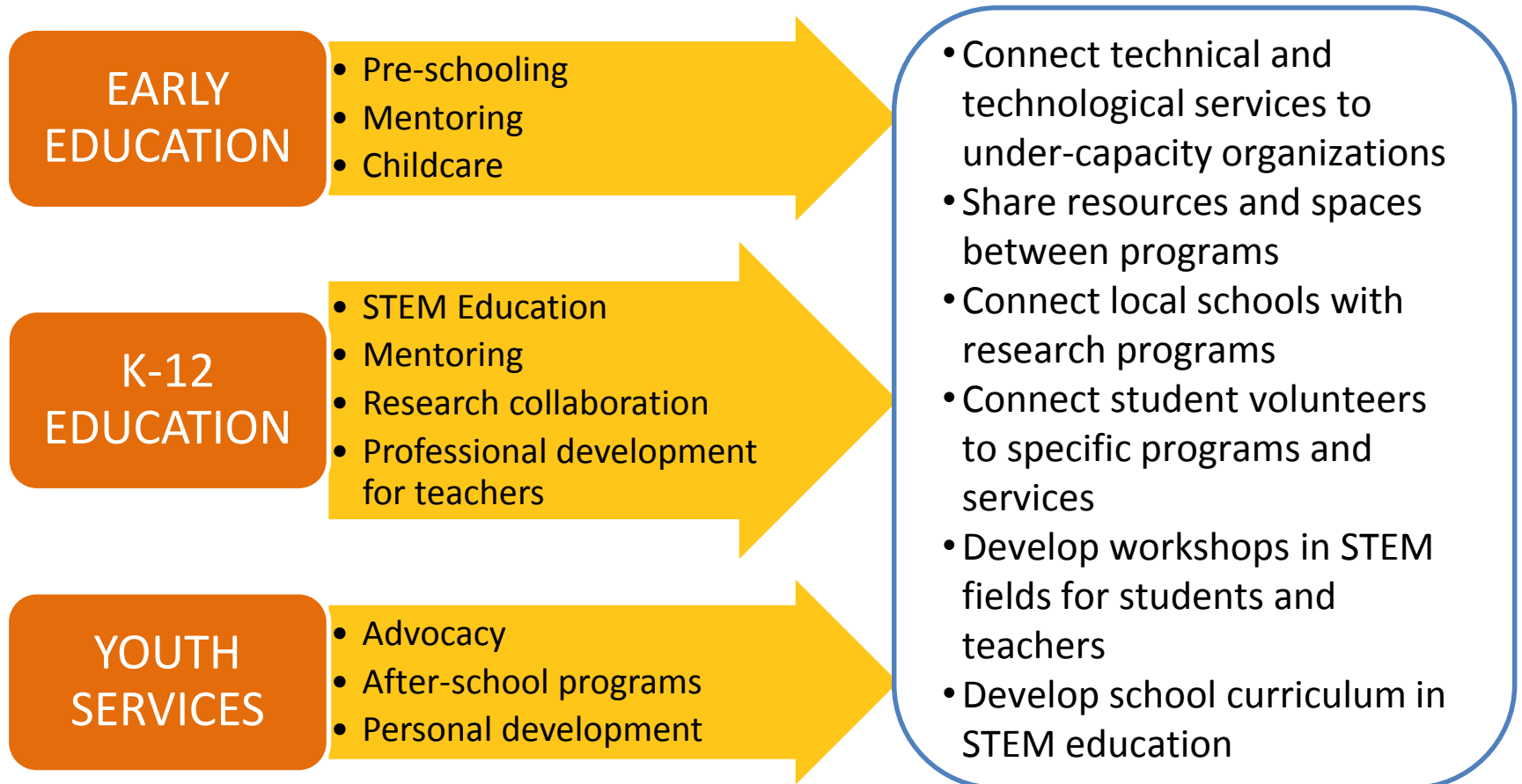
- Opportunity cost of other uses of parking revenue
- Sponsors favor surface parking over parking deck
- Discourage redevelopment of current parking lots

Parking Benefits Program | Timeline

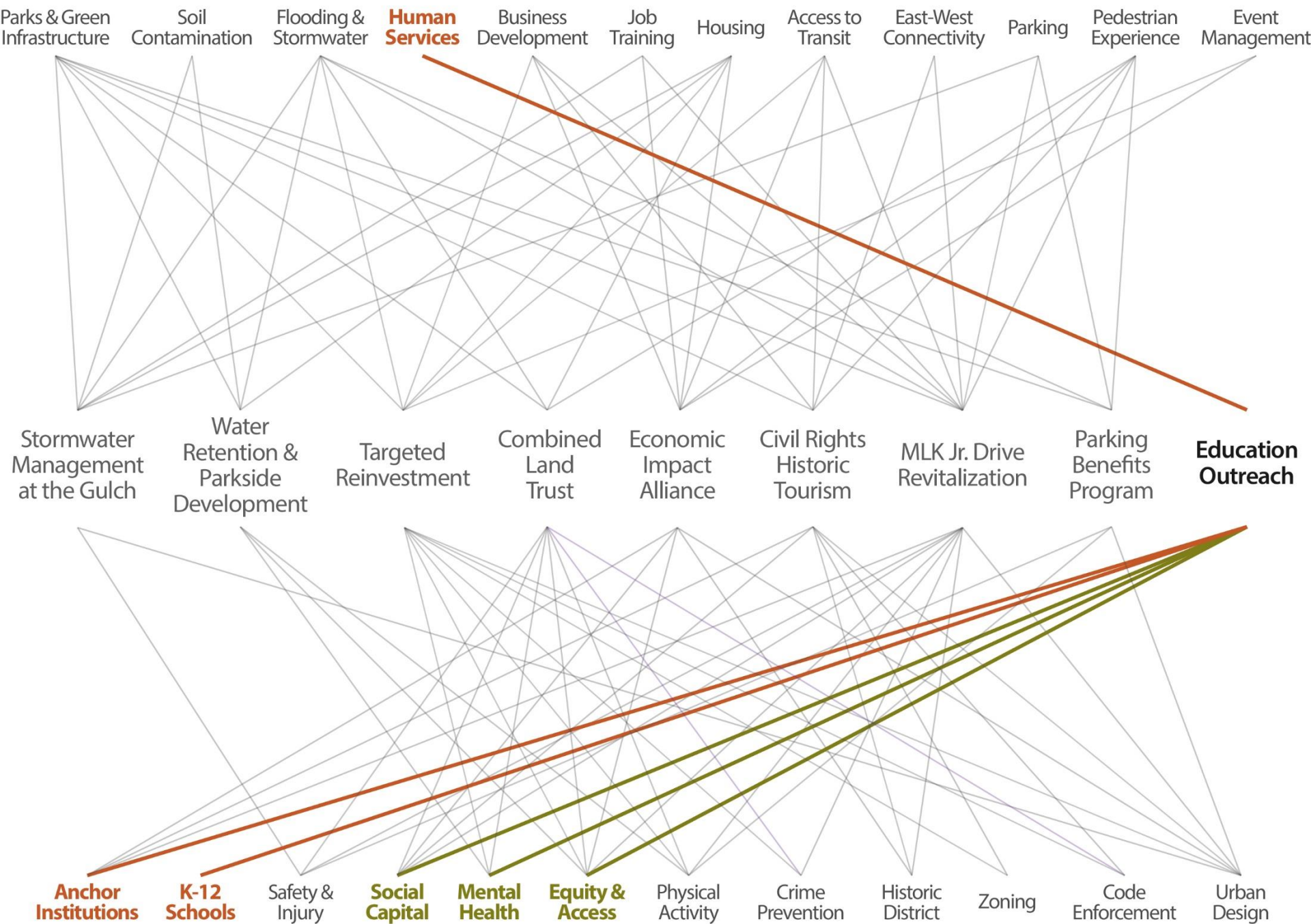


Consolidated Education Outreach | Overview

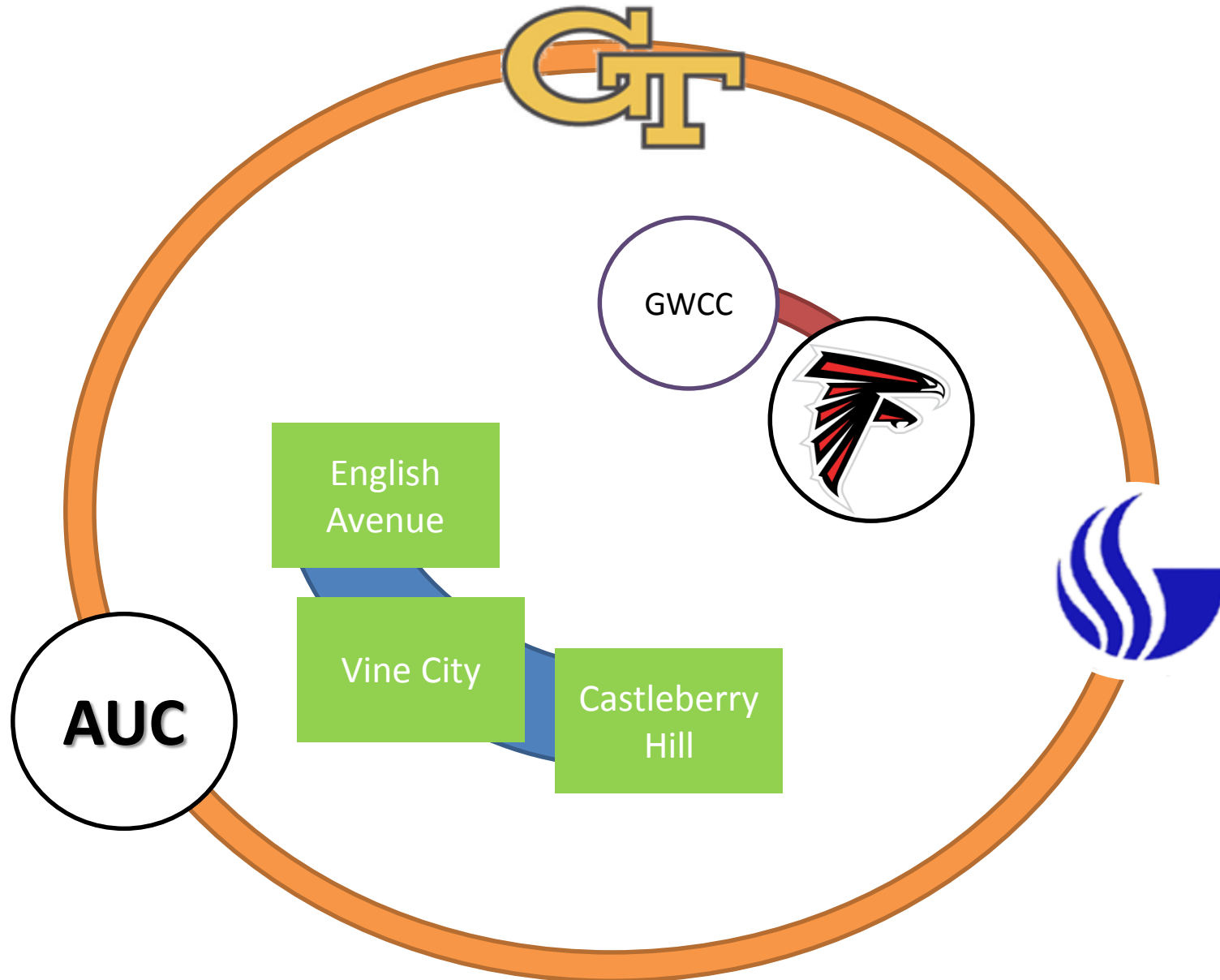
Creation of an overarching framework for education outreach involving the following:



STEM = Science, Technology, Engineering, and Math



Consolidated Education Outreach | "Anchors" for Community



Consolidated Education Outreach | Partners & Funding

PARTNERS

- Georgia Tech Westside Communities Alliance
 - Ivan Allen College of Liberal Arts
 - College of Architecture
 - Office of Leadership & Civic Engagement
 - Office of Government and Community Relations
 - Center for Education Integrating Science, Mathematics, and Computing (CEISMC)
- Atlanta University Center (AUC) colleges
- Georgia State University
- Georgia World Congress Center
- Atlanta Public Schools (traditional and charter schools)
- Early education providers
- JumpStart, Americorps
- Local Houses of Faith
- Bellwood Boys and Girls Club
- Local organizations including
 - Kids First!
 - Raising Expectations
- Greater Vine City Opportunities Program, Inc.
- Historic Westside Cultural Arts Council

Funding

- Grants/ funds
 - National Science Foundation
 - Board of Education
 - Blank Foundation
 - Georgia Tech Foundation
 - Atlanta Public Schools
- Private Funding for specific projects

Consolidated Education Outreach | Strengths & Challenges

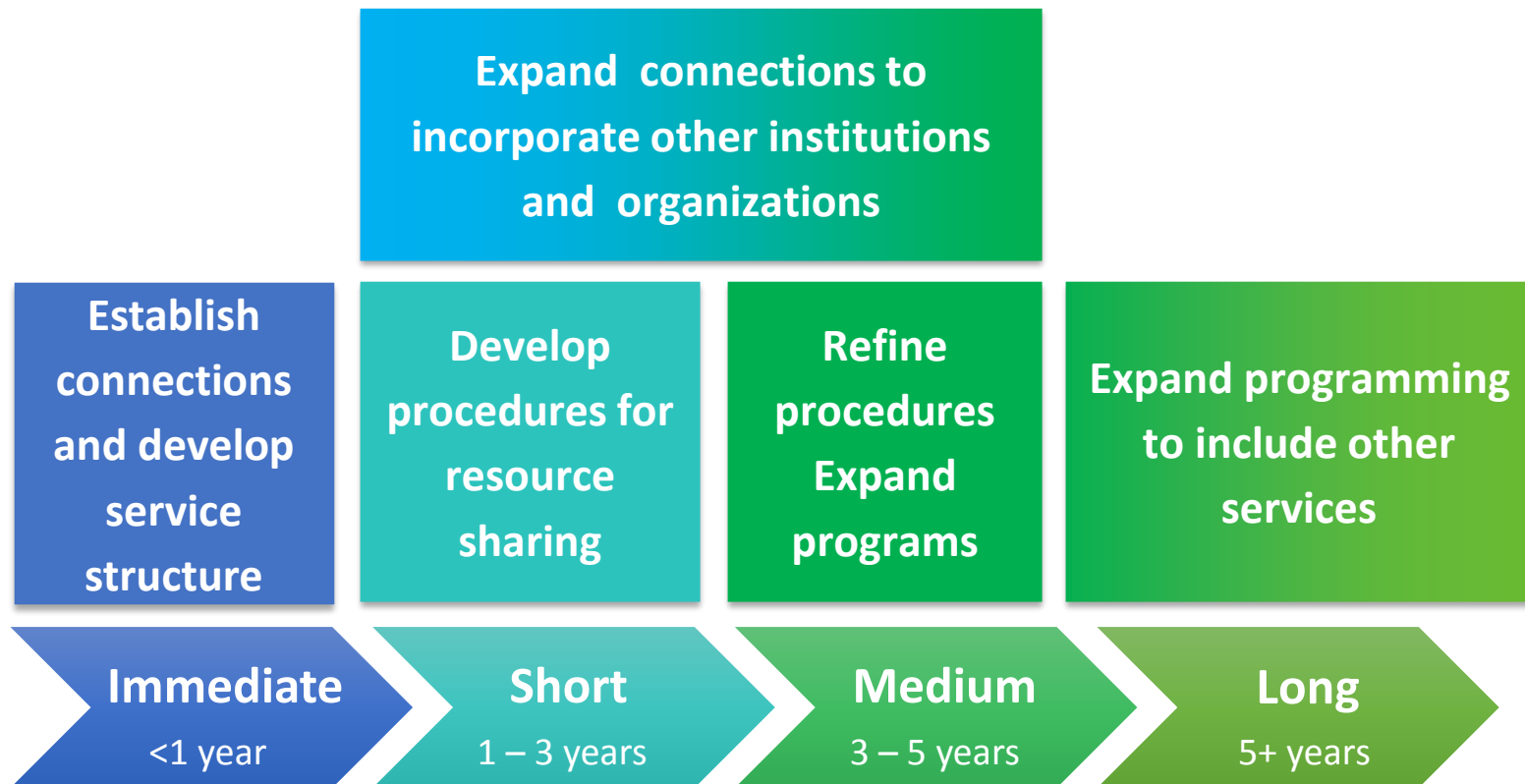
STRENGTHS

- Connectivity between organizations
- Capacity building through combining resources
- Ability to scale up programs
- Improved overall property value because of school performance
- Potential to expand curriculum: e.g. ecological learning
- Improved education leads to positive health outcomes by increasing equity and access
- Increase in social capital through network building

CHALLENGES

- Coordination between various organizations
- Administrative capacity requirements
- Sustaining power of student organizations
- No secure revenue stream

Consolidated Education Outreach | Timeline



Contact

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