TEP/Westside Studio

Draft Final Report
Agenda

Focus Area, Context, Opportunities
Planning Process
Analysis Results
Policy Ideas
  Housing and Vacancy
  Jobs and Economy
Program Ideas
  Health and Food
  Education and Training
  Arts and Culture
Infrastructure Ideas
  TEP Site Design
  Transportation Connections
Focus Area + Context + Opportunities
Focus Area

Technology Enterprise Park Expansion

“Atlanta’s Home for Biobusiness” → Could it be MORE?
Study Context

Many Existing Plans
  Limited implementation

Funding Available
  Atlanta Infrastructure Bonds
  Westside Futures Fund
  Westside Tax Allocation District
  Proctor Creek Grants
  Brownfields Assessments

Shift Toward Implementation
  Improve access and quality of life
  Minimize displacement
  Preserve historic character
Opportunities

Georgia Tech as anchor institution
- Community benefits
- Economic development
- Education and workforce training
- Local employment and procurement
- Sustainable infrastructure

Technology Enterprise Park as catalyst site
- Enhance local transportation system
- Increase access to jobs and resources
- Provide more connectivity and open space
- Support implementation of community plans
- Use stormwater best management practices
Student Studio

Student Group Project
Guided by Professor Mike Dobbins
5 City and Regional Planning Students
1 Semester “Capstone” Course
Sponsored by TEP Team

Studio as Pre-cursor to Feasibility Study
Research and Data Analysis
Ideas Generation
Stakeholder and Community Input
Recommendations

Technology Enterprise Park Feasibility Study
Larger Effort with Entire Team and Professional Consultants
Planning Process
Planning Process

Review of existing plans
Data gathering and analysis
SWOT analysis
Stakeholder meetings
Brainstorming sessions
Site visits and documentation
Digitizing past plans
Creating alternative concepts
Gather community feedback
Recommendations and report
Visualize recommended alternatives
Existing Studies + GIS Analysis
Transportation

Existing Infrastructure
★ Pedestrian
★ Bicycle
★ Transit
★ Auto
★ Freight

Past Studies
★ City of Atlanta + ARC plans
★ GT Campus plans
★ BeltLine + Streetcar plans

GIS Analysis
★ Mode share
★ Safety statistics
★ Transit demand
Community Development

Existing Infrastructure
★ Assets
★ Education
★ Employment
★ Housing
★ Services

Past Studies
★ City of Atlanta + ARC plans
★ Invest Atlanta studies
★ EcoDistrict studies

GIS Analysis
★ Housing affordability
★ Population change
★ Employment industries
Policy Ideas
Policy Ideas to Address Housing and Vacancy

Support sustainable community development while:
★ Improving Permanently Affordable Housing Access
★ Minimizing Displacement
★ Reducing Vacancy and Blight
★ Increasing Homeownership

Policy alternatives:
★ Community-driven Land Trusts
★ Cooperative Housing
★ Deed Restrictions
★ Inclusionary Zoning
★ Tax Assessment Policies
★ Homeowner Assistance and Education
★ Fair Lending and Insurance Policies
Policy Ideas to Address Jobs and Economy

Support Development of a Just and Sustainable Economy:
★ Pro-Entrepreneurship and Small Business Policies
★ Increasing the Minimum Wage
★ Incentives for Businesses to Locate in ED Priority Areas
★ Local Hire and Procurement Policies
★ Increased access to capital for small businesses
  ★ Local banks
  ★ Small Business Lending Products
★ Hiring incentives + enforcement of non-discrimination policies for:
  ★ Minorities
  ★ Seniors
  ★ Young adults
  ★ People with disabilities
  ★ Formerly incarcerated individuals
Program Ideas
Program Ideas for Health

Provide opportunities for play, fitness, and recreation through expansion of public facilities.

- Parks
- Open spaces
- Paths
- Soccer
- Football
- Tennis
- Basketball
- Volleyball
- Skate park
- Gym
Program Ideas for Food

Provide access to healthy food for residents, employees, and visitors to the study area.

★ Restaurants
★ Grocery stores
★ Bodegas
★ Markets
★ Food Trucks
★ Urban Agriculture
★ Shared-use Commercial Kitchen
Program Ideas for Green Building

Promote green building practices in the focus area as a continuation of best practices on the Georgia Tech campus.

- ★ State-of-the-Art Facilities
- ★ Sustainable Design
- ★ Energy Efficiency
- ★ Green Roofs
- ★ Pervious Surfaces
- ★ Native Plants
- ★ Stormwater Management
- ★ Eco-Wastewater Treatment
- ★ Recycling and Reuse
- ★ Training for Facility Design, Construction, and Maintenance
Program Ideas for Clean Energy

Use sources of clean, renewable energy to benefit community and focus area stakeholders.

★ Net Positive Energy Buildings
★ Solar Research + Manufacturing + Use
★ Biofuels Research + Manufacturing
★ Geothermal Heating + Cooling

ASHRAE Headquarters with Geothermal Heat Pump
Algae Biofuel Production (Earth Magazine)
Suniva Researchers in Norcross, GA (Gwinnett Business Journal)
Program Ideas for Education and Training

Leverage Georgia Tech Education Resources to Benefit Westside Communities.

Community Classroom and Resource Center

★ Health and Biosciences
★ Green Building
★ Clean Energy
★ Horticulture
★ Landscaping
★ Arts and Design
★ Music Production
★ Computing
★ Business Skills
★ Technical Training

Westside Works Training Programs

Summer Camp with GT College of Computing
Program Ideas for Education and Training

Leverage Georgia Tech Education Resources to Benefit Westside Communities.

Partnerships with other Schools
★ More K-12 and Technical Programs
★ Expand Tutoring and Mentorship
★ Interactive Science Museum

Interactive Science Museum Example
Medical Lab Technician Training (Allegheny College)

InGirls Visit to Georgia Tech
Program Ideas for Arts and Culture

Foster Growth of a Rail Arts District and Cultural Centers in the Study Area

★ Historical celebration, preservation, and restoration
★ Support cultural resource creation
★ Public performances and art installations
★ More music and entertainment venues
★ Spaces for artists and entrepreneurs to sell goods
★ Vintage and second-hand stores

The Wailers at Terminal West
Frenchmen Street Artists Market in New Orleans (PPS)
Martin Luther King Jr. Mural (DOS)
Infrastructure Ideas
Site Design – 3D Rendering of Study Area
Full Site Design

Preferred Site Design – Alternative 4
Full Site Design

Alternative 4 – Street Level Views
Infrastructure Ideas

Pedestrian Improvements
Bicycle Improvements
New Crossings
New Transit
Intersection Safety
Bike / Ped Improvements

8th Street
Northside Drive at Freight Rail Line
Joseph E. Lowery Boulevard

Jefferson Street
James P. Brawley Drive
Tech Parkway
  Multi-Use Path

North Avenue
Path to Northside Drive
Marietta Street Underpass

English Avenue Path
Jefferson Street

Core Bicycle Connection
Shared Street
Bike Boulevard
Buffered Bike Lanes
Jefferson Street

Alternative 3 – Buffered Bike Lanes
North Avenue Underpass

Public Art
★ Mural
★ Interactive

Sidewalk
★ Widen
★ Raise
★ Protect

Bike Infrastructure
★ Bike Lane
★ Multi-use Path

Transit
★ Enhanced Bus
★ Streetcar
North Avenue Underpass

Alternative 1
★ Enhanced Bus
★ Multi-Use Path
English Avenue Path

Public Linear Park
Multi-Use Path
Transition between Uses

Atlanta BeltLine lies to the West
English Avenue Path

Alternative 1 – Separated

Alternative 2 – Shared
New Crossings

Jefferson Street
Bankhead Bridge
Lambert Street to Means Street
North Avenue Research Area
North Avenue Overpasses
Northside Drive at John Street
John Street at Freight Rail
Foundry Street to International Plaza
Bankhead Bridge Crossing

Donald Lee Hollowell Parkway to Bankhead Avenue
Bike and Pedestrian Bridge
Lambert Street Crossing

Lambert Street to Means Street
Underground Tunnel
At-Grade Crossing
Bike and Pedestrian Bridge
New Transit

Marietta Street
10th Street
North Avenue
Northside Drive
Luckie Street
Joseph E. Lowery Boulevard
Donald Lee Hollowell Parkway
Joseph E. Boone Boulevard
Georgia Tech / AUC / GSU Shuttle(s)
Westside Community Shuttle(s)
Buses + Shuttles

Marietta Street
Northside Drive
Joseph E. Lowery Boulevard
Donald Lee Hollowell Parkway
Georgia Tech / AUC / GSU Shuttle(s)
Westside Community Shuttle(s)
Gondolas

Northside Drive
10th Street
Joseph E. Lowery Boulevard
North Avenue
Luckie Street
Joseph E. Boone Boulevard
Northside Drive

Regular / Enhanced Bus
Bus / Bike Lane
Bus Rapid Transit
On-Street Parking
Northside Drive

Alternative 5 – Bus and Bike Lanes with Median
Northside Drive

Alternative 6 – Median, Wider Sidewalks, and On-Street Parking
Joseph E. Lowery Blvd.

Bike Lanes

Regular / Enhanced Bus

Gondola
Joseph E. Lowery Blvd.

Alternative 2 – Regular / Enhanced Bus
Joseph E. Lowery Blvd.

Alternative 3 – Gondola

Gondola in Medellin, Colombia
Intersection Safety

Northside Drive and:
  10th Street
  8th Street
  Tech Parkway / Marietta Street
  Donald Lee Hollowell Parkway
  North Avenue

Donald Lee Hollowell Parkway and:
  James P. Brawley Drive

North Avenue and:
  Northyards Boulevard / Strong St.
  State Street
Northside @ North

Safer crossings
Simplified design
Transit infrastructure
Northside @ North

Alternative 2
Northside @ North

Alternative 4
Northside @ Marietta

Improve crossings
Simplify design
Improve site lines
Any questions?

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